

The
GOOGLE

ADS

PLAYBOOK

**How to set up, run and optimize
campaigns like a pro.**

Rokas Golcas

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1. WHAT IS GOOGLE ADS?

Google Ads is an online advertising platform, where you can bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of Google Search (the Google Search Network) and on non-search websites, mobile apps, and videos (the Google Display Network).

Many associate Google Ads only with one ad type - search ads. The ads you see when searching on Google. But Google Ads account offers way more.

Within the account, you can create eight types of campaigns:

- › Search
- › Display
- › YouTube
- › Shopping
- › App
- › Performance Max
- › Demand Gen
- › Hotel
- › Retargeting

Some people separate retargeting campaigns into their own type. Still, it's not a different type. It's the same Display campaign with another targeting option. We'll talk about it later on.

Let's briefly go over all of the campaigns.

1.1 SEARCH ADS

Search Ads appear when you search for something on Google. They might not always appear, but you should see them most of the time.

The main idea behind Search Ad campaigns is that they are based on keywords or search queries that people enter into Google search. Your ads will be shown only on the Google search results page.

Here are a few examples:

The screenshot shows a Google search for "buy shoes online". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar are navigation links for All, Shopping, News, Images, Videos, More, Settings, and Tools. The search results show "About 769,000,000 results (0.47 seconds)".

There are four sponsored ads listed:

- Shop Shoe Carnival® Online | Step Up Your Style Game**
www.shoecarnival.com/ | Rating for shoecarnival.com: 4.7 - 5,135 reviews - Return policy: Most items 60+ days
Find Your Next Pair of Shoes on ShoeCarnival.com and Pickup In-Store for Free! Purchase...
Shop Timberland Boots · BOGO 1/2 + \$15 Off \$74.98 · Buy One, Get One Half Off
- Shoes Online at Zappos | Fast & Free Shipping on Shoes**
www.zappos.com/Shoes | Rating for zappos.com: 5.0
Huge Selection of New Styles. 100% Free Shipping. Free Returns for 365 Days! Converse. Nike. Born. Birkenstock. New Balance. Frye. Styles: Sneakers, Sandals, Heels, Loafers, Boots.
Women's Shoes · Men's Shoes · Kid's Shoes · Sandals · Shoes at Zappos · Boots
- Buy Shoes On Line at ShoeDazzle® | Find Your Dream Style**
www.shoedazzle.com/ | Make Every Outfit Interesting with Great Shoes. Buy Your First Style for \$10
- JustFab® Buy Shoes On Line | Looks Picked Just for You**
www.justfab.com/ | The Real Magic Of JustFab Starts With Our In-House Design Team. Step Up Your Style...

Below the ads is a grid of shoe products:

See shoes online		Sponsored ⓘ
 Allbirds Men's Merino Wool... \$95.00 Allbirds ★★★★★ (928)	 Atoms Shoes, Model 000:.. \$179.00 Atoms Free shipping	 Founder Chestnut... \$245.00 Samuel Hubbard ★★★★★ (749)
 Allbirds Women's... \$95.00 Allbirds ★★★★★ (1k+)	 adidas Ultraboost S&... \$180.00 adidas ★★★★★ (2k+)	 Saint Laurent Opyum Sandal... \$995.00 Orchard Mile Free shipping

Ads on Google Search are always marked with an Ad icon near the website name. However, Google likes to experiment with the design of this icon, so don't be too attached to it.

1.2 DISPLAY ADS

Display ads are different. Think of them as banners that you see across all websites, which are part of the Google Display Network (GDN). The difference is that the ads are not shown on the Google search results page but on other websites called placements (where your ad is placed).

These ads are not based on what users search but on the audience you target. You can either use a Google-defined audience in the account or create your own custom audience based on your website data. With display ads, your goal is to find (create) an audience more likely to be interested in your product or service.



You can recognize if the ad you're seeing is from a Google Ads account. You see the **x** and a triangle in the top right corner. This means that these ads were created through Google Ads.

1.3 YOUTUBE ADS

This is where you launch your video ad campaigns. It's what you see before or during almost any video on YouTube. And I would assume you're not the biggest fan of those ads, as they can be annoying. We all wait for that "skip" button.

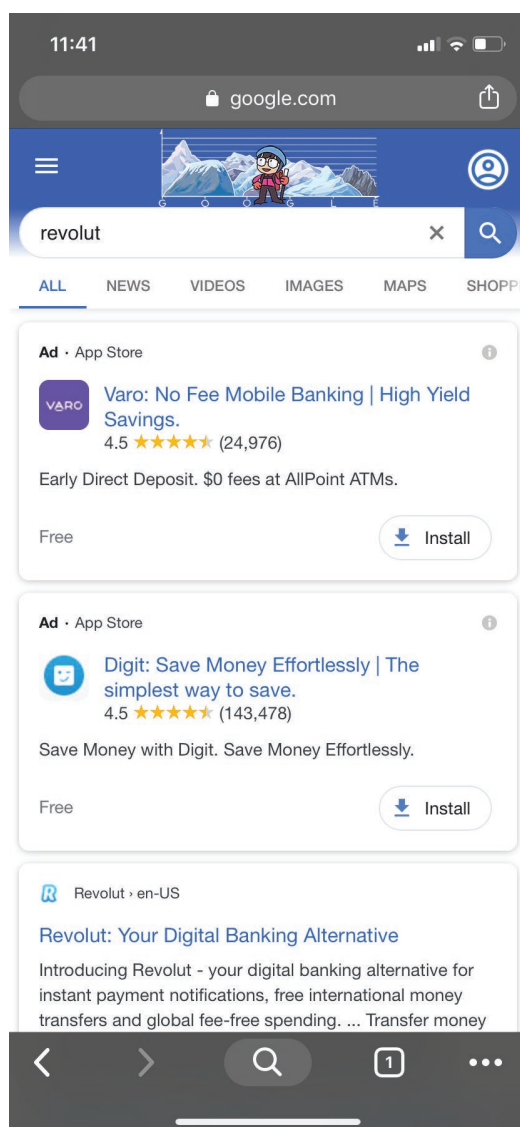


YouTube ad targeting is quite similar to Display ads. You also have to target an audience. However, since people can search for things on YouTube, you can also use keywords that people enter. So it's a mix of Search and Display ads.

1.4 APP ADS

The name says it all. It's a great way to promote your mobile app. Be it iPhone or Android. It allows you to promote app store links and count downloads as conversions.

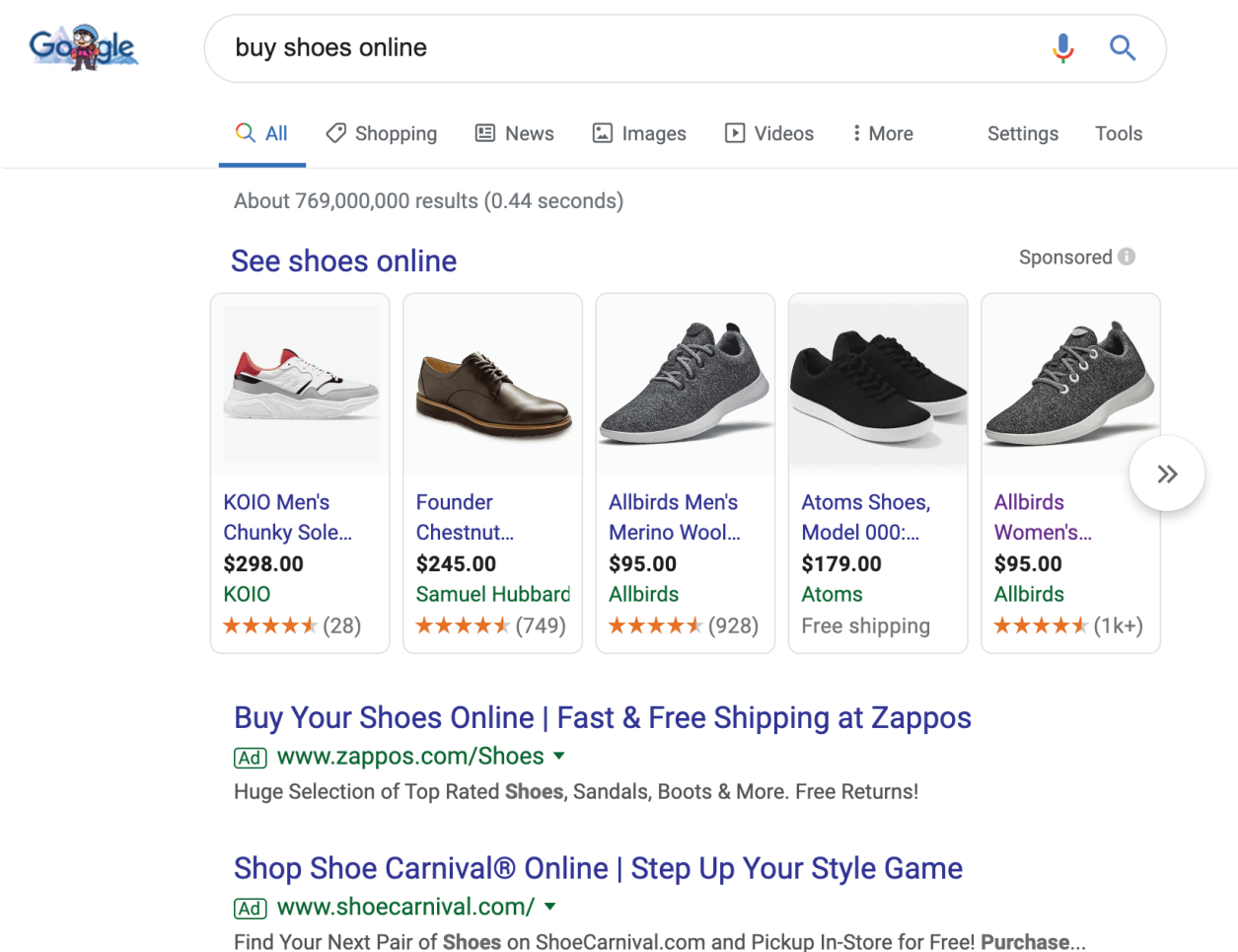
What is different about this type of advertising is that ads can appear anywhere. You can spot them on Google search and see them while playing games on your phone, other apps, YouTube, and basically on all properties that Google owns or has access to.



1.5 SHOPPING ADS

If you have an e-commerce website, you might have heard about them. Ads specifically designed to promote your e-commerce store products. It works with the Google Merchant Center account that feeds your products into your Google Ads account, making it possible to display prices and pictures.

You can see products with pictures, names, brands, ratings, and prices below. In the top right corner, it says *Sponsored*.



The screenshot shows a Google search interface with the query "buy shoes online". The search results include a "See shoes online" section with five sponsored product cards. Each card displays a shoe image, the product name, price, brand, and a star rating with the number of reviews. Below the product cards are two text-based ads for Zappos and ShoeCarnival.

Product Name	Price	Brand	Rating
KOIO Men's Chunky Sole...	\$298.00	KOIO	★★★★★ (28)
Founder Chestnut...	\$245.00	Samuel Hubbard	★★★★★ (749)
Allbirds Men's Merino Wool...	\$95.00	Allbirds	★★★★★ (928)
Atoms Shoes, Model 000:...	\$179.00	Atoms	Free shipping
Allbirds Women's...	\$95.00	Allbirds	★★★★★ (1k+)

Buy Your Shoes Online | Fast & Free Shipping at Zappos
www.zappos.com/Shoes
Huge Selection of Top Rated Shoes, Sandals, Boots & More. Free Returns!

Shop Shoe Carnival® Online | Step Up Your Style Game
www.shoecarnival.com/
Find Your Next Pair of Shoes on ShoeCarnival.com and Pickup In-Store for Free! Purchase...

1.6 PERFORMANCE MAX

It's a fairly recent addition to the Google campaign family. Performance Max campaigns are a goal-based campaign type that will help you find more converting customers across all channels (Display, YouTube, Search, Gmail,

Maps, etc.). It will automate the process with Smart Bidding and optimize your campaign performance in real time.

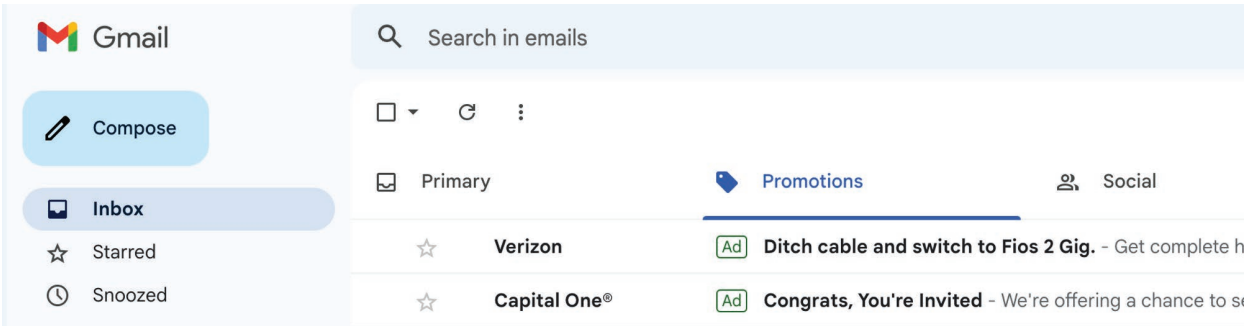
These campaigns use machine learning models to help you get more conversions or conversion value for your goals. But for it to work, you need to provide good inputs, like customer data, and assets like high-quality text, images, and videos.

1.7 DEMAND GEN

Google Demand Gen Ads launched in 2019. They were called Discovery Ads. At that time, they looked different from any other campaign type. Google has a lot of properties where it can show ads, so it wasn't a big surprise that it launched Demand Gen Ads with the goal of monetizing that inventory.

Google Demand Gen Ads are a type of native ad format that allows advertisers to serve visually rich ads to users across three main Google properties: Google Discover, YouTube, and Gmail. Since no one likes ads and most people quickly develop ad blindness, Demand Gen ads are designed to match the look and feel of the content surrounding them, making them less intrusive and more engaging for users.

Here are Demand Gen Ads in the Promotions and Social tabs, allowing advertisers to reach users as they check their emails.



Even though Google says it can boost sales, it's mostly used for reaching new audiences and doing brand awareness campaigns. Both of which rarely translates into a lot of sales. At least directly.

1.8 HOTEL ADS

As the name suggests, these ads are tailored for Hotel bookings. You can either be the owner, or just a manager of the hotel, as long as you have control over bookings.

This campaign type lets you bid for hotel ads that appear when a traveler searches for a hotel on Search or Maps. These ads appear in a specially design hotel booking module that can show photos of the hotel, amenities, prices, and a link to book the hotel.

The screenshot shows a search interface for 'hotels in la'. At the top, there is a search bar with the text 'hotels in la' and icons for clearing the search, voice search, image search, and a magnifying glass. Below the search bar are several filter buttons: 'Maps', 'Images', 'Perspectives', '5 star', 'Cheap', 'Downtown', 'Best', 'Las Vegas', and 'Com'. Below the filters, it indicates 'About 4,750,000,000 results (0.63 seconds)'. The main content area is titled 'Sponsored · See hotels in la' and specifies 'Los Angeles, California · Mar 10 – 11'. There are five hotel ads displayed in a row, each with a photo, name, price, booking source, rating, and amenities. A double arrow button is visible on the right side of the ads.

Hotel Name	Price	Rating	Amenities
Freehand Los Angeles	\$55	4.1 (2.6K)	Restaurant
Hollywood Historic Hotel	\$122	4.1 (1K)	Restaurant
STILE Downtown Los Angeles by...	\$117	4.4 (3.7K)	Restaurant
The Wayfarer Downtown LA,...	\$180	3.9 (740)	Restaurant
DoubleTree by Hilton Hotel Lo	\$176	4.0 (3.1K)	Restaurant

1.9 RETARGETING

This is not a type like the others but is frequently used or shown as a different campaign type.

The reason is that whether you do Search, Display, or YouTube retargeting, all will be based on your website audience.

Retargeting shows ads to people who have already visited your website, which is why it is referred to as a different type. These campaigns require a different strategy. You have to create retargeting audiences and only then apply them to one of the campaign types.

For example, create an audience that visited your Women's clothing section and then create a separate campaign that targets only these users.

We will get into the hows and the whats later in the book.

2. UNDERSTANDING THE BUSINESS

Before you start planning anything, you must ensure you understand the (your) business. This is true whether you're a freelancer, employee, or even a business owner doing ads for yourself.

Many people don't think about it as they are in a hurry to provide a service. But without this step, you're putting your campaigns at risk.

It sounds like common sense, but trust me, I have seen many accounts where campaigns were created without a clear understanding of how the business works.

- › Who is your audience?
- › How would people search for your services or products?
- › What is the pricing? Is it a high-end product or an impulse buy?
- › Is there seasonality for the business?
- › Do you have sales already, or are you just starting?

These are just a few questions to ask before you start planning your campaigns.

As always, there might be exceptions, when you don't have to spend a lot of time to understand the product or the business. All you need to do is set up campaigns and just go with it.

I will provide some guidelines to get you started. Later (with more experience), you will adjust everything to your liking.

But one of the most important rules - is always to listen. Let them (business owners) tell you everything about the business, whether you're starting a new company or freelancing with a client. Write it all down.

Geography

What country does the business operate in? Does it have a few languages? If so, campaigns have to be in both. The same goes for landing pages.

Take the USA for example. In the state like Florida, I would probably want to run campaigns in English and Spanish. Depending on the product, of course. But I know that there is a big population of Spanish speaking people. I don't want to miss them as clients.

If the countries have different currencies, the page must also have them. People need to see the price in the way they are used to.

Demographics

Try to understand age, gender, social status, etc.

This will inform you who the people looking for that product are and the language you can use in your ads. Younger people respond to a different language than older people. Sometimes, you might use more straightforward language to connect with your audience, and sometimes, more sophisticated, maybe even technical.

This is also important as you can use gender, age and other demographic settings to adjust campaign targeting.

Products or services

This part is very important when talking about ROI and profitability.

What is the business selling? Is it cheap or expensive? That informs who is looking for in products or services. With more affordable items, you usually concentrate on Direct sales, using prices in the ads and targeting specific keywords.

With more expensive items, You might want to avoid mentioning the price in the ad.

You also have to understand why they need the product or service. What makes them choose your product? Is it the features or the price? How the company positions the product. This will help you choose better keywords and write better ads.

Seasonality

Does seasonality impact the company or the products/services they sell? If

yes, you might structure campaigns differently and be prepared for upcoming holidays. You will learn how to check if seasonality impacts the search volume of your keywords later in the book.

This is also a great insight for the business to know. And it should come from you as an expert.

Even though keywords stay the same, ads must be changed during holidays. Also, bidding strategies change due to seasonality, and you must be prepared.

Discounts

Does the business offer sale promotions and significant discounts? Does it happen often? This impacts the strategy because conversions (revenue) can spike or decrease depending on a discount.

So you have to account for it. Make sure you understand why it went up or down.

Suppose the strategy heavily relies on discount promotions. In that case, you should think about different structures, separating specific discount keywords into their campaigns and writing ads that support the discount and are direct.

We will talk in detail about campaign structure. But the more you know the easier it will be to create the best performing structure.

Landing pages

Landing pages are the first impression of the company and they are crucial for campaigns success. Always ask what landing pages can be provided and constantly review them, as they might contain information that will help you.

Ideally, you have to have dedicated landing pages for your Google Ads campaigns. If there are more products or services, they also have to have separate landing pages. This helps to improve campaign performance.

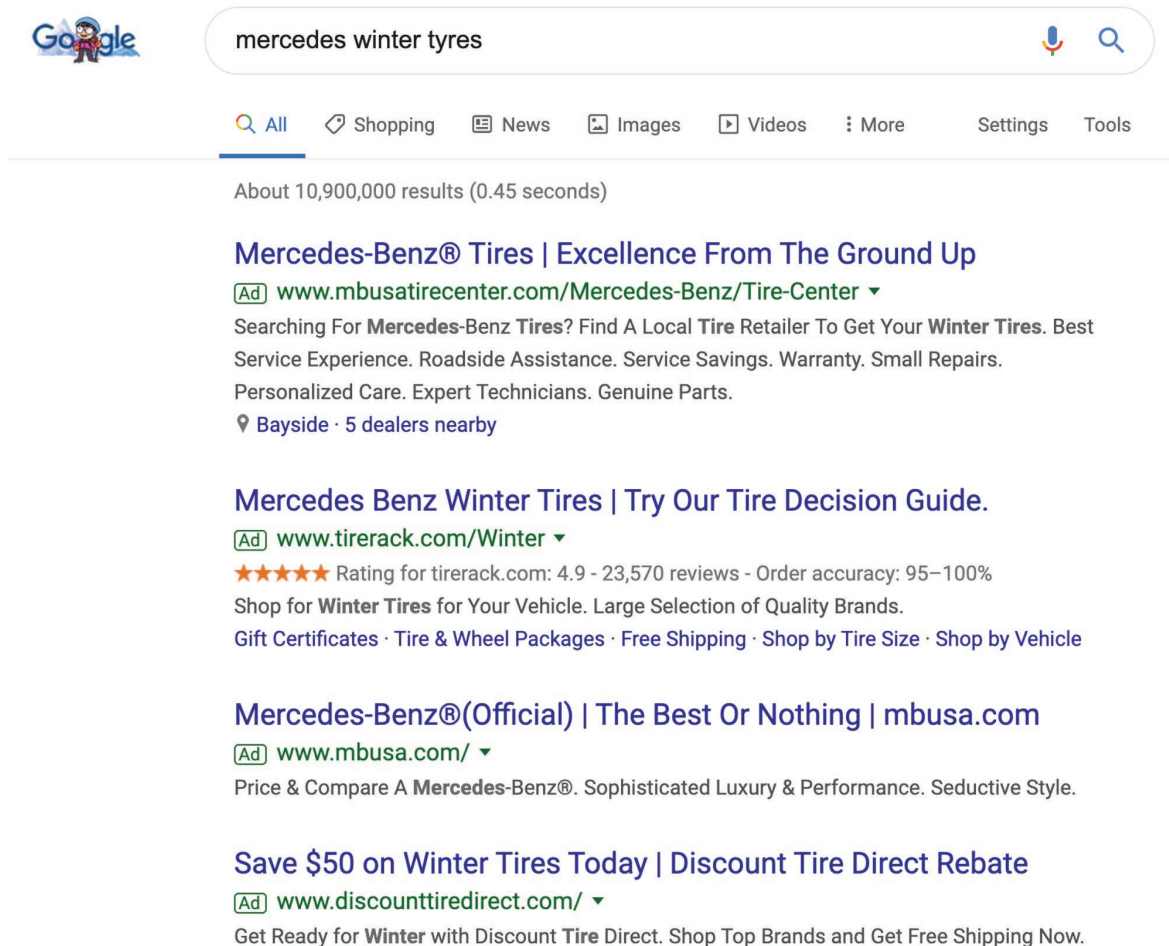
This is just a start to getting the ball rolling. You will have more questions once these are answered. And a lot more will happen after the campaigns start running.

3. GOOGLE SEARCH ADS

Search campaigns are the most popular campaign type in Google Ads. They are also more difficult to manage compared to others. There is just more to them.

That is why this chapter is the biggest one in this book.

I think Search ads need no introduction. If you have searched for something on Google, chances are you saw an ad like the one below.



You can see two ads on top of the organic results. Ads are also displayed lower, what used to be the bottom of the page. Now, when Google doesn't have pages, they just appear after you scroll a certain amount.

It is essential to understand that organic results and Google ads do not impact each other at all. This is a separate system. If your ads are on top, this does not mean your organic search results will improve, and vice versa.

Another important thing is that you can only show text ads on search results. We will talk about ads in detail later. But this is a clear distinction between other ad types. Not only that, each line has a limited amount of symbols.

3.1 USER INTENT AND PSYCHOLOGY

Let's step back and discuss a vital but often forgotten part. Why do people search?

To find an answer.

The most significant difference from other channels is that Google search is not used to browse. People don't come here to hang out. They come for a specific purpose - to find answers to their questions. It might be a song, a product, or anything else.

That's why people who search on Google have a higher intent.

What does this mean? People who search for "*Mercedes winter tires*" probably have a high interest in that product. Compared to someone scrolling down on Facebook and noticing a shoe ad or those tires because they did not search for that product. They just saw it in their feed. They did not express any need for that product.

Users who search for something have a higher chance of performing an action than those who just randomly see an ad. That's why, on other platforms, a lot depends on the visual part of the ad - to entice people to click.

No one searches just for fun; they need something or want to know something. On Facebook or similar display channels, you have to guess which audience is more likely to be interested in your product. On Google search, people tell you what they want. All you have to do is give it to them.

But it's not as easy as you would think. There is something else at play at the exact moment when you enter your search - expectations. We might have different expectations depending on what we search for.

Let's look at a simple exercise. What do you imagine when you hear the word "*table*"? Think for a few seconds about what pops into your head. What image do you see? I assume some kind of table. Maybe it's the one at your home or office. Some images will always form in your head.

Now, look at the picture.



Did you see a similar table in your head? Well, what happened here is that your expectations were met with reality. You might have imagined something similar to this table. In this case, I managed to meet your expectations. But if you imagined something different, then I failed. Can you guess if people would take any action if I did not meet their expectations? Probably not, right?

The same thing happens when you enter a search. Your brain has formed an expectation of what will be shown in search results.

In the example below, you have two searches: "led TV" and "*winter men's shoes.*"

Just by quickly looking at the ads, you can tell if they match what users expect to see. There is one ad that misses the mark. Can you spot it? If you did, great, you're catching on quickly. If not, don't worry. After this chapter, you will.

A search "led tv"

LED TVs - Shop Smart, Curved & HD LED Models | Abt

[www.abt.com/](#) (800) 814-8023

★★★★★ Rating for abt.com: 4.8 - 1,375 reviews - Return policy: Most items 30+ days
Top Brands, Great Service & Prices. Free Shipping Available. Shop Now! Over 260 Top Name Brands. Authorized Online Dealer. Distinguished Excellence. Celebrating 82 Years. Low Price Guarantee. Award Winning Support. Price Matching Available. Free Tech Support.

Home Audio - from \$19.00 - Audio Units & Accessories - More

LED TVs Sale | Find LED TVs Sale

[www.info.com/LED+TVs+Sale](#)

Search LED TVs Sale. Visit & Lookup Immediate Results Now.

Buy LED TV at Best Deals | Find Top Brands Online

[www.bestdeals.today/deals/Led_TV](#)

★★★★★ Rating for bestdeals.today: 4.4 - 274 reviews
Get the Best LED TV from Top Retailers.Limited Offers.Shop Now! Big Savings. Huge Discounts. Up to 70% Off. Free Shipping. Huge Selection. In Stock. Types: Electronics, Fashion, Auto Parts, Home & Garden.

A search "winter mens shoes"

Winter Sneakers: the comfiest snow boots you'll ever own

[www.cougarshoes.com/](#)

Cute & comfy lightweight rubber ankle booties and slip-ons from \$50+. Shop now! Proudly Canadian. 6-month warranty. Styles: Sandals, Slip-ons, Sneakers.

Fall-Winter 2019 - Rain Boots - Always Waterproof - Winter Boots - Winter Sneakers - Our Story

Carhartt® Men's Winter Shoes | Receive 15% Off Boots

[www.carhartt.com/](#)

★★★★★ Rating for carhartt.com: 4.8 - On-time delivery: 97%+
Shop High Quality, Carhartt® Boots & Shoes - The Ultimate In Comfort & Durability. Receive Free Shipping On Orders \$25 And Over Until 9/17. Everyday Comfort With Carhartt®. Exclusive Gear Available. Durable & Rugged Apparel. Official Carhartt® Site.

Men's Accessories - Carhartt® Men's Boots - Men's Rugged Flex® Boots - Get \$5 Off Pants

Mens Kamik Narrow Winter Boots - Shoes | Kohl's

[www.kohls.com/](#)

★★★★★ Rating for kohls.com: 4.6 - Order accuracy: 95-100%
Find the Products You Love for Less at Kohl's. \$75 Orders Ship Free! Free Store Pick Up. Incredible Savings. Mobile Sale Alerts. Hassle-Free Returns. Types: Furniture, Bed & Bath, Jewelry, Shoes, Toys.

Save More With Clearance - Buy Online, Pick up Today - Yes2You Rewards - Sign Up
9 Clifton - 7 locations nearby

Imagine this scenario. Your TV broke, and you can't turn it on. It's Friday. What do you do? How would you search on Google?

- › You might enter *"fast TV repair services"* since it's Friday and you want it done before the weekend.
- › Or maybe *"Samsung warranty shops near me,"* since you still have a warranty and want to find out if there is a shop around your home.
- › What about describing what you see, *"tv light blinking, but the screen is black"*? A specific description of the problem. You want to see if anyone else had this problem and maybe was able to fix it.
- › Or just *"TV repairs in Chicago,"* similar to the last one, but here you specify the city, neighborhood, or street name.
- › You can also buy a new *"Samsung TV online with same-day delivery."* You just want to get it today.

There are many other combinations of searches for the same problem. Your job is to understand the differences and match these searches to your ads.

Your ad is the answer to their question—that's it. That is the primary purpose of your ad. The better the answer, the more likely you will meet their expectations and the more likely they will click your ad instead of your competitors.

Your ad must answer questions, not create new ones. Our brains are constantly in scan mode, and no one has time to read through everything. The quicker and better you hit those expectations, the more likely your brain will stop reading the ad and click.

3.2 KEYWORD RESEARCH

Keywords are the bread and butter of your Search campaigns. You can't have successful campaigns without selecting the right keywords for your business. To do that, you have to spend some time researching keywords.

If you're planning to run Search ads, then you know that your ads appear when someone searches for specific keywords. That is called a search query. I just call it a question because it is easier to grasp. Each time someone enters something into Google search, they are basically asking Google for help. They might not write it in the form of a question, but it is still a question.

For example, people can just type "leather men's shoes" into Google, but most likely, they are thinking, "I want to buy **leather men's shoes**", or "Where can I get a decent pair of **leather men's shoes**",

Another example:

"I need an **email marketing solution** so I can send newsletters to my subscribers."

Some people will enter the whole sentence, and some only a word or a phrase. The broader the keyword, the harder it is to understand what people want.

While researching keywords, you have to think about your business goals. You don't just want clicks, you want people to buy or sign up (whatever your goal is).

There are many ways to get the list of keywords, and they all are great as long as the keywords that you find can attract traffic, that will bring you value.

I made this simple Google sheet to guide you from keyword research to creating a structure. You can download it from [here](#).

3.2.1 USING YOUR BUSINESS TO GET KEYWORDS

The first stop is your website, product, or service. I will use those interchangeably because you need a website to run ads. It's where the user will go after clicking the ad. No matter what you have on that website, it is something you want the user to get. Right?

Since you know your business better, it's always the best place to start. Even Google does not know more about the business you're in than you do. Keep that in mind.

Let's take a local gym for example. We need to find keywords that people would search for. You can ask a business owner, and if you're the one – how would you search for it on Google?

Probably:

"Gym near me,"

"Gym price"

"Gym in the (insert city/neighborhood/street)"

"Affordable gym"

"Cheap gym"

"Gym with trx" (or any other equipment)

"Gym with x classes" (yoga, meditation, etc.)

You know your gym and the people who go there. So start with that. Some keywords might not work for you. Maybe you don't want to be associated with a "cheap gym" or maybe you do.

The goal here is to start listing keywords that you think best reflect what you have to offer. Here's what I would do:

I would explore bidding on location keywords, like *"Gym near me"*, and *"gym in the (area name)."* I think that since it's a local gym, I would have more success

with people around my area. At the same time, I can highlight that in the ad as well. It becomes a benefit.

Don't worry about making it right at the start. It will take some time and some mistakes as well.

If you take a service, like a phone or TV repair, it's similar. Ask yourself how you would search for this service.

"Tv repair"

"Tv repair near me"

"Tv repair (inset location)"

"Sony tv repair" (or any brand).

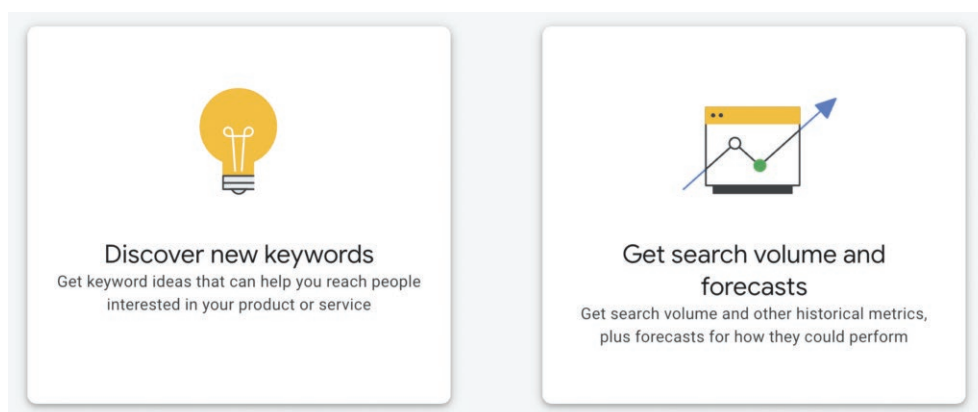
You pick the ones aligned with your business and services and ignore the rest for now. You can either go with location keywords or maybe with keywords that have a brand (Sony TV repair). Depending on your budget, you can focus on both.

This way, list as many keywords as you can.

3.2.2 GOOGLE KEYWORD PLANNER

Keyword planner is your go-to source for new keywords. It allows you to check how many people search for your keywords and find additional keywords you might have missed but would be willing to bid on. You can find it in your account under *Tools > Planning*.

At first, you will be presented with two choices:



You have to select the one on the left “Discover new keywords”. There, you can enter one or several keywords to get new keywords that people search along with their data. Let’s take our gym keywords and enter “*gym near me*”:

Screenshot by Krappier.com

Don’t forget to select your location and language. I’ve randomly selected Manhattan Beach in California.

These are the results:

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input type="checkbox"/> gym near me	170	+23%	+191%	Low	–	€3.19	€7.73
Keyword ideas							
<input type="checkbox"/> planet fitness near me	90	+50%	+133%	Low	–	–	–
<input type="checkbox"/> boxing classes near me	10	0%	0%	Medium	–	–	–
<input type="checkbox"/> workout classes near me	20	-67%	-67%	Low	–	–	–
<input type="checkbox"/> gym memberships near me	10	0%	+∞	High	–	–	–
<input type="checkbox"/> fitness near me	10	+100%	+300%	Low	–	€2.29	€5.58
<input type="checkbox"/> boxing gym near me	10	+200%	+200%	Low	–	€1.42	€2.20
<input type="checkbox"/> fitness classes near me	10	0%	0%	Low	–	–	–
<input type="checkbox"/> 24 hour fitness near me	210	+22%	+129%	Low	–	€0.69	€3.19
<input type="checkbox"/> golds gym near me	10	+100%	+100%	Low	–	–	–
<input type="checkbox"/> cheap gyms near me	10	+∞	+∞	Low	–	–	–
<input type="checkbox"/> la fitness near me	70	-18%	+100%	Low	–	–	–
<input type="checkbox"/> anytime fitness near me	10	+50%	+200%	Low	–	–	–
<input type="checkbox"/> 24 hour gyms near me	10	0%	-100%	–	–	–	–
<input type="checkbox"/> personal training near me	10	+∞	0%	Low	–	–	–

Screenshot by Krappier.com

There is not a lot of volume because I chose a specific location. You can add more locations or just select the city. But we can see interesting keywords, like “24-hour fitness near me”. This not only gives me a different perspective on the keywords I use but also a feature I could have in my gym – 24hrs access.

I also see that a lot of people type “fitness” instead of “gym”. And I see competitors that I could bid on.

You can do it with all the keywords you listed before and check if there is anything you can add to the list. Or maybe remove it. Also, you will see if people in selected areas search for the keywords you have. If they don’t, then just remove them from your list. There is no point in having them, as you won’t get any impressions of your ads and clicks.

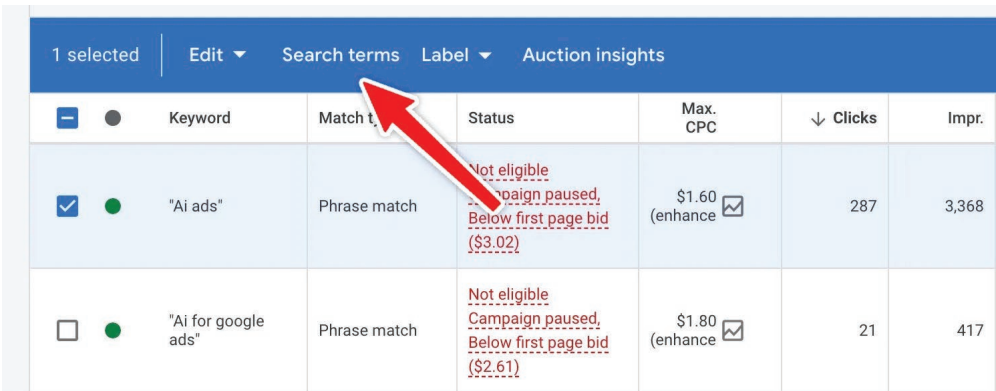
3.2.3 SEARCH TERMS REPORT

Search Terms report can be found in your account and only works if you already have traffic. So if you’re starting out, you can skip this part. Otherwise, read on.

The search term report shows all the keywords exactly how people entered them when your ad showed up. As you know, your ad might show up when users’ search matches your keywords. But that match does not have to be exact. For example, if you have the keyword “gym near me”, your ad might show up for the search “fitness near me”.

In your account, you will see data next to your original keyword. But you can get insights into those other terms. This is where you use the Search term report.

All you have to do is select your keyword and click on Search terms.



1 selected Edit Search terms Label Auction insights						
<input type="checkbox"/>	Keyword	Match type	Status	Max. CPC	Clicks	Impr.
<input checked="" type="checkbox"/>	"Ai ads"	Phrase match	Not eligible Campaign paused, Below first page bid (\$3.02)	\$1.60 (enhance)	287	3,368
<input type="checkbox"/>	"Ai for google ads"	Phrase match	Not eligible Campaign paused, Below first page bid (\$2.61)	\$1.80 (enhance)	21	417

Screenshot by Xnapper.com

You will get a list of keywords here:

<input type="checkbox"/>	Search term	Match type	Added/Excluded	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	ai ad generator free	Phrase match (close variant)	None	10	33	30.30%	\$1.17	\$11.67
<input type="checkbox"/>	ai ads	Exact match	✓ Added	6	46	13.04%	\$1.75	\$10.49
<input type="checkbox"/>	ad maker ai	Phrase match (close variant)	None	4	11	36.36%	\$1.91	\$7.62
<input type="checkbox"/>	adcreative ai	Phrase match (close variant)	None	4	205	1.95%	\$1.80	\$7.20
<input type="checkbox"/>	ai ad creator free	Phrase match (close variant)	None	4	17	23.53%	\$1.49	\$5.94
<input type="checkbox"/>	ai ad generator	Phrase match (close variant)	None	4	48	8.33%	\$1.24	\$4.94
<input type="checkbox"/>	ad generator ai	Phrase match (close variant)	None	3	21	14.29%	\$0.94	\$2.83
<input type="checkbox"/>	ad generator ai free	Phrase match (close variant)	None	3	8	37.50%	\$1.22	\$3.66
<input type="checkbox"/>	ai for social media marketing	Phrase match (close variant)	None	3	4	75.00%	\$1.53	\$4.60

Screenshot by Knapper.com

As you can see, even though I have the keyword “*ai ads*” in my ad group and bidding on it. I get traffic from other related keywords. And the more traffic you have, the more keywords you will see on this list.

I would recommend going through this list and picking the keywords that show potential, but you’re not bidding on them. You can see all the data near each keyword so you can compare it. Does this keyword have better or worse CTR? Does it convert? And so on.

It might give you a totally different perspective on how people search for it. Take that list and then run it through Keyword Planner to get even more insights into related terms. You will have a bunch of new keywords you can bid on that maybe your competitors are missing.

3.2.4 STEALING KEYWORDS FROM COMPETITORS

Since keywords have been a part of SEO and Google Ads strategy for a long time, of course, there are tools to help you with that. You can analyze your competitors and check if there are keywords you can ethically steal.

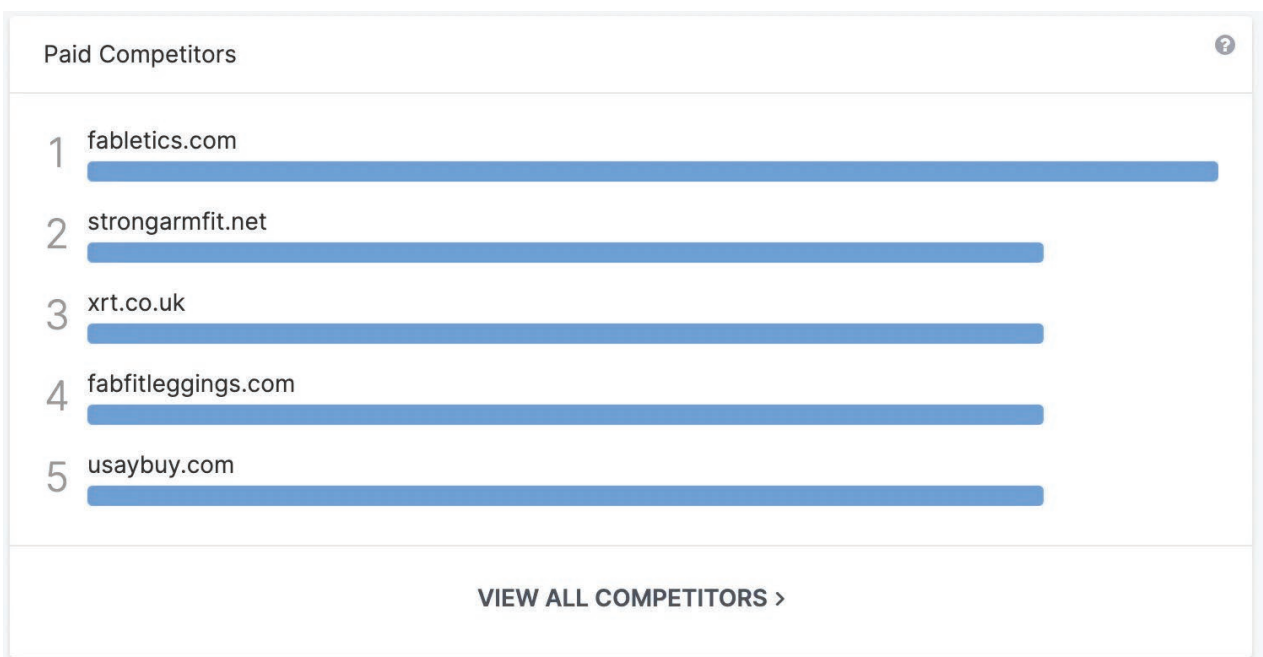
There are a lot of tools that help you with this. Some of them focus more on SEO, but in the keyword research phase, this doesn’t matter. As long as you get the keywords, that might work for you. Some of the tools I used in the past:

- › **SpyFu.com**
- › **KeywordToo.io**
- › **SEMRush.com**
- › **Ahrefs.com**

Most of the tools are paid, but they do have a free trial or allow you limited access, like Spyfu.com. Let's use it as an example and look at what the tool might show us.

Enter your competitor's website. I chose GymShark.com. You will get a basic overview, including organic traffic. There are a few data points that are interesting to us.

First, it's the paid competitors.



Screenshot by [Knapper.com](#)

You can get an understanding of how competitive the landscape is. Also, you will have additional competitors to check with the tool as well.

Then, you can scroll down and check the keyword recommendations from Spyfu.com.

Top Google Ads Buy Recommendations

yoga men clothing	Good Buy	IMPRESSIONS /MO 110	COMPETITORS WHO BOUGHT: ● ● ● ● ●	ADD
mens athletic clothes	Good Buy	IMPRESSIONS /MO 90	COMPETITORS WHO BOUGHT: ● ● ● ● ●	ADD
stylish gym clothes	Good Buy	IMPRESSIONS /MO 70	COMPETITORS WHO BOUGHT: ● ● ● ● ●	ADD
exercise clothing brands	Good Buy	IMPRESSIONS /MO 44	COMPETITORS WHO BOUGHT: ● ● ● ● ●	ADD
compression tank top	Buy	IMPRESSIONS /MO 900	COMPETITORS WHO BOUGHT: ● ● ● ● ●	ADD

[SEE ALL RECOMMENDATIONS >](#)

Take this information with a grain of salt as this is just their opinion. But it can be something useful for you.

If you change the above tab to PPC research, you will get more information on various keywords they are bidding on. You can use these keywords to enrich your original list.

Total Keywords: 1,341 Total Volume: 172k

<input type="checkbox"/> Keyword	Ad Copy	Volume	CPC (B)	Ads	Paid Clicks	Mobile Searches	
<input type="checkbox"/> gym shark	🇺🇸	103k	\$1.31	1	5.4%	20.5%	ADD
<input type="checkbox"/> gymsharl	🇺🇸	2.6k	-	1	4.07%	10.7%	ADD
<input type="checkbox"/> workout outfits	🇺🇸	2.4k	\$1.13	4	31.7%	47.8%	ADD
<input type="checkbox"/> mens athletic shorts	🇺🇸	2.2k	\$1.59	4	39.4%	50.1%	ADD
<input type="checkbox"/> work out clothes	🇺🇸	1.8k	\$1.43	4	39.4%	52.9%	ADD

Screenshot by Kruppar.com

In the free version, you get only a few keywords and most likely it will be useless to you. But you can get it for a month and then cancel your membership. You don't have to keep it for a year.

But with the paid version, you will get more keywords and more insights. Cross-

check the keywords with your existing list and add if necessary. Don't just bid on keywords because your competitors are doing it. Always have your business goals in mind.

3.2.5 IDENTIFYING KEYWORD GAPS WITH AI

Yes, you can use AI to help you with keyword research. In fact, you have to use AI. It's a new source and might add insights you would have never considered.

This works great if you already have a list, the one we started with. But you can try starting with AI first, and then use other ways. It's up to you. The goal is to have a complete list of keywords, that can bring you traffic and sales.

Let's use chatGPT and the keywords we already have about the gym. We must submit a prompt for AI so it knows what we want and how to present the keywords.

Here's what you can start with:

You are the best Google Ads expert, and you need to develop keyword ideas based on the keywords I already have. The keywords are for the gym I own, which is located in the Manhattan area of New York. The keywords I have are divided into 3 categories:

Category 1

"Gym near me"

Category 2

"Gym in the (insert city/neighborhood/street)"

Category 3

"Fitness near me"

I need to expand the list for each category with at least 50 keywords. You can exclude any keywords related to classes or personal training.

This is the result:

Category 1: Gym near me

1. Best gym near me
2. Affordable gym near me
3. Luxury gym near me
4. 24/7 gym near me
5. Women's gym near me
6. Men's gym near me
7. Co-ed gym near me
8. Gym with sauna near me
9. Gym with steam room near me
10. Gym with pool near me
11. Eco-friendly gym near me
12. Gym with showers near me
13. Local gym near me
14. Downtown gym near me
15. Gym with cardio equipment near me
16. Gym with strength equipment near me
17. High-intensity gym near me
18. No contract gym near me
19. Gym with free weights near me
20. Boutique gym near me
21. Small gym near me
22. Large gym near me

Category 2: Gym in {insert city/neighborhood/street}

1. Gym in Manhattan NY
2. Gym in Downtown Manhattan
3. Gym in Upper East Side
4. Gym in Upper West Side
5. Gym in Midtown East
6. Gym in Midtown West
7. Gym in Chelsea
8. Gym in SoHo
9. Gym in Tribeca
10. Gym in Financial District
11. Gym in Harlem
12. Gym in East Harlem
13. Gym in West Harlem
14. Gym in Lower East Side
15. Gym in Greenwich Village
16. Gym in East Village
17. Gym in West Village
18. Gym on Broadway
19. Gym on Wall Street
20. Gym in Times Square area
21. Gym in Central Park area
22. Gym in Hudson Yards

I won't post all the keywords as there is no point in it. You can see that it generated various keywords that we had not found before. That doesn't mean they have searches, but it's still worth checking them with the Keyword tool.

Sometimes, it is worthwhile to expand your target location to include keywords with low competition or the ones that you think might work great. Sure, it might be further than the user might have expected, but users might decide to go the extra mile just for that if it's something unique or different.

You can always adjust the prompt to better reflect your business. You might get even more specific or go the other way.

In either case, it's worth checking out AI, or at least getting into the habit of doing it, as I believe it will soon become a default step. Generative AI has been a game-changer, helping me boost the effectiveness of my ads. As the consumer *Search* experience evolves, I'm right there with it, thanks to AI

3.2.6 PUTTING ALL OF IT TOGETHER

If you're using my sheet, after you go through all of the sources, you will have something like this:

Your website (business)		Keyword planner		AI		Competitor research		Search Terms report	
Keywords	Search volume	Keywords	Search volume	Keywords	Search volume	Keywords	Search volume	Keywords	Search volume
phones cases	246000	phones cases	246000	galaxy s23 ultra case	246000	magsafe case	246000	samsung s22 ultra case	246000
leather phone cases	40500	leather phone cases	40500	iphone 14 pro phone case	40500	iphone xr case	40500	iphone se case	40500
iphone cases	90500	iphone cases	90500	samsung galaxy s22 ultra case	90500	best iphone 14 pro max case	90500	mous case	90500
cheap phone cases	3600	cheap phone cases	3600	google pixel 6a case	3600	google pixel 7 pro case	3600	pixel 6a case	3600
plastic phone cases	33100	plastic phone cases	33100	samsung s22 case	33100	iphone 11 pro case	33100	iphone 13 phone case	33100
iphone 15 cases	74000	iphone 15 cases	74000	custom iphone cases	74000	iphone 11 pro max case	74000	iphone 11 phone case	74000
iphone 14 cases	90500	iphone 14 cases	90500	burga phone cases	90500	pink iphone	90500	iphone 14 pro cover	90500
		samsung phone cases	9900	14 pro max case	9900	best iphone 14 pro case	9900	google pixel 7 case	9900
		iphone 14 pro max case	110000	iphone 12 phone case	110000	samsung s22 ultra case	110000	wallet phone case	110000
		iphone 14 pro case	60500	iphone 14 cover	60500	iphone se case	60500	iphone 14 phone case	60500
		iphone 13 case	90500	iphone x case	90500	mous case	90500	best iphone cases	90500
		iphone 11 case	74000	iphone 11 cover	74000	pixel 6a case	74000	phone wallet	74000
		iphone 13 pro max case	49500	waterproof phone pouch	49500	iphone 13 phone case	49500	iphone 14 pro max cover	49500
		iphone 12 case	60500	bandolier phone case	60500	iphone 11 phone case	60500		
		iphone 13 pro case	33100	otterbox iphone 14	33100	iphone 14 pro cover	33100		
		custom phone cases	40500	best phone cases	40500	google pixel 7 case	40500		
		iphone 14 plus case	33100	iphone 13 pro cases	33100	wallet phone case	33100		
		iphone 13 mini case	27100	galaxy s22 ultra case	27100	iphone 14 phone case	27100		
		iphone 12 pro max case	27100	waterproof phone case	27100	best iphone cases	27100		
		iphone 14 pro cases	12100	iphone xs case	12100	phone wallet	12100		
		lifeproof case	33100	square phone case	33100	iphone 14 pro max cover	33100		
		casetify cases	49500	otterbox iphone 11	49500		49500		
		iphone 12 pro case	18100	case iphone 14 pro max	18100		18100		
		s22 ultra case	9900	the puffer case	9900		9900		
		iphone 12 mini case	22200	otterbox phone cases	22200		22200		
		personalised phone case	590						
		magsafe case	246000						

You may not always have as many and may not always check all the sources. That is fine, and it's not the goal. Your task is to find keywords that you're willing to bid on.

Keywords can be added later, so you don't have to worry about it. It's actually part of your job: continuously finding new and optimizing existing keywords.

Let's go on to the next step.

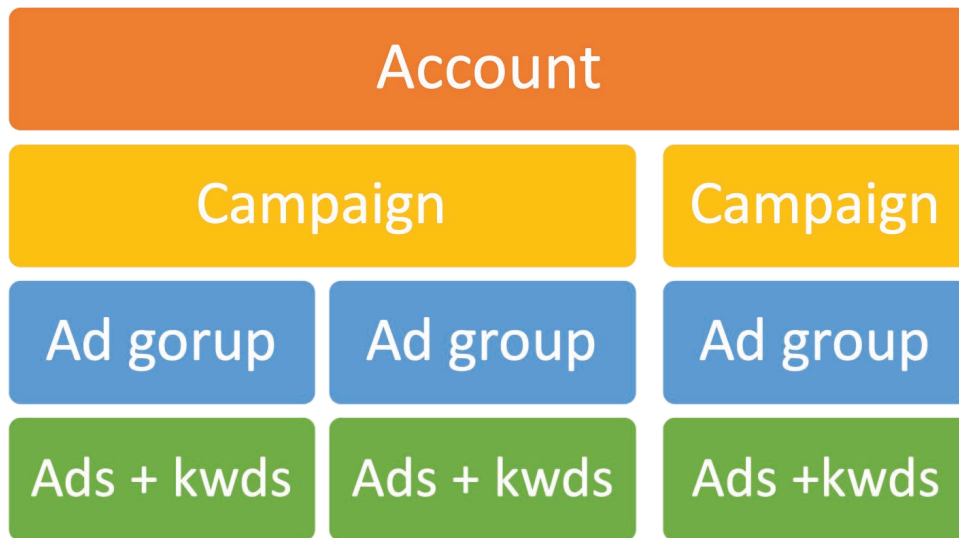
3.3 WORKING WITH KEYWORDS

Now that we have a list of keywords you want to bid on, we need to group them. Before we do that, let's discuss how your Google Ads account is structured.

It will help you understand why we need to group keywords.

3.3.1 ACCOUNT STRUCTURE

In your Google Ads account, you can create campaigns of any type, as I mentioned. Within those campaigns, you create ad groups, which contain your keywords and ads. This is what the hierarchy looks like.



There might be a campaign with just one ad group or ten ad groups. The same is true for keywords; it might be an ad group with just one keyword or 10. You will learn what the best way for your business is.

If you need a more familiar reference, you can look at songs to understand the structure and hierarchy. You have an artist, an album, and songs. The artist creates albums that contain songs. So, with Google ads, the campaign is your artist, ad groups are your albums, and keywords + ads are your songs. You don't mix albums and artists.

Some settings you set at the campaign level also impact your account structure. The main ones are:

- › Country
- › Daily budget
- › Bidding strategy
- › Language

For example, if you want some of your keywords to have a different budget, you have to separate them into a different campaign.

And even though you can target several locations in one campaign, it is recommended to separate them into different campaigns. We will get into that later.

You need to remember that creating a good and clear structure is very important to get the maximum results.

Now, we need to group the keywords. We need to understand how many campaigns we will have and how many ad groups. Which keywords go into what ad group or campaign, and so on. You can't just have one ad group where you have all your different keywords.

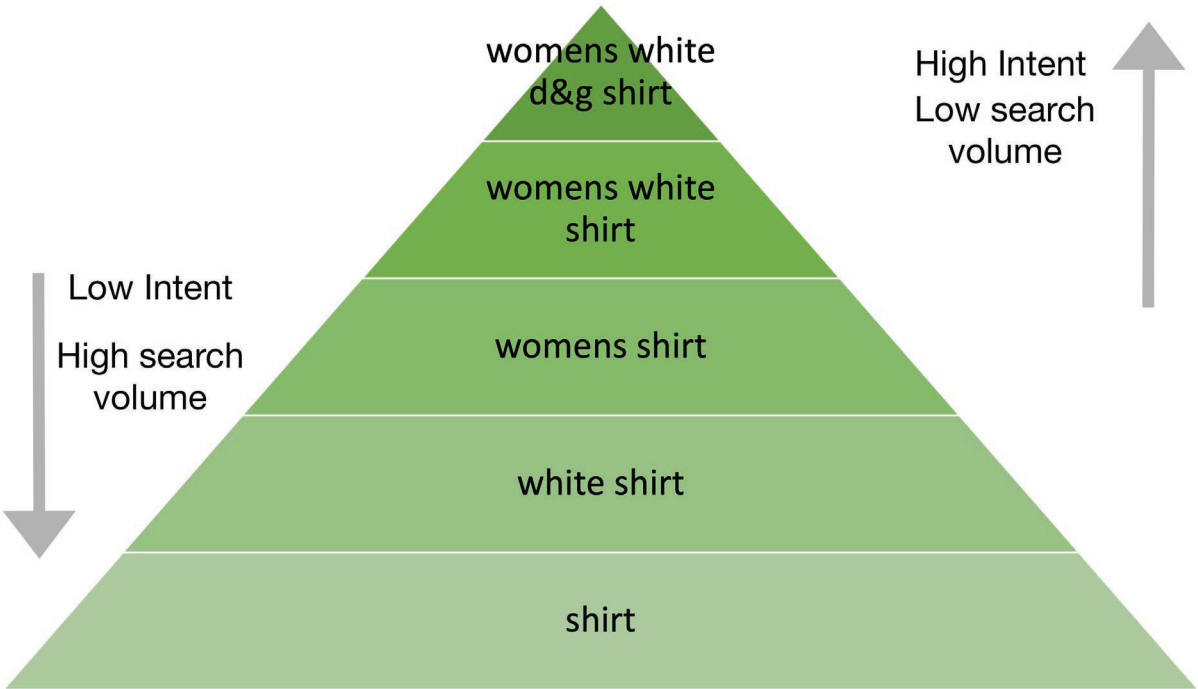
3.3.2 SORTING KEYWORDS

Google Search is based only on what people enter into the search and what keywords they use. There is a lot you can learn from each search.

As I mentioned above, if people search for something, it means they need it (or need answers). But that could range from a generic search, such as "shoes," to a very specific search, like "24/7 fitness club with showers near me".

You would agree that the later search unveils a lot more information about what a person wants. This helps you write the ad and select the landing page.

You would also agree that whoever is behind that search is probably a lot more willing to sign up for a gym than a person who just entered "shoes" into Google.



I like to imagine a pyramid. This helps you narrow the keywords and focus only on what matters to your business.

Look at the keywords; as you can see, they run from specific to broad. The broader the keywords, the more searches (search volume) they have, which means more clicks. That's why they resemble a pyramid, as the bottom of it is the widest. It has the most volume, the same as with keywords. It also goes broader with users' intent, not only volume, which means the broader the keyword, the lower the users' intent to make a purchase.

At the top, you have specific (narrow) keywords with fewer searches, but since they are pretty specific, users who search for them know exactly what they want. And we can assume they are more likely to buy.

That's the general rule. Some keywords can be narrow by meaning, but be very popular in search.

Let's break it down.

If you sell only women's shirts, you can exclude the bottom two keywords, as they will not be relevant. You don't know if users searching for "shirts" or "white shirts" have women's shirts in mind. They could be looking for men's shirts.

So you are only left with the top 3. If you don't have D&G women's shirts, you can forget this keyword, too.

You're left with "women's shirts" and "white women's shirts," which is still pretty broad. If you have a wide selection of women's shirts, you can bid on it. Otherwise, you need to narrow it down using another modifier like color, brand, size, style, etc.

This is a generic example with just one keyword to get the point across. Obviously, you will have more keywords. But you will need to decide which ones to use.

If you have a limited budget, you start from the top. If you want to capture more traffic, more different people, and cover more volume, you start at the bottom.

What does that mean?

With a limited budget, I'd instead bid on specific keywords to capture those more willing to buy rather than waste it on broad keywords. Broad keywords are not bad and might attract people who buy from you. But it might take longer, and there might be more considerable competition, translating into larger spending.

On the other hand, if you have bigger budgets and your goal is to start strong, advertising all your product categories, you can start from the bottom of the pyramid. With bigger budgets, it matters less how you start because you will eventually have many different keywords in your account—perhaps even all the keywords relevant to your business.

With smaller budgets, you want that ROI fast. And you want to know what keywords convert without spending a fortune.

In the previous chapter, we worked on the keywords list. You did the research and now have a list of keywords you want to bid on. It doesn't matter how many keywords. It can be just two as long as they reflect what you offer.

Let's look at an example.

Imagine we sell iPhone cases. I will list several keywords; you can list even more. It's up to you. For this exercise, we will skip the other sources for more keywords.

Keywords	Search Volume
phones cases	246000
leather phone cases	40500
iphone cases	90500
cheap phone cases	3600
plastic phone cases	33100
iphone 15 cases	74000
iphone 14 cases	90500
samsung phone cases	9900

You can add a search volume of those keywords from the Keyword Planner. But remember that search volume does not necessarily indicate if the keyword is broad or narrow. You will see why in a second.

After listing, you can reorder them, placing the more specific ones on top, just like this.

This is what you should get if you use my template:

Keywords to bid on			Rearranged	
phones cases	246000	Reareange them from narrow to broad >	iphone 15 cases	74000
leather phone cases	40500		iphone 14 cases	90500
iphone cases	90500		iphone 14 pro max case	110000
cheap phone cases	3600		iphone 14 pro case	60500
plastic phone cases	33100		iphone 13 case	90500
iphone 15 cases	74000		iphone 11 case	74000
iphone 14 cases	90500		iphone 13 pro max case	49500
iphone 14 pro max case	110000		iphone cases	90500
iphone 14 pro case	60500		cheap phone cases	3600
iphone 13 case	90500		plastic phone cases	33100
iphone 11 case	74000		leather phone cases	40500
iphone 13 pro max case	49500		phones cases	246000

The keywords that contain the iPhone model are all at the same level. The keyword “iPhone 15 cases” is on the same “broadness” level as “iPhone 14 cases”. It’s just the iPhone model is different.

But everything changes once you reach the “iphone cases” keyword. This one is broader than the ones above. Look at this picture. I color-graded the keywords to make it easier to understand.

Rearranged	
iphone 15 cases	74000
iphone 14 cases	90500
iphone 14 pro max case	110000
iphone 14 pro case	60500
iphone 13 case	90500
iphone 11 case	74000
iphone 13 pro max case	49500
iphone cases	90500
cheap phone cases	3600
plastic phone cases	33100
leather phone cases	40500
phones cases	246000

If I were selling iPhone cases, I would remove the keyword “phone cases” as it is too broad. People might want other phone cases, not just iPhones. The same goes for different keywords that do not contain the word “iPhone.” I can return to these keywords later once I know I can profit from the ads.

Remember, we only have iPhone cases to sell. Always think about what you have to offer.

This works excellent for campaigns with smaller budgets because you first focus on the keywords that have a higher chance of converting and a lower search volume. These people who search for them have a higher intent—they search for something specific.

And they go from specific to broad (top to bottom), just like the pyramid. But you may notice that the keywords “*iPhone cases*” and “*iPhone 14 cases*” have the same search volume. Even though “iPhone 14 cases” is a more specific keyword, it has a model number. But in this case, people who search just for “*iphone cases*” might have in mind the newest model (or the model right before the newest). So, the intent behind the search can be the same. But I would not have them in the same ad group, and you will learn why in the later chapters.

3.3.3 GROUPING KEYWORDS

We have sorted the keywords, you have a better understanding of their search volume, and now let’s group them together to lay the foundation for our campaign structure.

Let’s say we chose to focus on these keywords:

iphone 15 cases

iphone 14 cases

iphone 14 pro max case

iphone 14 pro case

iphone 13 case

iphone 11 case

iphone 13 pro max case

iphone cases

We have an emerging theme of keywords. We can group by model. And then leave other keywords in a separate ad group.

Ad group name	iPhone 14	iPhone 15	iPhone cases
Keywords	iphone 14 cases	iphone 15 cases	iphone cases
	iphone 14 cases price	premium iphone 15 cases	custom iphone cases
	leather iphone 14 cases	black iphone 15 cases	designer iphone cases
		iphone 15 cases on sale	

Having this setup helps you see if the keyword belongs in the correct ad group. You will understand why it's important when we create ads.

We can call this campaign iPhone cases, as all the ad groups are dedicated to specific models, and then we have a generic one.

You have to group all your keywords like this. If you want to make things easier, imagine you have only one campaign; just focus on ad groups for now. If you're using my template, it might not be very convenient to have many campaigns in one sheet. You can clone the sheet and use it for separate campaigns. The template is mostly to teach you the process of creating a structure.

Once you get the hang of it, you can skip steps because most of it will be in your head. It's like in that movie where the main hero starts seeing the world as a Matrix. At some point, you will look at the list of keywords and see keyword themes, ad groups, campaigns, etc.

Now, we have ad groups containing keywords with the same theme. Let's look at how to create ads.

3.3.4 KEYWORD MATCH TYPES

We talked about how keywords can be broad or specific. For example, the keyword *“shoes”* is very broad, as we have no idea what a user wants—it can be anything. But the keyword *“mens brown leather winter shoes”* is quite specific. Someone searching for that keyword knows precisely what they want. The first keyword will have many searches, and the second will have fewer.

I hope that by now, you understand how keywords work and their role in Google ads Search campaigns. Everything starts with a search on Google. And the essence is in how you select your keywords, bid on them, and structure your account.

This brings me to another critical part about keywords—match types. Before, we talked just about the length of keywords and their specificity. A keyword could be just one word or several. We also used the pyramid technique to sort the keywords.

But one thing is at play here: how Google matches your keywords. This might get a bit confusing, but please bear with me.

We talked about how ads are shown based on keywords, but how can google decide what ad to show if there are several words, for example, “*new Sony LED TV*”? Let’s deconstruct this search.

We have:

- › the **Sony** brand name
- › **LED**, a type of TV screen
- › **TV**, which is all televisions
- › And the word **new**.

Obviously, you would think that if someone searches for “*new sony LED TV*”, Google will “understand” what that particular person wants. But it’s not that simple. Google’s job is to present results after the search, and its algorithms try their best to make those results as precise as possible. And on top of that, we have many advertisers who bid on the same or similar keywords. So, Google has to somehow “know” when to show your ads and what phrases you want to use to trigger your ads.

If you bid on the keyword “*new sony LED TV*” and someone else on the keyword “LED TV,” should Google show both ads? Is that the same search? Do users want the same thing?

A while back, Google mostly used syntax matching, which means it matched specific words in users' search queries.

With new technology, especially AI, Google started to better understand how people search, and they added an additional layer of semantic matching. Basically looking at what those searches mean. This gives Google a broader understanding of each search and that means that the keyword you bid on can match a broader spectrum of searches. It has a downside, but later, I will talk about that.

Even though Google “understands” your keywords, it does allow you to specify how broad or narrow they can be. For that purpose, Google has keyword match types. In other words, you tell Google how its algorithms should perceive each keyword.

There are three types:

- › Broad match
- › Phrase match
- › Exact match.

Let's look at each of them separately.

Broad match

As the name indicates, this is the broadest match. This means that Google will treat your keyword in the broadest way possible. Look at this keyword below. If you just leave the “*gym*” keyword in your ad group, it might match all of these users' searches. Because it's a broad match, in Google's eyes, it can be everything related to the *gym*.

Your keyword	Some one searches	
	<i>an ad will be shown</i>	<i>an ad will not be shown</i>
gym	gym in my area gym only for women gym with personal trainers cheap gym gym in New York gym with trx equipment	

This could be a problem because you usually don't want your ad to match such a broad spectrum of keywords. You might not have anything to offer to people who click on your ad after searching those keywords. Sometimes you do want to use broad keywords, we will come to that later.

If, instead of one word keyword, like "gym", you have a longer keyword such as "mens brown leather belts," most clicks will be from that phrase. Google does understand what the keyword is. However, since it's a broad match type keyword, you leave Google to decide what other searches fall under this keyword. A search like "mens black leather belts" can also trigger your ad. This is because Google will "think" that the difference is only in color and both searches are something you are looking for. It's great if you have both belt colors, but not so much if you have only one color. Since you just paid for a click that won't buy from you.

A broad match is good because it captures searches you haven't considered. However, there is also a downside. Maybe you don't want other searches.

That's why we have a Phrase match, which lets you narrow the keyword.

Phrase match

This type only matches your specified phrase in the users' search. This match type is marked by using quotes like this "keyword," as seen in the table below.

Your keyword	Some one searches	
	<i>an ad will be shown</i>	<i>an ad will not be shown</i>
"mens brown leather belts"	mens brown leather belts price new mens brown leather belts mens brown leather belts selection mens brown leather belts	mens new brown leather belts mens black leather belts mens leather belts brown leather belts

I said that your ads will not be shown with the searches in the right column. This might not be true. Phrase match is not what it used to be. Google will match more searches because of that semantic layer. But in this case, it will not be that broad.

You're more in control with phrase match compared to broad match.

You still have to keep an eye on how people find you. I will show how you in the later chapters when we talk about campaign optimization.

Exact match

The last type, which, as you guessed, is the most precise, hence the name. It is expressed in brackets [*keyword*].

This is where you want your ad to be shown only when users search for precisely (almost) what you have specified in your keywords. These keywords leave little room for Google interpretation, so they get less traffic. Sometimes, they are even cheaper, but that also depends on other factors.

Your keyword	Some one searches	
	<i>an ad will be shown</i>	<i>an ad will not be shown</i>
[mens brown leather belts]	mens brown leather belts	new mens brown leather belts mens brown leather belts selection mens brown leather belts brown leather belts

This match is the easiest to understand as you see what keywords will trigger your ad. You can also start with only the exact keywords in your ad groups.

Let's review all the match types and see how they compare:

Broad match	Phrase match	Exact match
mens brown leather belts	"mens brown leather belts"	[mens brown leather belts]
mens brown leather belts price	mens brown leather belts price	mens brown leather belts price
new mens brown leather belts	new mens brown leather belts	new mens brown leather belts
mens brown leather belts selection	mens brown leather belts selection	mens brown leather belts selection
mens brown leather belts	mens brown leather belts	mens brown leather belts
leather belts	leather belts	leather belts
designer leather belts	designer leather belts	designer leather belts
womens leather belts	womens leather belts	womens leather belts
expensive unique brown leather belts	expensive unique brown leather belts	expensive unique brown leather belts
mens belts	mens belts	mens belts

There used to be more stricter differences between them, but now it's more like a scale. It's not black and white anymore.

At first, it might be hard to think about what keywords to select and, on top of that, decide what match type they should be. My recommendation is just to stick to one match type. If you are starting at the top of the pyramid, just use phrase match on all your keywords.

There are different strategies you can start with, and we will discuss them in the later chapters.

Negative keywords

Negative keywords are words you **don't** want your ad to appear with. You might wonder why we talked so much about targeting the right keywords. The reason, as I mentioned above, is that Google might match more searches even though you have an exact match type.

Negative keywords can help you control what searches your ad matches to even further.

No matter what match type you use, you might get your ad shown for related (semantic) searches. Sometimes it's great because someone who searched for your business has found it.

Other times it is not, as your ad was shown with a search or something you don't have. Google thought it's the right call, but you have nothing to offer for that person who clicked the ad.

In this case, you want Google to know that a particular search is not relevant, and you don't want your ad to be shown with that keyword anymore.

For example, if you have the keyword *"women's shoes"* as a phrase match, your ad might show up if someone searches *"blue women's shoes."* If you have blue shoes, great. But what if you don't and still want to keep your phrase match keyword? You want the ad not to show up when someone searches for

anything with the word “blue.” In this case, you use the negative keyword “blue” in your ad group (or even campaign)

You can add negative keywords at the start of your campaign or later on.

Negative keywords can be added to an ad group or a campaign level. Or you can use a negative keyword list to simplify management. Lists can be added to all campaigns in a few clicks.

3.3.5 APPLYING MATCH TYPES

Now that you know what each match type is, you can apply it to your structure.

Ad group name	iPhone 14		iPhone 15
Keywords	[iphone 14 cases]		"iphone 15 cases"
	[iphone 14 cases price]		"premium iphone 15 cases"
	[leather iphone 14 cases]		"black iphone 15 cases"
			"iphone 15 cases on sale"

However, this is optional, as you can change the match type in the account. In fact, it's even easier as you select all keywords in the ad groups and then change the match type.

You can create your campaigns and ad groups with broad match keywords and once the campaign is done, then go in and change the match type of all keywords.

I will show you how to do it later when we talk about how to create your first campaign.

The question usually is, **what match should I use when starting out?** There is no one answer as it depends on many factors.

Usually, I recommend starting with *phrase match*. It's sort of the middle ground and fits most of the businesses.

However, with a larger budget and conversions set up, you can start with a broad match combined with automated bidding strategies. You will go broader. Google's algorithms will keep you on track by learning what keywords convert.

If your budget is limited, or you are in a very competitive niche, you might be better off with manual CPC and phrase or even exact match keywords. This way, you will have more control over your spending and might get a better ROI.

A few things to note:

- › You don't have to use an exact match and phrase match in the same ad group for the same keyword. It used to work a while back, not so much now. Phrase match will do the job of capturing needed searches.
- › You can have an ad group with all exact matches. This is in case you want to really control the traffic, you're on a strict budget, phrase match keywords don't work, and so on. There could be many reasons, but you can do it.
- › Don't have the same keyword with different matches in different ad groups. Again, it's an old strategy that will not work.

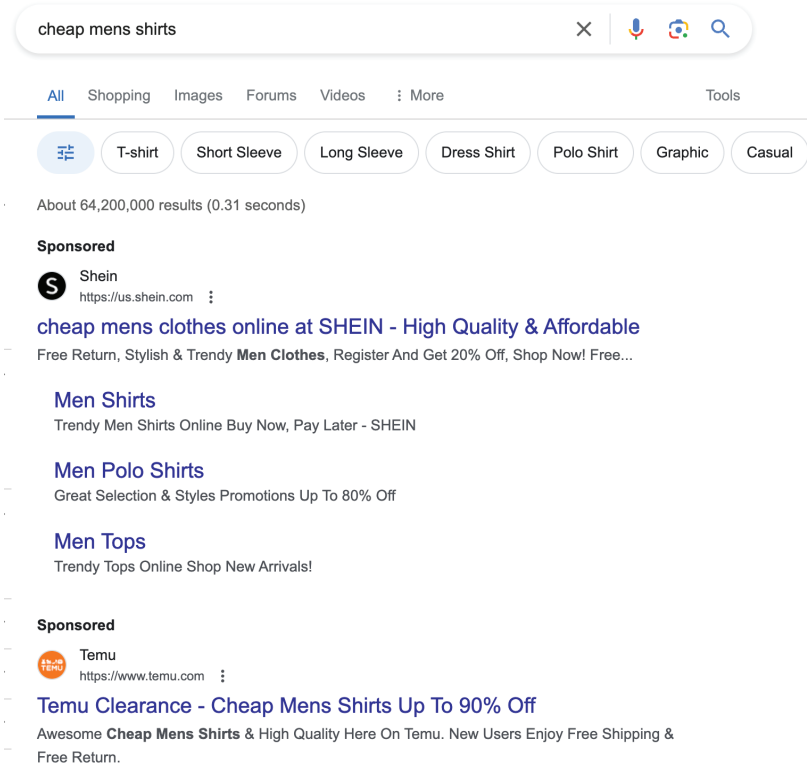
3.4 RESPONSIVE SEARCH ADS

Making sure a potential customer sees your ad is just the beginning of an effective campaign - you must also capture that person's attention and convert them into a click. To do this, we carefully selected keywords as they trigger ads in search results; however, it requires much more than keyword optimization to make someone take action!

When you search, you usually see a couple of ads and then organic results. It used to be that ads appear above the organic results. Not anymore. Ads can appear in between organic results.

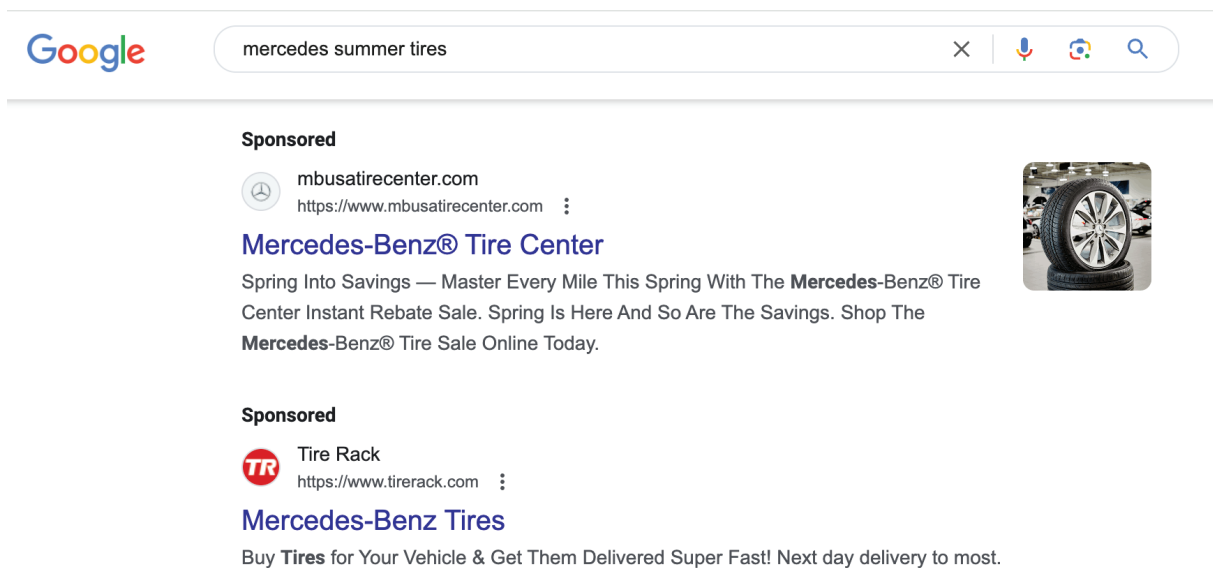
Organic results are the outcome of SEO (Search Engine Optimization) and have nothing to do with ads.

You can see an ad because it has the word **Sponsored** just above it.



In any case, you are competing with other competitors who run ads and organic results. Because to users, all the search results are the answers to their search. You have to make sure that it is your ad that they click on.

Do you think these ads are good?



At first glance, they look great. But look at what I searched for: "Mercedes summer tires". There is one qualifier "summer". None of the ads mention that.

Is it important? It's hard to tell, but it could be. If I mentioned "summer" in the ad as well, it would most likely get more clicks, as it answers my query better.

You will write many ads and test even more. Your job is to listen to your customers and see how they react to your ads based on the clicks and click-through rates.

3.4.1 YOUR AD HAS TO A.C.E IT

We have been talking about keywords and how it is important to group them accordingly. However, grouping keywords into ad groups is also essential for another reason. You have to write ads for those keywords in the ad group.

I mentioned briefly that ads in the ad groups are shown with all the keywords in the same ad group. If there are five keywords and two ads, those ads might be shown with any of the keywords. If there is one ad only, it will be shown with any of the keywords.

We also talked that the ad is the answer to what the user searched. And to write a good answer you have to match it to the "question" (keywords). And you can do it only if the keywords in the ad group are closely matching or if there is only one keyword.

Hence, the whole structuring of campaigns, grouping of keywords, etc.

Your ad's "real" job is to A.C.E it or to:

- › Attract users' **attention**
- › Get a **click**
- › Set **expectations**

Attention. Click. Expectations. If you remember this, you won't have a problem creating a great ad.

This is also important as you don't have enough space in the ad to fit whatever you want. You can create up to 16 headlines and 4 descriptions. But the maximum headline length is 30 symbols and 90 symbols for description. You have to be short and precise.

In the Excel template you downloaded, you might have noticed numbers near each ad line. Those numbers measure length. It's a simple Excel formula that helps you stay on point and not exceed the limit.

Let's get back to our iPhone cases example. We have grouped keywords into ad groups. We know what the user wants. We grouped keywords so that the ad group only contains the ones that are very closely related.

With these keywords in separate ad groups, it is easier to write specific ads that answer users' questions (their search query). We have to write the ad around what they search for.

This way, you will:

- › Attract **attention** as your ad talks about what person has searched
- › Get a **click** because you match the search
- › And set correct **expectations** so that when users click on the ad, they know what to expect on the website.

Notice how a good structure makes it effortless to create a great ad that matches users' search and intent.

Let's write ads and add them to our campaign structure. We're almost done.

Keywords	iphone 14 cases		iphone 15 cases		iphone cases	
	iphone 14 cases price		premium iphone 15 cases		custom iphone cases	
	leather iphone 14 cases		black iphone 15 cases		designer iphone cases	
			iphone 15 cases on sale			
Ads						
Headlines	Stylish iPhone 14 Cases	23	Stylish iPhone 15 Cases	23	Stylish iPhone Cases	20
Headlines	Shop Latest iPhone Accessories	30	Shop Latest iPhone Accessories	30	Shop Latest iPhone Accessories	30
Headlines	Get Your Case Today	19	Get Your Case Today	19	Get Your Case Today	19
Headlines	Designer iPhone Cases	21	Designer iPhone Cases	21	Designer iPhone Cases	21
Headlines	Find Your Perfect Case	22	Find Your Perfect Case	22	Find Your Perfect Case	22
Headlines	Customize Your iPhone 14	24	Customize Your iPhone 15	24	Customize Your iPhone	21
Headlines	Unique iPhone 14 Cases	22	Unique iPhone 15 Cases	22	Unique iPhone Cases	19
Descriptions	Explore a wide range of stylish cases for your iPhone 14. Shop now	66	Explore a wide range of stylish cases for your iPhone 15. Shop now	66	Explore a wide range of stylish cases for your iPhone. Shop now	63
Descriptions	Find the best prices for iPhone 14 cases. Protect your phone today	66	Find the best prices for iPhone 15 cases. Protect your phone today	66	Find the best prices for iPhone cases. Protect your phone today	63
Descriptions	Discover our wide range of cases. Premium quality, fast shipping. Buy now	73	Discover our wide range of cases. Premium quality, fast shipping. Buy now	73	Discover our wide range of cases. Premium quality, fast shipping. Buy now	73
Descriptions	Looking for a leather iPhone case? Check out our premium selection	66	Looking for a leather iPhone case? Check out our premium selection	66	Looking for a leather iPhone case? Check out our premium selection	66
Landing page	www.mystore.com/iphone-14-cases		www.mystore.com/iphone-15-cases		www.mystore.com/iphone-cases	

In my template I'm not using maximum allowed headlines just to save some space. Google requires minimum of 3 headlines and 2 descriptions. It is recommended to write more, but you don't have to write the maximum required number.

What I like about this template is that you can see your keywords while writing ads. Your ads have to match those keywords. You have to answer those queries with specific answers (ads).

There is one last part, often overlooked - **a landing page**. When you create an ad in the account, you will have to specify where people will land after they click on your ad. I have a separate chapter about landing pages if this is new to you. For now, you have to pick a link on your website and match it to the ads and keywords.

In our imaginary store I added a few links, that represent a category for each of the iPhone cases. I would assume this is how a website would be structured.

Usually, you will have categories and sub-categories or breakdowns by service. Always select the most specific page.

Don't worry if you don't have a page for each of your ad groups. Just pick the one that resonates the most with that keyword theme and your ad. Your goal is to keep users heading on the right path and not to confuse them by selecting a landing page that has nothing to do with what people want.

Writing ads can be a tedious task, especially if you haven't done it before. And the text limit does not help. So I've compiled some tips that work great for me. This should help you get started faster.

3.4.2 12 TIPS TO MAKE YOUR ADS STAND OUT

To get you started, I will share some tips on creating great ads. I tried most of them, and all of them work. Obviously, not for all businesses.

I hope in the short term, it will help you to get the hang of it, but later with more experience, you will develop your tips, tricks, and secrets.

But whatever you do, don't lie in the ad. Don't exaggerate too much. Firstly, users will form wrong expectations and be disappointed when they click through. Secondly, Google might not like it and either disapprove of the ad or, worse, you might get banned.

Let's dive in.

Be unique

Use anything in the ads that others don't have and emphasize that in your ad.

Josh Shoes | Design your shoes | joshshoes.ch

Ad www.joshshoes.ch/ ▼

Designed and handcrafted to your exact specifications! Create your unique pair now!
Experienced Craftsmen. Large Variety Of Models. High Quality Materials. Free Shipping. Models:
Urban Sneaker, Fashion Sneaker, Court Sneaker.

Primeboots | Scandinavian Design | primeboots.se

Ad www.primeboots.se/ ▼

Geniune **handmade** boots. Quality, long lasting and functional. Always free worldwide...

Handmade from Venice | Sneakers 2019 Hide&Jack

Ad www.hideandjack.com/sales2019 ▼

Fast Shipping - Secure payment method. **Handmade shoes** in Italy - Choose your style and...

This advertiser uses two things. First, the sneakers are handmade, which differentiates your ad and implies high quality. Second, it says from Venice, which is in Italy, where everyone knows Italian craftsmanship. A big punch packed only in the first headline.

Use the word “free”

It is still one of the best marketing words out there. So if you have something free, then say it proudly. Usually, people use “Free shipping” when possible in the ads, which greatly helps. “Free trial” is also very popular.

Udemy™ Official Site | Learn New Skills Online | [udemy.com](https://www.udemy.com/)

www.udemy.com/ ▼

Join Over 40 million Students From Around The World Already Learning On Udemy! Learn at home, the office, waiting in line, or on the go. Lifetime Access.

All Development Courses

Browse Top Development Courses
Python, Java, C#, Unity & More!

Personal Development

Learn How To Improve Your Life With
Reiki, Meditation, Investing & More

Build New Skills Online | Sign Up for a 7-day **Free trial**

www.coursera.org/ ▼

Take **Courses** in Business, Programming, Data Science, Web Development, Marketing & Sales

User numbers

Numbers are great as they can tell a lot more than words. Use any kind of numbers: discount, price, quantity, percentage, etc.

Deals & Specials - Adorama

www.adorama.com/ ▼ (877) 490-8150

★★★★★ Rating for adorama.com: 4.8 - 22,222 reviews - Return policy: Most items 30+ days

Get top quality products with stellar customer service. Shop online at Adorama! **Get** rewards when you **buy** online & **receive discounts** to use for your next purchase. Free Education. VIP Loyalty Program. Same-Day Shipping. Trusted for 35+ Years. Fast & Free Shipping.

[Used Equipment](#) · [Shop Online](#) · [Adorama Credit Card](#) · [Rent Equipment](#) · [Printing and Display](#)

Canon digital camera deals Sales | **Up to 70% Off Now**

www.idealprice.today/ ▼

Lowest price. Free shipping. **Buy** now! Fantastic Offers. In Stock. Shop Now and Save. Huge Selection. Time Limited. Exclusive **Deals**. Enjoy Big Savings. Best Deal On The Web. Never Pay Full Price. Top **Deals**.

Here you see a discount being advertised. Of course, the discount amount is the main hook in this case. But it works even if the discount is smaller. Sometimes, even saying something like “Prices range from \$19” makes a difference.

Repeat your main keywords

This one is quite an old trick. It comes from a time when keywords were highlighted in the headline, so if you have several keywords in the ad, they would all be highlighted. Now, the headlines don't do that. The keywords

are highlighted within the description. But it is sometimes good to repeat the keyword throughout the ad. For example, you can mention it in the headline and then again in the description. But don't overdo it. Don't add the same keyword in each headline and description.

Drop Shipping Made Easy | Start a 14 Day Free Trial Now.

(Ad) www.shopify.com/ ▼

Quick & Easy Setup - Everything You Need To Start Selling Online Today. **Drop Shipping** Integration. Social Media Integration. Fraud Prevention. Accept Credit Cards. SSL Certificate. Unlimited 24/7 Support. Mobile Commerce Ready. 99.99% Average Uptime. SEO Optimized. [Find Products To Sell](#) · [See Plans & Pricing](#) · [Shopify Plus® Enterprise](#) · [Shopify® POS System](#)

Dropshipper | Easy To Start and Free | oberlo.com

(Ad) www.oberlo.com/ ▼

A Free App That Allows You To Start Your **Dropshipping** Business In No Time. [Features](#) · [Dropshipping Course](#) · [Oberlo Reviews](#) · [Success Stories](#) · [Oberlo Traffic Calculator](#)
[Starter Plan](#) - \$0.00 - Perfect for a beginner · [More](#) ▼

Instead, notice the keyword in the headline and then again in the description. And the one in the description is highlighted.

Time-based words

Words like “now,” “Today”, and “soon” have an impact on clicks. They create a sense of urgency and, therefore, might attract more clicks. I bet you have seen many use cases, especially of the word “now”.

Deals & Specials - Adorama

(Ad) www.adorama.com/ ▼ (877) 490-8150

★★★★★ Rating for adorama.com: 4.8 - 22,222 reviews - Return policy: Most items 30+ days
Get top quality products with stellar customer service. Shop online at Adorama! **Get** rewards when you **buy** online & **receive discounts** to use for your next purchase. Free Education. VIP Loyalty Program. Same-Day Shipping. Trusted for 35+ Years. Fast & Free Shipping.
[Used Equipment](#) · [Shop Online](#) · [Adorama Credit Card](#) · [Rent Equipment](#) · [Printing and Display](#)

Canon digital camera deals Sales | Up to 70% Off Now

(Ad) www.idealprice.today/ ▼

Lowest price. Free shipping. **Buy** now! Fantastic Offers. In Stock. Shop Now and Save. Huge Selection. Time Limited. Exclusive **Deals**. Enjoy Big Savings. Best Deal On The Web. Never Pay Full Price. Top **Deals**.

We have seen this ad with the discount, but it also says “now.” So it combines two tricks. You can do it too. Mix and match to create an even stronger headline.

Use the word “download”

People love to download stuff. Be it ebooks, brochures, or a guide. Whatever you like. You can even combine “free” and “download” to make it more potent.

Free Brochure Templates | Customize & Print Instantly

[\(Ad\) www.gettemplatesonline.com/](http://www.gettemplatesonline.com/) ▼

Free **Brochure** & Other Popular **Templates** Online. **Download & Print Free.** Get **Templates** Online. Free App. **Download Now! Download Templates.** Free **Templates** App. Printable **Templates.** Get **Templates** Online. Types: Resume **Templates**, Invoice **Templates**.

2019 Best Brochure Templates | Unlimited Downloads

[\(Ad\) www.envato.com/Elements/Brochures](http://www.envato.com/Elements/Brochures) ▼

★★★★★ Rating for envato.com: 4.3 - 423 reviews

Get 100s of **Brochures Templates**, Flyers, Graphic Assets, Fonts & More! With Unlimited **Downloads**, You're Free to Push your Creative Boundaries and Try New Things. Join Envato Elements. Over 1,000,000+ Assets. Over 8M Customers. Easy Licensing.

[Unique Subscription Model](#) · [Top Graphic Assets](#) · [Go Unlimited](#) · [Get Your Free Files](#)

“Unlimited” works as well. It’s not always possible to use it. If you have nothing for people to download, don’t use it. There are plenty of other words you can use. Never lie.

Use “?” or “!”

Question mark evokes curiosity and gets attention. Remember, when I said that a user search is a question, you can frame your ad in a way that reconfirms the user’s question.

Easy Email Marketing | No Tech Skills Needed

[\(Ad\) www.constantcontact.com/](http://www.constantcontact.com/) ▼

Personalized **Emails** Build Connections, and Our Auto Responder Makes It Simple. Satisfaction Guaranteed. Dozens of Templates. Send in Minutes. 98% Deliverability Rate. Services: Design Services, **Marketing** Services, Local Training.

Free Email Marketing | Building your Email Program?

[\(Ad\) www.sendgrid.com/EmailMarketing](http://www.sendgrid.com/EmailMarketing) ▼

Easily build **emails** with multiple editing tools, test your **emails** and launch campaigns. [Access to Email Templates](#) · [SG Email Benchmark Report](#) · [Advanced List Management](#)
[Free Trial](#) - from \$0.00/mo - 6k Emails · [More](#) ▼

This is great because a user might think, “Yeah, Am I building my email program,” and you increase your chances of getting a click.

The word “buy”

That is a great word, but be careful. It can nudge people in the right direction if they are ready to buy. This depends on how they searched for something. A good tip is to use this word in the ad when bidding on keywords that have “buy” or “price.” For example, “where can I buy” or “iPhone 12 pro price”. This usually indicates they are more likely to buy.

If you use it too early, then you might scare people off. For example, searches like “*Brown mens shoes*” do not show any purchase intent. That doesn’t mean users won’t buy. But in this case, you don’t know if a person is just browsing, comparing prices, etc. Or do they want to buy? Pushing too hard might just have the opposite reaction.

License For Fishing - up to 75% off | Lowest price on License For...

[Ad](#) www.discount99.us/Sale ▼

Order today with free shipping. Get the Deals now! Top Ratings. Popular Deals. Exclusive Deals. Compare prices. Remnants.

[Only Auctions](#) · [Price Alerts](#) · [Great offers](#) · [Free Shipping](#) · [All categories](#) · [Without Auctions](#)

Buy Fishing License Online | Welcome to Kensaq

[Ad](#) www.kensaq.com/Information/See_More ▼

Find **Buy Fishing License** Online if you are Looking Now. Get Results. Useful Information. Right Now. Info for You. Look for More. All Today.

[Find it Here](#) · [Get More Results](#) · [Latest Today](#) · [Fast Response](#) · [Attractive Results](#)

Use “Get” more often

Who doesn’t like to get things? You can use it even instead of “buy”.

Get Started with Shopify® | Affiliate Marketing | shopify.com

[Ad](#) www.shopify.com/Oberlo/Sell_Online ▼

Get a Quick and Easy Setup For Everything You Need To Sell Products Online. Oberlo Will Help You Start a Profitable Dropshipping Business On Shopify®. Full Blogging Platform. Accept Credit Cards. Social Media Integration. SEO Optimized. 99.99% Average Uptime. Fully Hosted.

[Free Trial](#) - \$0.00 - Free Trial for 14 Days · [More](#) ▼

Find Products To Sell

Start a Dropshipping Business
with only a Few Clicks!

See Plans & Pricing

See Our Best Rates & Hottest Plans.
Try Shopify® at \$0 Cost for 14 Days

Use ™

It's a Trade Mark icon or symbol, you should have it on your keyboard (option+2 on Mac). There is something about it that attracts people. Looks more official, and legit. Probably they used to see it on almost every product. ™ or Trademark has no legal backing.

The Sales Hub Your Team Needs | Try Pipedrive™ #1 Rated CRM

[Ad](#) www.pipedrive.com/ ▼

Don't Get Squashed By Free CRM Limits. Great Value. Try Us Free for 14 Days! User Friendly UI. Simple Pricing. Simple Data Import/Export. Integration & Add-Ons.

[Free Isn't Always Free](#) · [Why Choose Pipedrive?](#)

[Essential](#) - from \$12.50/mo - [Pipeline & Dashboard View](#) · [More](#) ▼

Need a HubSpot Alternative? | Kizen - The 1st Intuitive CRM

[Ad](#) www.kizen.com/hubspot ▼

Market, Sell, And Service Smarter. Grow & Collaborate Easier Than Ever Before. Perfectly...

Use ®

Same as above. But in this case, a Registered Trademark has legal backing. So be careful how and when you use it. If you can use it, do it; it works like magic.

Up to 45% off Cameras | Free 2-day Shipping | FocusCamera.com

[Ad](#) www.focuscamera.com/ ▼ (800) 221-0828

★★★★★ Rating for focuscamera.com: 4.8 - 7,693 reviews

Focus is the best place to **buy a camera**. Free 2-day shipping to all 50 states. Up to 45% off top **cameras**, lenses, audio, gear and more!

📍 [895 McDonald Ave, Brooklyn, NY](#) - Closed today · [Hours](#) ▼

Digital Camera Discount | Best Buy® the Official Site

[Ad](#) www.bestbuy.com/Deals/Cameras ▼

The Brands You Want at the Prices You'll Love. Shop Best Buy® Top Deals Today. Accrue...

Usually, you will see it near the big names. But you can use it with your brand ads.

Use the word “official”

It's not always possible to use it, and it also not always makes sense. But this word just sounds so official (pun intended).

Usually, just like ®, it is used with your brand ads, like “Official website.”

Up to 45% off Cameras | Free 2-day Shipping | FocusCamera.com

Ad www.focuscamera.com/ ▼ (800) 221-0828

★★★★★ Rating for focuscamera.com: 4.8 - 7,693 reviews

Focus is the best place to **buy** a **camera**. Free 2-day shipping to all 50 states. Up to 45% off top **cameras**, lenses, audio, gear and more!

📍 895 McDonald Ave, Brooklyn, NY - Closed today · Hours ▼

Digital Camera Discount | Best Buy® the Official Site

Ad www.bestbuy.com/Deals/Cameras ▼

The Brands You Want at the Prices You'll Love. Shop Best **Buy**® Top **Deals** Today. Accrue...

You don't have to use them all; not all will work for you. I have this in the back of my mind when creating ads. Sometimes, you get stuck because you need to create a few hundred ads, and these tips come in handy.

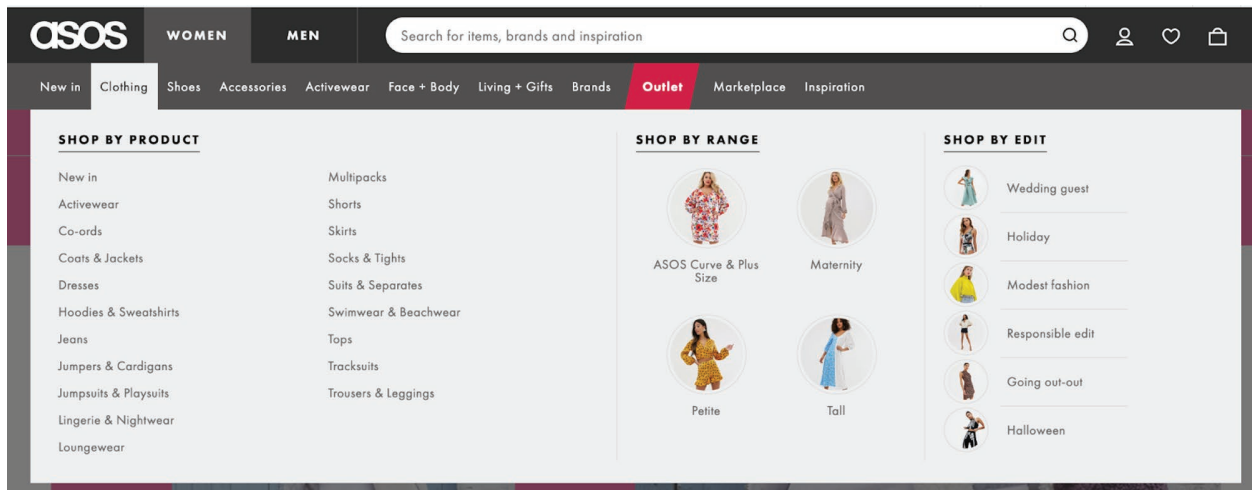
Now, we have explored the table of structure for keywords and ads. If you want a better understanding, feel free to review these parts again! The most excellent way to practice is by using your website or any other eCommerce site that stands out in your mind – start adding some keywords and setting up campaigns and ad groups with advertisements so you can see it all come together.

3.5 CAMPAIGN STRUCTURE

3.5.1 REAL-LIFE EXAMPLES

E-commerce store

Let's look at the typical eCommerce example. Imagine you have an online store with several categories, like Men's clothing, Women's clothing, etc. The easiest thing to do is always look at your store structure and create campaigns mimicking that structure.



The website helps you visualize your structure. Which categories do you want to advertise and which do not? You can promote all of your items. It will be a lot of work, but eventually, you will succeed. But let's forget about the whole website for now.

Let's focus on something more specific. If you can do that, then creating campaigns for the whole website is just repeating the same process over and over.

Let's start with *women summer shoes*. It's the keyword people enter into Google search, and it's a product category that you have on your website. This is a quite specific category. When you look at your website, most likely *womens summer shoes* will be in the Shoe category, under Women's shoes. Because websites are usually structured from broad to specific, right? So you have Shoes > Women's shoes > Women's summer shoes. Or something to that extent. You can clearly see which category is broader.

Having this in mind, we can create a campaign called *Women's shoes*. The reason is that we might advertise more categories that fall under Women's shoes, like "womens winter shoes" or "high heel shoes", etc. You won't need to create a new campaign. A new ad group will be enough.

Ad group name	Womens summer shoes		Womens winter shoes	
Keywords	womens summer shoes		womens winter shoes	
	ladies summer shoes		ladies winter shoes	
	summer shoes for women		winter shoes for women	
Ads				
<i>Headlines</i>	Summer Shoes for Women	22	Women's Cold-Weather Footwear	29
<i>Headlines</i>	Women's Fashion Footwear	24	Winter Shoe Collection	22
<i>Headlines</i>	Find Your Perfect Pair	22	Warm Winter Shoes	17
<i>Headlines</i>	Summer Trends Here	18	Women's Cold Weather Shoes	26
<i>Headlines</i>	Explore Latest Styles	21	Explore Women's Winter Shoes	28
<i>Headlines</i>	Fashionable Footwear Deals	26	Fashion Winter Shoes	20
<i>Headlines</i>	Shop Women's Summer Shoes	25	Cozy Shoes for Her	18
<i>Descriptions</i>	Browse our collection of trendy summer shoes for women and find your perfect pair.	82	Find the perfect winter shoes for women to keep warm and stylish.	65
<i>Descriptions</i>	Find the perfect summer shoes for women in various styles and colors to match your outfit.	90	Shop the latest collection of winter footwear for women at great prices.	72
<i>Descriptions</i>	Step out in style with our comfortable and chic women's summer footwear collection.	83	Discover trendy and cozy winter shoes for women in various styles and colors.	77
<i>Descriptions</i>	Upgrade your wardrobe with trendy summer shoes for women. Shop now	66	Stay comfortable in the cold with our stylish collection of winter shoes for women.	83

Once you know that you want to advertise *womens summer shoes*, this particular ad group *can not* contain any other keywords. This is very important. The ad group name is not as important as the keywords. The ad group name is for you to understand what keywords are there.

So, we have a specific ad group that focuses on *womens summer shoes*. You can add more keywords to this ad group, but they must closely match this one as possible. So *womens shoes* are a no-go. But *womens shoes for summer* are good. You could also add “ladies summer shoes.”

Why is it important to have keywords in one group that match closely? Because you will have to write ads that match ALL of those keywords. Look at the ads. All of these ads match all of the keywords. No matter what keyword was entered, that will make sense with it.

You can do a simple exercise to ensure you have the correct keywords in the ad group. We talked about how the search that the user enters is a question. This is what the user wants and has some expectations. So, read each keyword out loud as if it were a question and then each ad as if it were an answer. They all have to “answer” or make sense to the user. Match the expectations as precisely as possible.

Let's look at a bad example. I've added two extra keywords to this ad group.

Keywords		
	womens summer shoes	
	ladies summer shoes	
	summer shoes for women	
	comfortable shoes for women	
	cheap shoes for women	
Ads		
<i>Headlines</i>	Summer Shoes for Women	22
<i>Headlines</i>	Women's Fashion Footwear	24
<i>Headlines</i>	Find Your Perfect Pair	22
<i>Headlines</i>	Summer Trends Here	18
<i>Headlines</i>	Explore Latest Styles	21
<i>Headlines</i>	Fashionable Footwear Deals	26
<i>Headlines</i>	Shop Women's Summer Shoes	25
<i>Descriptions</i>	Browse our collection of trendy summer shoes for women and find your perfect pair.	82
<i>Descriptions</i>	Find the perfect summer shoes for women in various styles and colors to match your outfit.	90
<i>Descriptions</i>	Step out in style with our comfortable and chic women's summer footwear collection.	83
<i>Descriptions</i>	Upgrade your wardrobe with trendy summer shoes for women. Shop now	66

Does the ad address all of these keywords equally? No. Because the two keywords I added don't have anything to do with summer shoes. So why would anyone click the ad if that is not one searched for?

Local gym

Now let's look at another example, a local gym. It does not matter what services it provides as long as it's a service.

The process is the same. We need to find keywords that people would search for. Let's say we picked these:

"Gym near me,"

"Gym price"

"Gym in the (insert city/neighborhood/street)"

"Affordable gym"

"Cheap gym"

"Gym with trx" (or any other equipment)

"Gym with x classes" (yoga, meditation, etc.)

You know your gym and the people who go there. So start with that. Some keywords might not work for you. Maybe you don't want to be associated with "cheap gym" or maybe you do.

The goal here is to start bidding on keywords most likely to bring clients. So you can go with the top 3. Then, proceed to create ad groups and ads.

Here's what I would do. I would explore bidding on location keywords. I would have an ad group that targets keywords such as "gym near me." I might have a separate ad group when someone searches for "gym in the {area name}." In the example, you see this keyword in the same ad group. You can start like this, but if there are a lot of searches with the area name or street name, I would consider separating those keywords into different ad groups, as you want to mention that area in the ad as well.

Don't worry about getting it right at the start. It will take some time and some mistakes. You can always separate keywords later.

As for the ads, it's easy when you have the keywords above. Just make sure to focus on the area, the advantages of being in the neighborhood, special discounts, memberships, etc.

Ad group name	Gym near me	
Keywords	gym near me	
	gym in the {insert your area}	
Ads		
<i>Headlines</i>	Great gym near you	18
<i>Headlines</i>	Flexible pricing	16
<i>Headlines</i>	Membership starts at \$29	24
<i>Headlines</i>	New equipment	14
<i>Headlines</i>	Personal trainers available	27
<i>Headlines</i>	Special student discounts	25
<i>Headlines</i>		0
<i>Descriptions</i>	A newly opened gym in your area welcomes new members. Join us Today.	68
<i>Descriptions</i>	New members can save more than 0% with a yearly membership. Limited seats.	74
<i>Descriptions</i>	Our professional trainers will show you around and help with your exercise needs.	81
<i>Descriptions</i>		0

Repair service

We can use another service, like a phone or TV repair.

“fast tv repair”

“Sony tv repair” (or any brand).

You pick the ones aligned with your business and services and ignore the rest for now.

Here’s what it might look like:

Ad group name	Area		Brand	
Keywords	fast tv repair		Sony tv repair	
Ads				
<i>Headlines</i>	Fast TV repair service	22	Sony TV repair	14
<i>Headlines</i>	Done in 24 hours or less	24	Authorized repair service	25
<i>Headlines</i>	Any brand, any model	20	Open 24/7	9
<i>Headlines</i>	15+ years of experience	23	Pick-up service available	25
<i>Headlines</i>	Pick up service available	25	Fixing TV's since 1998	22
<i>Headlines</i>		0		0
<i>Headlines</i>		0		0
<i>Descriptions</i>	We have been fixing TV's for over 15 years. Bring your TV, and we will make it work.	84	We have been fixing TV's for over 15 years. Bring your TV, and we will make it work.	84
<i>Descriptions</i>	Authorised repair service by mosst brands. Call us today to arrange a pick up.	78	Authorised repair service by mosst brands. Call us today to arrange a pick up.	78
<i>Descriptions</i>		0		0
<i>Descriptions</i>		0		0

You see two ad groups. One focuses on speed, the other on brand. I assume people want a fast service or search for a specific repair brand. Both seem like higher-converting keywords, so I would start with them and expand if I have the budget or if these keywords don’t work.

I understand that it might feel overwhelming. And it should. You are learning a new skill. Of course, in the beginning, there are a lot of questions, you make mistakes, and everything feels like a daunting task. It will get easier.

3.5.2 CAMPAIGN STRUCTURE BEST PRACTICES

I have mentioned that the campaign structure can be changed. You don't have to get it right on your first try.

You have a starting structure that you can use to add more keywords or ad groups two. When adding something new, the same rules apply as when creating a campaign structure. Nothing changes.

There might be cases when you see that an ad group or maybe even a keyword might do better in a separate campaign. Or you might combine two campaigns into one. That's a part of working with Google Ads.

Usually, it is better to keep more data under one campaign. All the machine learning algorithms work on the campaign level. If you have too many campaigns, you might be slicing it too thin. There won't be enough data within each campaign.

However, there are a few reasons why having separate campaigns is better:

Different locations. If you target different locations, it is better to have different campaigns for each location. Unless those locations are small and your ads and your landing page are the same. Otherwise, you might want to emphasize the locality in the ad or on a landing page.

Different goals. One account can have different conversions. You might be targeting one set of keywords for leads and the other set of keywords for sales. In this case, have them in a separate campaign.

Different profitably. This is more common with e-commerce stores, but you might have products or services that are different and profitable. This means different CPA or ROI. Since the daily budget is assigned on a campaign level, you might want to bid more for high-margin products or services, and that means a different campaign.

If there isn't a good reason to create additional campaigns, don't do it. You don't want to end up with many campaigns and spend time managing them.

3.6 LANDING PAGES

Landing pages are an essential part of Google Ads campaigns but are often overlooked. Each of your ads must have a link. You have to direct users somewhere after the click. The page you choose is your landing page.

But why should you care about landing pages when running Google ads campaigns?

Google ads are just a tool to get traffic to your website. Period. What kind of traffic you get is up to you. But once the ad is clicked and the user is on your website, that's it. The Google ads part is done. Your landing page or website takes over and has to guide the user until the end – a conversion.

And this goes for all advertising platforms. They are not magic platforms. You can target various users, get them to see your ad, and even click on it. You can have the best ads and the biggest budgets, but if your page sucks, you will fail with your marketing campaigns. And this is not Google Ads' fault. You will have to fix your **landing page**.

And this is why it's so important to understand what is a good landing page, and how to create one for your Google Ads campaigns.

As I mentioned above a landing page is just a simple page where you direct your traffic from marketing campaigns.

In general, any page can be a landing page. Even the home page, although not recommended.

But any page is not a good landing page. Usually, landing pages are created for a specific purpose, like your Google Ads campaign. In fact, there are usually several if not dozens of landing pages depending on your audience, product, marketing goal etc.

That's why landing pages play a crucial role in digital marketing, as they are optimized for a specific purpose. Better than our regular web pages.

Let's look at one landing page. I googled "living room couch," and this is the ad I got:

Sponsored



Raymour & Flanigan
<https://www.raymourflanigan.com>

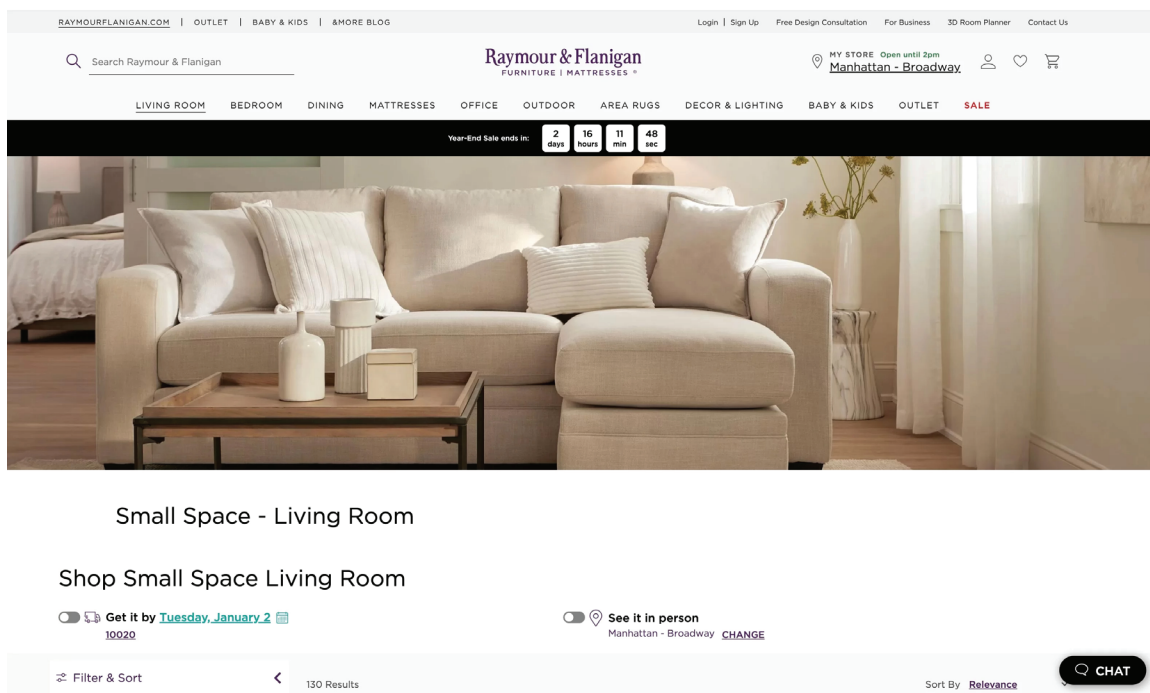
Raymour & Flanigan® Furniture - Small Space, Big Impact

Raymour & Flanigan is your destination for all things home & style. Shop online today!

★★★★★ Rating for raymourflanigan.com: 4.6 - 6,259 reviews

📍 Long Island City · 15 locations nearby

Honestly, it's not a good ad, but let's ignore it and click. This is the landing page that I get:



Would you say you've ended up where you expected when clicking the ad? Some of you might say "yes" since you see a big picture of the couch. You also have two headlines. For some reason, they say the same thing, but they are about living room furniture. All in all, it's not too bad.

Below the picture, there was a list of couches to buy.

This is basically a website category where the business decides to land users after they click the ad. Even though it's just a regular page, in this instance, it also serves as a landing page.

I assume you wouldn't be happy if you landed on the home page, right?

That's why you need to create (pick) landing pages for each of your ads. And I would say the key benefits of a landing page are:

Conversion Focus. Unlike general web pages, landing pages are specifically designed with a single call to action (CTA) in mind. This focus helps to guide users towards a specific action, such as signing up for a newsletter, downloading a whitepaper, making a purchase, or registering for a webinar.

Targeted Messaging. Landing pages allow you to craft targeted messages for specific audiences or marketing campaigns. This relevance can significantly increase the likelihood of converting traffic into leads or sales.

Testing and Optimization. This is my favorite. You can't always test and optimize your general pages, but with landing pages, it's a totally different story. Landing pages are ideal for A/B testing different elements such as headlines, images, copy, and CTA buttons. This way, you can test your way to a better-performing landing page.

Ad Campaign Relevance. This is similar to the targeted messaging I mentioned above, but I wanted to mention this in the context of ads. You can tailor landing pages to specific campaigns (images, texts, CTAs), especially for Google Ads, where your landing page is also taken into consideration when determining the Quality Score.

Fast to produce. Landing pages can be created relatively quickly. Besides, there are plenty of SaaS businesses where you can easily create your landing page. I will expand on this later.

Since we know how important landing pages are, let's dig in a bit deeper.

3.6.1 KEY ELEMENTS OF AN EFFECTIVE LANDING PAGE?

Landing pages can be very different, created for various products or services. There is no one golden rule what should be included in the landing page. But there are elements that help make it a lot more effective.

When reading, try to imagine your product or service, and you will notice that some things can be applied, and others just won't make a lot of sense for your offering.

Clear and compelling headline

Headlines are the first thing users read when they land on a page. If your headline is too vague or not compelling enough, people might just leave the site. You can't afford that since you just paid a few dollars for a click.

This is not the place to be creative. Just tell people what you have or confirm that they landed in the right place.

Take a look at these two landing pages:

intuit
turbotax

Create account Sign in

America's #1 tax preparation provider

Over 40 million federal returns were prepared last year with TurboTax.

Get started

LIVE Assisted | Basic

File 100% FREE with expert help
~37% of filers qualify. Form 1040 + limited credits only. Must file by 3/31.
Get unlimited live help from tax experts, plus a final review before you file—all

Start for free

UltimateTax

UltimateTax Home

UltimateTax Online 1040

Prepare Tax Anytime, Anywhere

Grow your 1040 business with hassle-free online professional tax software. Sign up for a FREE Demo to experience it first-hand.



Start your **FREE trial** of UltimateTax Online 1040 tax software

UltimateTax Online 1040 is for Tax Professionals who prepare tax returns for clients. Enter your info below to begin your trial.

First Name *

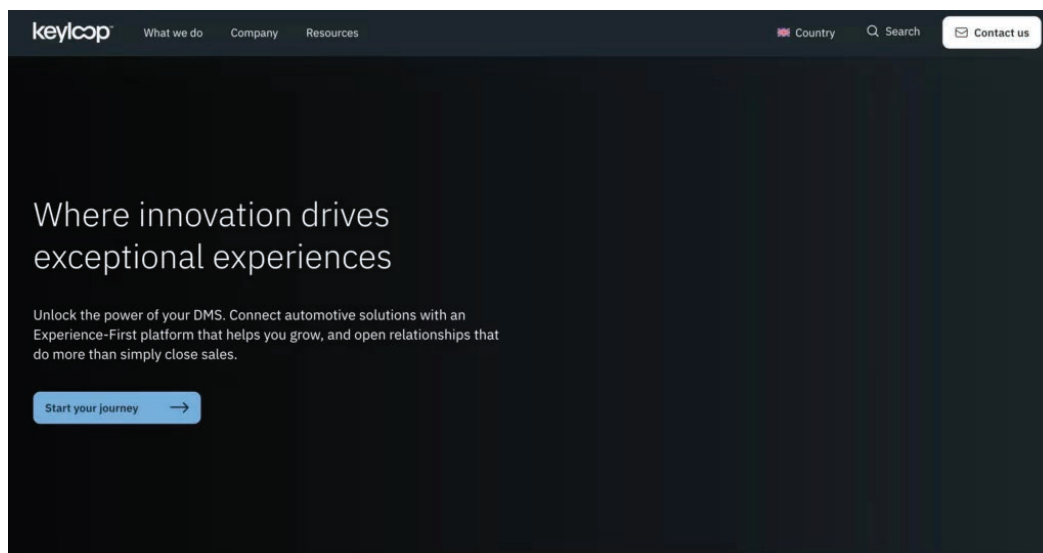
Last Name *

Email *

In both cases, the headlines are clear. But on the second landing page, they're even more to the point. The 1040 is a tax form in the US, so they include that in the headline. As a visitor, I know instantly what the page is about and what I will get. There is no question.

Can you imagine if you went with a more creative headline? Something like "We make your life easier". In a way, it's true, right? Helping me fill in the tax form does make my life easier. But the headline would be too vague. You would have to read further to understand if this is what you were looking for.

You would end up like this headline:



It's unclear what they do. You have to know the brand to get it or read the subtitle, which a lot fewer people will decide to read. No one has time to read, and there are plenty of competitors.

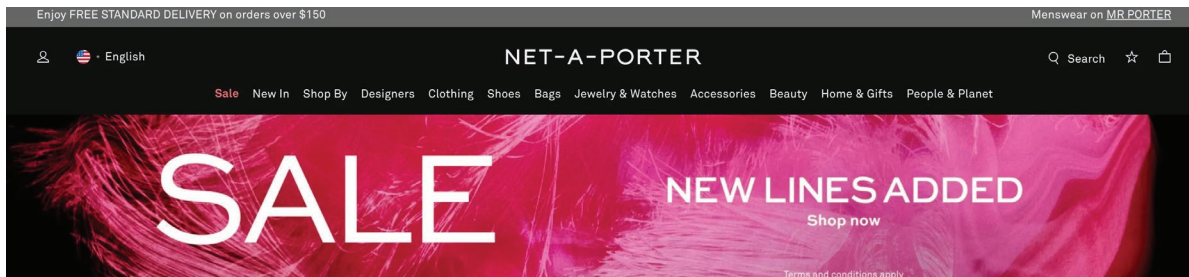
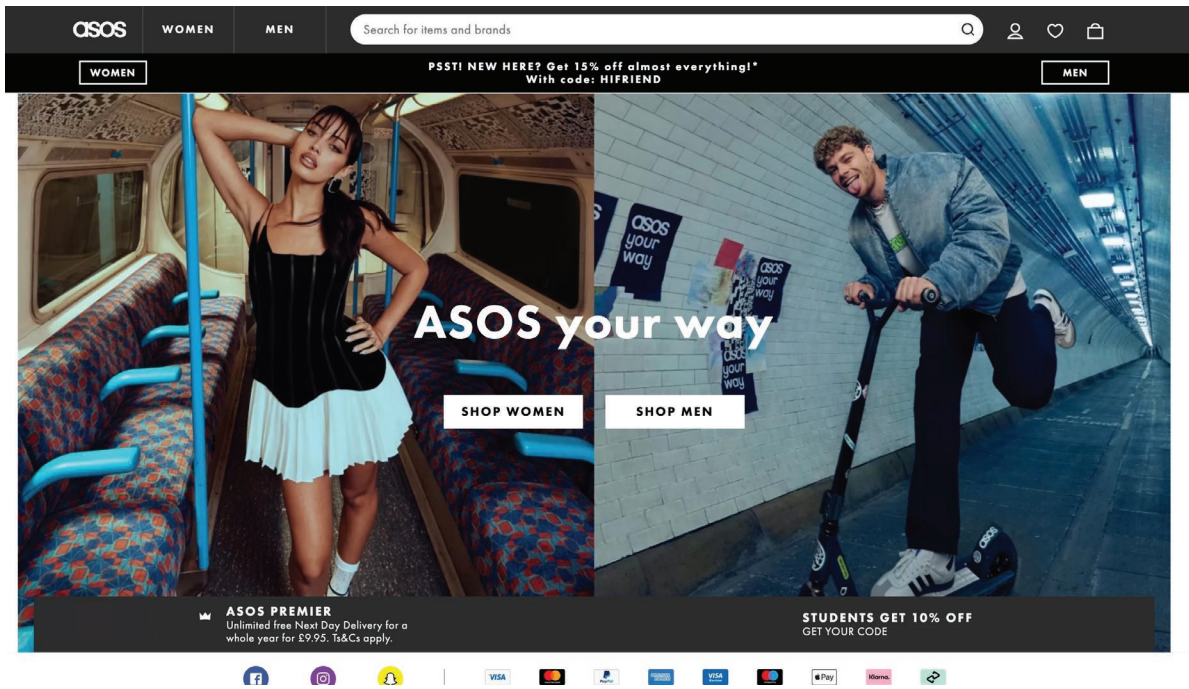
Understanding the target audience

This is important in marketing in general. You're running ads, creating images, posts, text ads, you should know who is your target audience. Same goes for landing page. Your visuals and your copy has to be catered towards the audience you want to attract.

If your audience is people working in big companies, then your copy has to be formal, your images clean and "office-like". I'm generalizing, of course, but this is just to get my point across. First impressions count.

If you're targeting the same audience, check out your competitors. If they are succeeding, you can copy them and optimize them later. There is no reason to reinvent the wheel every time.

Here are two pages that sell clothes. Can you guess which one sells more expensive brands?



I'm sure you guessed right. The images tell a lot, and when people land on the page, they can see if the page matches their expectations. They can even see if they can afford products on a page or if the products are right for them without even looking further.

High-quality images or videos

I don't know if I need to include this at all, but I still see landing pages with poorly cropped stock images or low-quality videos. I know that everything costs money, but this is where you can't afford to save it. As I mentioned above, first impressions count—a lot.

There are plenty of sites where you can get premium-quality videos and stock images: Unsplash, Pexels, and Canva. To name a few.

Engaging and concise copy

I know how much you love your brand, your product, or your service. And we all want to brag about it. We think that others like to read about it as well. Well, not so much. There is one sort of rule about the length of texts (or content in general) on the landing page. The more expensive the product or service, the more convincing has to be done.

So, if you sell car oil, which costs about \$30, how much convincing do you have to do? Probably not that much, right? People know what car oil is. They know they need it, and they just need to know why they should buy it from you. Usually, in this case, you use marketing tricks like free shipping, discounts, bundles, etc.

But if you sell a more expensive oil, let's say it costs \$150, you need to tell people why it's so expensive. This means laying out everything about it: how it's made, why it's so special, how it helps your car engine, and so on.

Be short and to the point if there is no need for long texts. Otherwise, use simple language that anyone can understand. Bonus points if you can make long texts more engaging. Also, if there is a lot of information that has to be presented, think about a video or images. Images and sound can help you communicate your message a lot easier.

Write and rewrite many times until the landing page contains just the right amount of information, which is useful for the visitor but not overwhelming.

Strong call-to-action (CTA)

It's probably one of the most important elements on the page. A CTA, or call to action, is how you direct users to take an action that is important to your business. Whether it's buying, downloading, or signing up, people need to know and see what to do next.

You can revisit some of the screenshots above to see that they have a good CTA, especially the landing page about taxes.

If possible, try to keep it above the fold, meaning it is visible without scrolling down. As with your copy and headlines, don't be too creative here, either. Use simple, understandable, and short phrases.

I would avoid names like "Star your journey" (unless it's a service where you plan your journey) or even more creative ones like "Fulfill your dreams."

It sounds like a good emotional CTA, but what happens when I click it? This is a good rule to follow: The CTA has to reveal what will happen next. With "Fill the form," "Get your book," or "Sign up," you know what will happen next, so you are less hesitant.

Remember, the CTAs are important, hence are tested a lot. If you see a creative CTA, there is a chance it has been tested and works for that business. You can copy it, of course, but there is a risk that it won't work for you. That's why I would start with simple, clear and direct CTA, and then, if there is a possibility test different versions.

Layout and the use of white space

I was hesitant to include this one as it's more for designers, so I will keep it simple. Don't try to cram everything into a small space. White space is needed between images and text for better comprehension. As I say, give it some space. Let it breathe. Make it easy for the eyes to view and read your content.

Put the most important things at the top of the page, and then the rest can be below the fold.

Mobile responsiveness and cross-browser compatibility

This is a technical element, but your landing page has to work on any browser and on any device. This shouldn't come as a surprise. It is your responsibility to check if your landing page works correctly, so before launching a campaign, visit your page on at least a few browsers and both your computer and phone. This doesn't take a lot of time.

Make sure to go through the order or sign-up process or whatever your conversion is.

Using testimonials and social proof

This is obviously optional element, but became a big part of any landing page. If your product is new you probably won't have user reviews or ratings. At least try to get some of your friends to write a review.

Testimonials make it easier on visitors to trust your product or service and convince them to buy. If your business is unknown, there has to be something people can rely on. Comments, star ratings, testimonials (especially video ones) are a great way to show that your service or product is used and liked.

3.6.2 TOOLS AND RESOURCES FOR LANDING PAGE CREATION

There are a bunch of these. I will list just a few to get you started if you're not aware at all. The rest can be googled as competitors to the ones I mentioned. I'm not affiliated with any of these, just some services I use now or used in the past.

Unbounce.com

It's been around for a while and is a robust landing page platform. It's not a cheap one (it starts at 89€/month), but it has a lot of great features. What I like is that you can add your domain so the users still see your main domain and have as many custom landing pages as you want. They even have a dedicated page for **PPC landing pages**. It has some templates and a drag-and-drop editor for people like me who don't know how to code.

Leadpages.com

This is one is similar to Unbounce but cheaper. Also, has pre-built templates and drag & drop editor. The differences are minor and will probably become visible once you start using one or the other.

Thrivethemes.com

It's a WordPress plugin. I have been using this solution for a while. The biggest difference is that the pricing is not based on usage, you just pay yearly fee. And there is no limit on traffic. You also get things like pop ups and quizzes and a bunch of other stuff for the same price.

Landingi.com

If you have even smaller budget, here's one for you. Haven't tried this one but it seems very similar with pre-built templates, editor and etc.

Carrd.com

No money? No problem. Here's a simple one-page builder for free. There aren't a lot of features, but you get the most important one – your landing page, which works.

Each tool has its upsides and downsides and it depends mainly on what you need on what is your budget. But here are the main points to check for:

Your own domain. Ideally, you want your landing page to be on the same domain. Either `landing.yourdomain.com` or `www.yourdomain.com/landing-page`.

Integrations with other tools. Most like you will have forms, payments, email collection. Make sure the software you choose easily integrates with other tools you use or will want to use. Like Paypal or Stripe for collecting payments.

Drag & drop editor. If you're like me, you don't want to make changes in the code. A nice editor makes things a lot easier. You need to be able to quickly change things on a landing page.

Page Speed. Make sure that the tool provides fast landing pages. They usually brag about this on their website, but you can also write to support and ask about it.

Pre-built templates. Those can be optional, but templates are great if you want to start fast. You can start with one and then customize it to your needs, saving loads of time.

A/B testing and pop-ups. This is a great feature to have but it will be available with more expensive solutions. It's is great to have a built-in testing tool, because if you're serious about your business you will be testing your landing pages. And pop ups are great for collecting emails or promoting special deals on the website. Again, if they are available in the tool, that is very convenient and saves you money from opting to another tool to get the pop ups working.

3.6.3 COMMON MISTAKES TO AVOID

Overloading with information. This is for all content, if it does not add additional value to the user, it does not belong on the landing page. The only information that belongs on the landing page is the one that helps user make a decision to click your CTA.

Neglecting mobile users. I've mentioned above that you need to test your landing page, at least on your phone. But also, don't forget about user behavior on a mobile device. If your site works fine on mobile, that's great. But how does it look? Is everything visible clearly on a smaller screen? Does your CTA move below the fold? It's important not only to make it work but also to make it convenient for mobile users to convert.

Weak CTAs. I have this exercise that I sometimes use to define the text on my CTA. I use the sentence "I want to" and then insert the CTA phrase. For example, "I want to *sign up*" or "I want to *download the ebook*". This helps you see it from the users perspective and avoid vague CTAs.

Ignoring analytics and feedback. Having a separate landing page allows you to track it and get user feedback. Not only you can see all the click statistics

and heat maps, you can also ask survey question right on the page. There is no way you can create a great landing page on your first try. You will have to improve and optimize, and you need data to do that.

Page speed. This is important for users as no one likes slow-loading pages. But Google hates it also. If you have a slow page, it can impact your Google Ads Quality Score, and that could increase your CPC and overall cost. Google has a free tool for **page speed insights**. Try it on your page, and if you see a lot of red, talk to your developer.

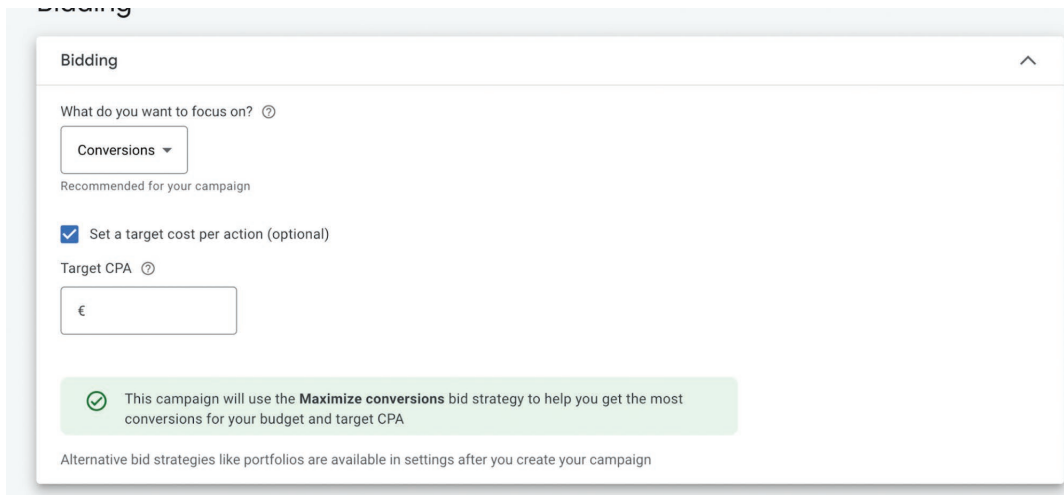
(Don't) use your home page as a landing page. Usually, you don't use your home page as your landing page. The biggest reason is that it is not designed for a specific action, audience, or purpose. It is usually generic. Also, you can really test it and make changes, as this is your home page. It might hurt other teams or products/services. An exception can be if you have one product/service, and your home page is your landing page. There is nothing more. Take a look at **this page**. It's a screenshot tool. So, their home page can be used as a landing page because there is nothing else besides that tool. They can have separate landing pages, but if they don't, it's not a big deal.

3.7 BIDDING STRATEGIES

When we created our first campaign, we used the default bidding method, which is most likely some type of automated bidding.

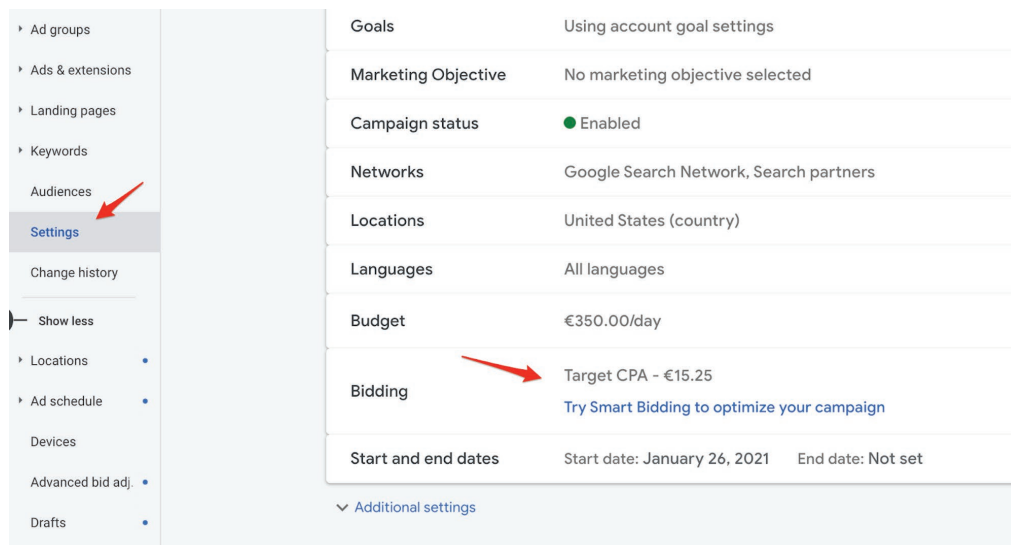
I do not recommend using it at the beginning. There are cases that it might be fine, especially if you have bigger budgets and a lot of traffic. But in general, I recommend starting with manual bidding. It gives you a chance to get your hands dirty and better understand the whole bidding process. At the same time, it forces you to focus on one keyword at a time, which again gives you a lot more experience.

When creating a campaign, Google only gives automated bidding options:

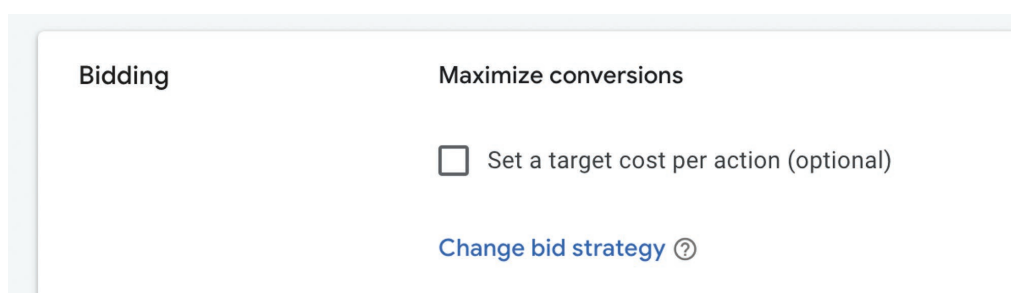


You can select to focus on conversions, clicks, conversion value, or impression share. However, once you create your campaign, more bidding options will be available.

Select your campaign and go to *Settings*.



Find *Bidding* and click on it. You should see the link to change the bid strategy.



You should see a drop-down, but you won't find all of the bidding types. Google hides them under another link below *select a bid strategy directly*.

Bidding

What do you want to focus on? [?](#)

Conversions ▾

Recommended for your campaign

Set a target cost per action (optional)

✔ This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

And only then you will get the list.

Bidding

[Back to previous bidding options](#)

- Automated bid strategies
- Maximize clicks
- Maximize conversions**
- Maximize conversion value
- Target impression share
- Manual bid strategies
- Manual CPC

Start and end dates

▾ Additional settings

I don't know exactly why it is so hard to reach other bidding options, but it might have something to do with Google's push toward automated bidding options. Let's hope they won't remove other options altogether.

Now you know how to reach all bidding options. Let's talk about each of them.

3.7.1 MANUAL CPC

This is the basics. Old school. You go from keyword to keyword and set your bids for each of them. Don't worry; there are ways to set bids for all keywords at once if you want them to have the same bid. It will save you time.

Bidding

Manual CPC

Help increase conversions with Enhanced CPC ?

i Setting bids manually may result in **lower performance**. Use Smart Bidding to help improve results by using more signals to optimize your bids.
[Learn more](#)

[Get guidance selecting a bid strategy](#)

I would recommend using it when you have:

- › new account and no conversions
- › low daily budget (varies per country, but lower than \$50)
- › when you want to learn
- › when you want to outsmart your competition

3.7.2 ENHANCED CPC

You can also use Enhanced CPC. Available as an extension of manual CPC. By ticking the check box, you will tell Google to adjust your bid to get more conversions. This is a great way to transition to more automated bidding strategies.

Bidding

[Back to previous bidding options](#)

Manual CPC

Help increase conversions with Enhanced CPC ?

Optimize for conversions

Optimize for conversion value

⚠ Setting bids manually may result in **lower performance**. Use Smart Bidding to help improve results by using more signals to optimize your bids.
[Learn more](#)

You will need to set up conversions in the account, otherwise, this feature will not work.

Once you opt-in to eCPC, your bids can be increased or decreased by about 20% (by Google), depending on how likely Google thinks this click might result in a conversion.

It seems simple but trust me, under the hood, you have a powerful Google algorithm working its ass off.

I would also recommend waiting until you accumulate some conversions so that the algorithm can pick on them as soon as you switch. For the best performance, make sure your campaign has at least 100 conversions per month.

You're still responsible for all the bids for keywords, meaning you set them. An increase or decrease happens on Google's side of the algorithm. The actual CPC that you see in your account does not change.

If you have an account with conversions, I see no reason not to have eCPC enabled.

When I would recommend it:

- › when you have at least 100 conversions per campaign per month.
- › when you want to have control over bids, but you want some help from Google.

3.7.3 MAXIMIZE CLICKS

This strategy does what it says. For your given budget, it will try to get as many clicks as possible.

Here you are no longer in control of your individual bids. You can't adjust bids on the keyword level, Google does that for you. And this is a small downside. You can, however, tell Google what is your CPC maximum limit if you don't want Google going bonkers with the cost per click.

Bidding

[Back to previous bidding options](#)

Maximize clicks ▼

Set a maximum cost per click bid limit

Maximum CPC bid limit [?](#)

€

I don't like this strategy, and I will explain why. Clicks are not created equal. Using this strategy, you tell Google that you don't care about the click quality as long as you get a lot of them.

Sure, Google will still look at your keywords, but if you have more than one keyword, Google might decide to bring clicks from certain keywords just because they get more clicks. But that does not mean they will convert on your website.

Let's try with an example. Say you have a store and sell kids' clothes. Your audience is basically moms, that buy clothes for their kids. I know dads buy clothing too, but for the purpose of this example, let's assume only moms do.

But even here it's not all moms. You don't want to pay for all moms coming to your site, because not all moms will like your selection, or pricing or anything else. You want moms who would buy, not the moms who just come to the store.

Same with clicks, you don't want any clicks, even if they are from your keywords. You want clicks from your keywords, that buy. However, this is not the goal for Google under this strategy.

On the other hand, sometimes, all you need is to get traffic. Keep in mind that Google will still show ads based on your keywords. It's not like the clicks will be random. But it will try to optimize the ad position, time of day, day of the week, etc., to get you the most clicks.

This does work, but I recommend it when you are sure that your website

converts (engages people) well. Meaning that those clicks will not be wasted. And measure results by looking at conversions or revenue, not traffic.

When I would recommend it:

- › almost never.

When you might try it:

- › When you need to get targeted traffic, it's very easy to engage with your site. Like entertaining websites or news.

3.7.4 MAXIMIZE CONVERSIONS

It's the same as with clicks, but this time Google will work hard to get you the most conversions within your budget. You can also set the maximum price for the conversion.

If you have already conversions flowing in, based on your previous strategy (probably CPC), then you can test at least one campaign by switching to this bidding strategy.

Bidding

[Back to previous bidding options](#)

Maximize conversions ▼

Set a target cost per action (optional)

Target CPA [?](#)

€

Works better for conversions with a fixed value, for example, leads, registrations, and email signups. For e-commerce, not that often because each conversion has a different sale value.

Unless you sell one product at one price, then it's OK.

The reason for this is the same as with maximize clicks. Not all conversions

are equal. So Google might optimize towards conversions that are, cheaper products, but you make less money from those products, hence your revenue suffers.

If you do try it, make sure to keep an eye on the total conversions and the cost per conversion. If you have different offerings, make sure it's not leaning more toward the least profitable options.

When I would recommend:

- › when you have a lot of conversions in the account
- › ideally, your conversions do not fluctuate often
- › your offering has one price rather than a lot of different ones.

When you need to try different strategies:

- › I would go for CPA bidding in this case (coming up later)

3.7.5 TARGET IMPRESSION SHARE

This strategy is great when you want to get more impressions. You can select 3 targets for this strategy: anywhere on the search page, top of the results page, and absolute top of the results page.

Bidding

[Back to previous bidding options](#)

Target impression share ▼

Where do you want your ads to appear ⓘ

Anywhere on results page ▼

Percent (%) impression share to target ⓘ

%

Maximum CPC bid limit ⓘ

€

Anywhere on the page means that it will get you an impression in any of the positions. It could be the top or bottom. Top of results means 1 of 4 positions above. And absolute Top means it will strive for number one at the top.

Then, you can also select Percent (%) impression share to target. There is a limit to how many impressions each keyword has. Think of an impression share like a pie. It's limited. So what percentage piece of that pie do you want?

Google automatically adjusts your bids depending on the chosen target. And having your budget in mind will try to get the most impressions. Most often it will mean more clicks, so watch out for your total spend and of course impact on your conversions.

If you're afraid to spend too much, limit the budget for that campaign or limit the max CPC.

This strategy is quite good if you want to outrank some of your competitors, and conversions are a secondary goal.

When I would recommend:

- › never, unless your boss wants to see your ad above your competitors. Yes, I had similar requests. Not conversions or sales. Just to beat the competition. Crazy.

When you might try it:

- › maybe with branding goals in mind. But even then, there are better options.

3.7.6 TARGET CPA

Now we're moving into automated bidding strategies. First up is the target CPA, which means cost per acquisition, or how much are you paying for your conversion. Conversion can be anything from a sale to an email subscriber.

Bidding

What do you want to focus on? [?](#)

Conversions ▾

Recommended for your campaign

Set a target cost per action (optional)

Target CPA [?](#)

€

I always advise using it when you have more conversions, so it's not very good at the beginning of your campaign. Try to get 100-150 conversions per month per campaign. Then, the algorithm catches on quickly and is more precise.

I know Google, and some experts recommend starting with 30 conversions. Don't listen. The only time it works is if the conversions are coming in quickly. For example, you started your campaign and within a week you have 30 conversions. Then you can move into CPA bidding and see if you can scale it even more.

Google does recommend the price based on historical metrics, but in general, you should know how much you can pay for each conversion.

Quick tip: if you are on manual CPC, you are paying \$30 for conversion, but you can easily pay \$50 when switching to target CPA, increasing it by 20%. In other words, $\$30 + 20\%$, \$36. This way you will give more room for the algorithm to play. Once it catches on, you can slowly reduce the target back to \$30.

I always recommend setting a target CPA. Otherwise, Google might take it too far with the conversion price. You might get more conversions, but the price will be too high, meaning that you will be losing money on each conversion.

When I would recommend:

- › 100+ conversions per month per campaign
- › want to see if AI (machine learning) can help you scale faster.
- › Large budget accounts

3.7.7 CONVERSION VALUE + TARGET ROAS

This strategy is good when you have dynamic values for your conversions, like an eCommerce store. Your products are priced differently so obviously you can pay a different price to acquire them.

Bidding

What do you want to focus on? [?](#)

Conversion value [▼](#)

Recommended for your campaign

Set a target return on ad spend (optional)

Target ROAS [?](#)

%

This strategy uses Return on ad spend (ROAS), meaning that you specify what return you want to get in percentages from your spend.

Say you spend 100\$, and you want to get a return of 5x, you specify 500%.

It is a bit confusing as you most likely will have to specify a number in the hundreds and sometimes thousands. Also, you have to know how much money each sale or conversion brings. Ideally, you have your tracking set up so that the value is taken into Google Ads on each sale dynamically. So, in the account, you see all the value (or revenue) from the sales, and you see how much you spent.

Again, this is not for beginners. I would recommend it at a later stage and only if you have many differently priced products.

Besides having conversions and tracking set up properly. There is another thing. Google will focus on the total value if you don't specify the Target ROAS. But don't forget that Google does not know your margins and other costs. When the value increases, so might the spending. You have to watch if the return on spend is positive. Otherwise, you might spend 5000\$ to get 5500\$ in value (revenue). The value is increased, but the campaign itself, in terms of profit, is not performing.

Always set Target ROAS or keep an eye on the performance.

3.8 WHAT IS NOT ALLOWED ON GOOGLE ADS?

Before you create ads and promote your products, you should know that not all things are allowed to be promoted. Usually, this shouldn't be a problem, but I recommend having at least a glance to ensure you're not wasting your time creating campaigns.

Here's a link to a Google Ads policy section

<https://support.google.com/adspolicy/answer/6008942?hl=en>.

You don't need to know everything by heart. But in general, you should know what might not be allowed. Let's skim through it quickly.

Prohibited

- › Counterfeit goods
- › Dangerous products or services
- › Enabling dishonest behavior
- › Inappropriate content

Prohibited practices:

- › Abusing ad network
- › Data collection and use
- › Misrepresentation

Restricted

- › Adult content
- › Alcohol
- › Copyrights
- › Gambling and games (certain kinds, depending on the country)
- › Healthcare and medicine (certain medicine is allowed, documents might be needed, etc.)
- › Political content
- › Financial services (strict and must comply with local laws)
- › Trademarks
- › Legal Requirements

The restrictions may vary per country. And there might be times when Google “thinks” you are violating their policy. Don’t panic. You can always write to them explaining everything in detail.

For example, in some languages, the word “tablets” is the same as “drugs” as in pharmaceutical drugs. So, I had some issues with cleaning tablets. But it was fine as soon as I wrote to them. There is a way to ask for an exception during the ad creation after you see a violation warning. In this case, someone reviews your ads again to ensure no violation.

The most important thing to remember is not to repeat violations. Once your ad is rejected, ensure you understand why before resubmitting. Read through every policy or Google for answers. Repeated violations might get your account suspended.

3.9 CREATING YOUR FIRST CAMPAIGN

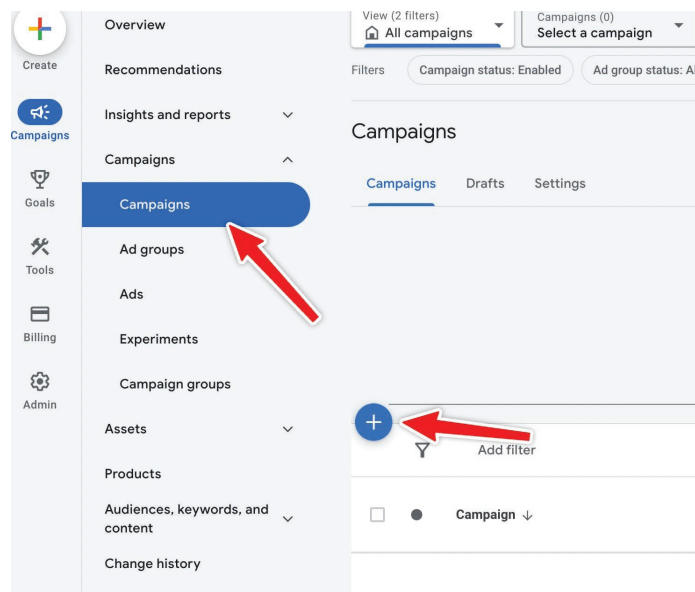
Now that we have a structure ready, we can create our first campaign. Let’s take one of the examples we had and create a campaign for iPhone cases. We have a campaign called “iPhone cases” and 3 ad groups.

Campaign name	Iphone cases					
Ad group name	iPhone 14		iPhone 15		iPhone cases	
Keywords	[iphone 14 cases]		"iphone 15 cases"		iphone cases	
	[iphone 14 cases price]		"premium iphone 15 cases"		custom iphone cases	
	[leather iphone 14 cases]		"black iphone 15 cases"		designer iphone cases	
			"iphone 15 cases on sale"			
Ads						
<i>Headlines</i>	Stylish iPhone 14 Cases	23	Stylish iPhone 15 Cases	23	Stylish iPhone Cases	20
<i>Headlines</i>	Shop Latest iPhone Accessories	30	Shop Latest iPhone Accessories	30	Shop Latest iPhone Accessories	30
<i>Headlines</i>	Get Your Case Today	19	Get Your Case Today	19	Get Your Case Today	19
<i>Headlines</i>	Designer iPhone Cases	21	Designer iPhone Cases	21	Designer iPhone Cases	21
<i>Headlines</i>	Find Your Perfect Case	22	Find Your Perfect Case	22	Find Your Perfect Case	22
<i>Headlines</i>	Customize Your iPhone 14	24	Customize Your iPhone 15	24	Customize Your iPhone	21
<i>Headlines</i>	Unique iPhone 14 Cases	22	Unique iPhone 15 Cases	22	Unique iPhone Cases	19
<i>Descriptions</i>	Explore a wide range of stylish cases for your iPhone 14. Shop now	66	Explore a wide range of stylish cases for your iPhone 15. Shop now	66	Explore a wide range of stylish cases for your iPhone. Shop now	63
<i>Descriptions</i>	Find the best prices for iPhone 14 cases. Protect your phone today	66	Find the best prices for iPhone 15 cases. Protect your phone today	66	Find the best prices for iPhone cases. Protect your phone today	63
<i>Descriptions</i>	Discover our wide range of cases. Premium quality, fast shipping. Buy now	73	Discover our wide range of cases. Premium quality, fast shipping. Buy now	73	Discover our wide range of cases. Premium quality, fast shipping. Buy now	73
<i>Descriptions</i>	Looking for a leather iPhone case? Check out our premium selection	66	Looking for a leather iPhone case? Check out our premium selection	66	Looking for a leather iPhone case? Check out our premium selection	66
Landing page	www.mystore.com/iphone-14-cases		www.mystore.com/iphone-15-cases		www.mystore.com/iphone-cases	

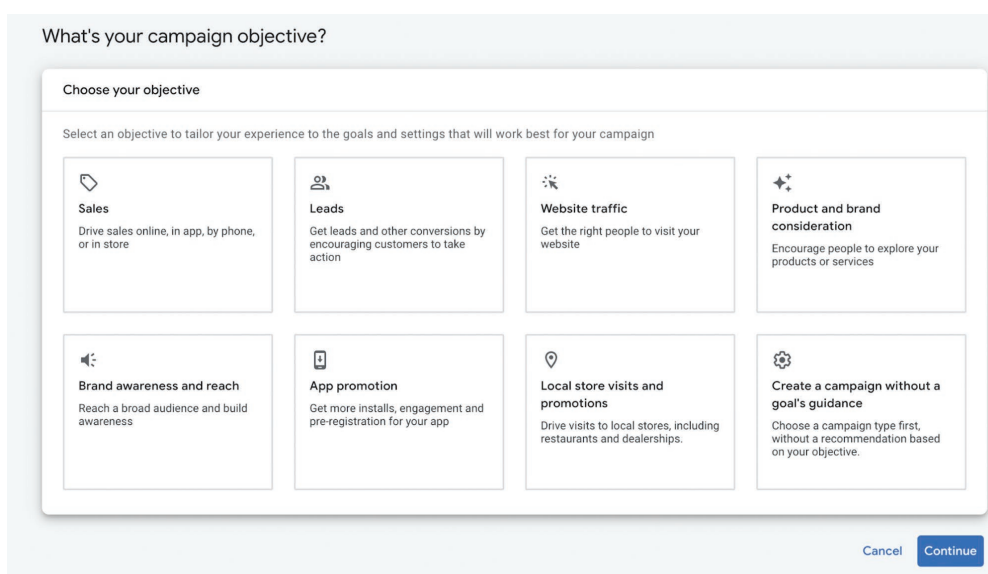
You should have an account by now; if not, just sign up at ads.google.com.

If you don't have an account and will be creating one, Google will first create a Smart campaign account. This sort of express account creation is to get you running campaigns fast, but they suck. So what you do is you just get on with the steps filling out anything, and once you're done, just pause the campaign, go to settings, and choose an advanced campaign. Then, you will see what I see in the account.

In the account, go to All Campaigns and find the big plus icon. This icon is used to create new campaigns, ad groups, ads, etc. So just remember it, and when I say click on create a new ad, this is the icon I mean.



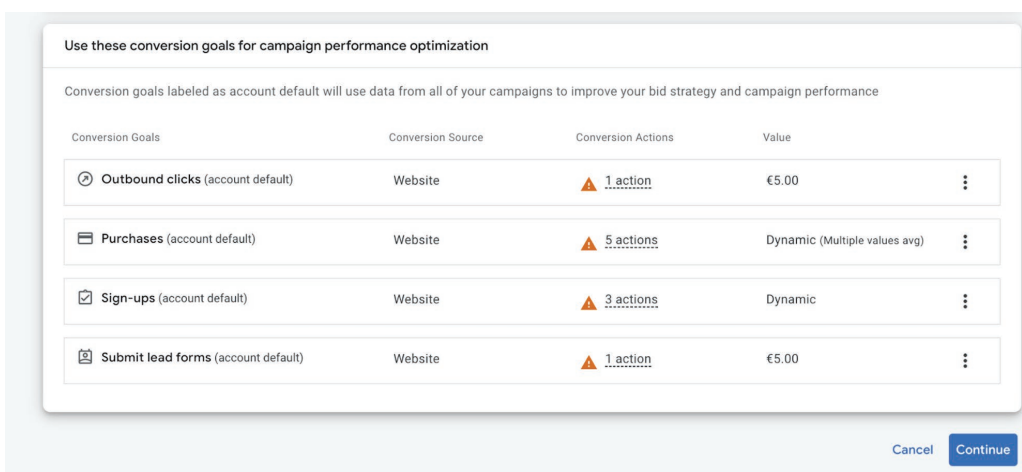
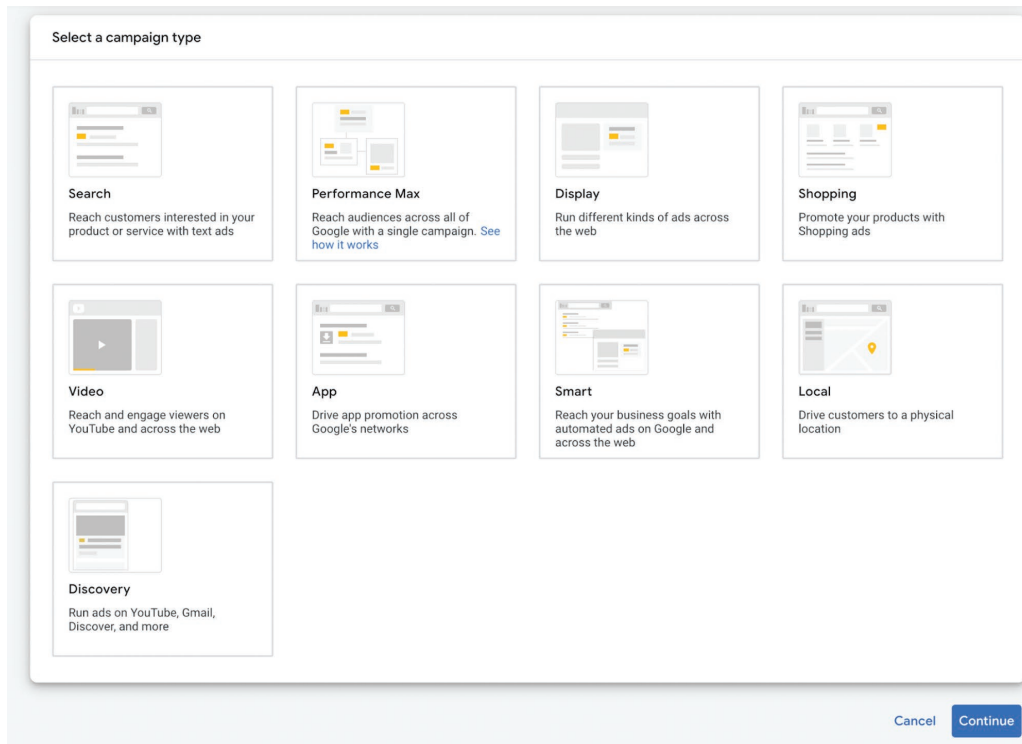
You should see a template that Google has built around your objective. Each of these objectives has pre-defined settings to save you time. I never use it, and I prefer to select my settings. Since you are learning, I recommend doing the same.



Select to create a campaign without any guidance, the last option.

Here, you can select your campaign type. Remember earlier we talked that Google Ads has many types, including Youtube, Display, shopping, etc. We now focus only on Search campaigns.

Once you select Search, you will see additional options appear below.

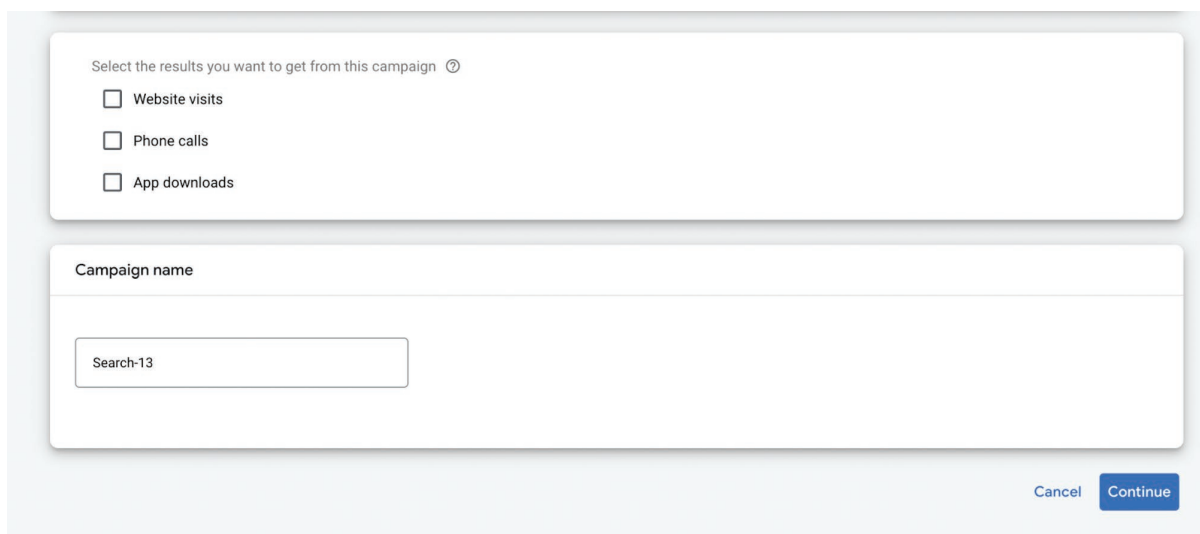


These are the conversion goals you have in your account. You might see none since your account is new. In the future, if you have several, you can remove

them from this particular campaign by clicking on the three dots on the right. This removes the goal from the campaign but does not delete it from the account.

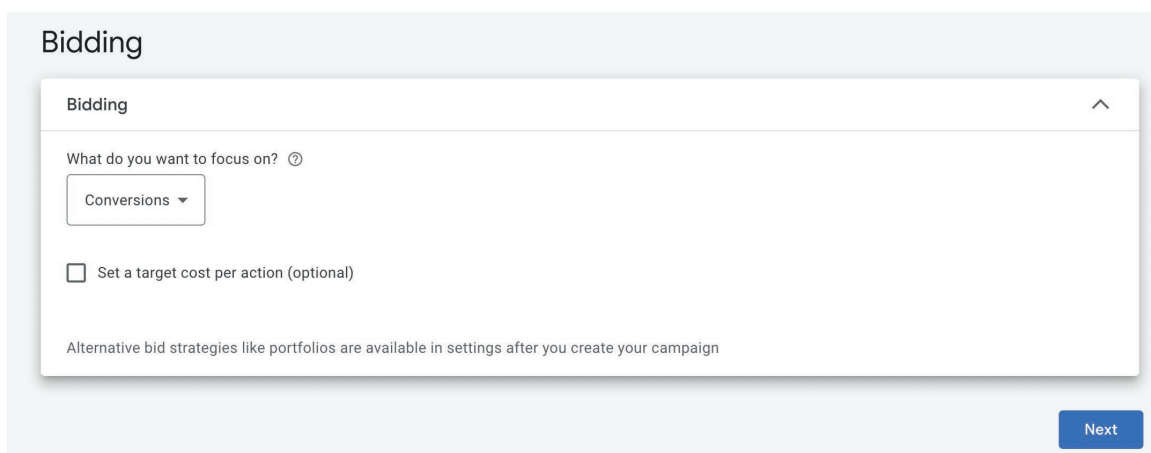
If you don't see anything, don't worry; you can create (and we will) a conversion later.

After clicking *Continue*, you will see yet another set of settings. You can skip the first part and go to your campaign name. Since we have it in our structure, we can name it "iPhone cases." Otherwise, skip it and rename the campaign later.



The screenshot shows a form titled "Select the results you want to get from this campaign" with three checkboxes: "Website visits", "Phone calls", and "App downloads". Below this is a "Campaign name" section with a text input field containing "Search-13". At the bottom right, there are "Cancel" and "Continue" buttons.

Next, you will have to select a bidding type or bidding strategy.



The screenshot shows a "Bidding" settings panel. It has a title "Bidding" and a subtitle "What do you want to focus on?". A dropdown menu is set to "Conversions". There is a checkbox for "Set a target cost per action (optional)". At the bottom, there is a note: "Alternative bid strategies like portfolios are available in settings after you create your campaign". A "Next" button is located at the bottom right.

I have a separate chapter on bidding, where we dive deep into each strategy. For now, just select anything you want. Only automated strategies are available

when creating your campaign. If you want to use manual CPC, you will have to create the campaign, then go into Settings and change the bidding type there.

Next, you have network selection and locations. Even if you have selected the Search campaign type, you have to unselect the Display network here. It's a bit confusing, but search ads can appear on some placements in the display network, so you can either allow it to happen or not. And you should **not**.

These are two different networks, and you should never mix them.

I would also recommend removing the check box that includes Search partners, especially if you have a smaller budget. Ideally, you should test if having this checkbox has an impact on your metrics. And I would insist that you do.

Moving on to locations. Simply select the area in which you want your ads to be shown. Usually, it's a country. There is a way to target states and cities, but we will discuss it in the advanced optimization.

The screenshot shows the 'Campaign settings' page in Google Ads. The 'Networks' section is expanded, showing options for 'Search Network' and 'Display Network'. The 'Search Network' section is checked, and the 'Include Google search partners' checkbox is also checked. The 'Display Network' section is unchecked. Below these sections is a 'Use Display Expansion' feature with an 'Apply' button. The 'Locations' section is also expanded, showing 'Select locations to target' with three radio button options: 'All countries and territories', 'Lithuania', and 'Enter another location'. The 'Enter another location' option is selected. Below this, a table shows 'Targeted locations (1)' with 'United Kingdom country' and a reach of '72,100,000'. There is a search bar for 'Enter a location to target or exclude' and an 'Advanced search' link.

Campaign settings
To reach the right people, start by defining key settings for your campaign

Networks

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

Display Network
Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.
 Include Google Display Network

Use Display Expansion: Get more conversions at a similar CPA using unspent budget with the revamped Google Display Network Expansion feature [Apply](#)

Locations

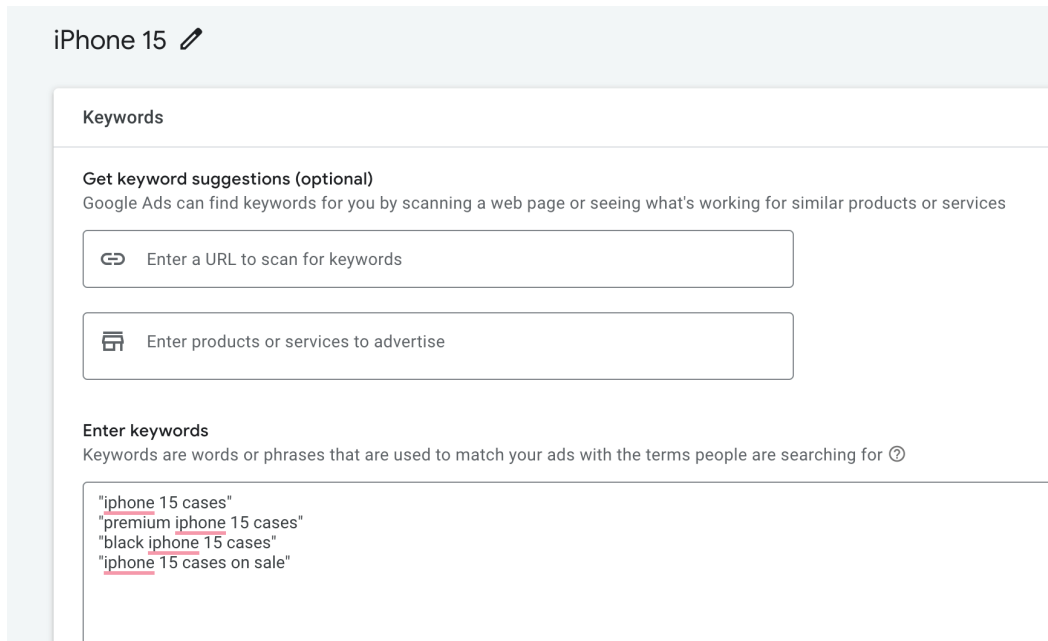
Select locations to target

All countries and territories
 Lithuania
 Enter another location

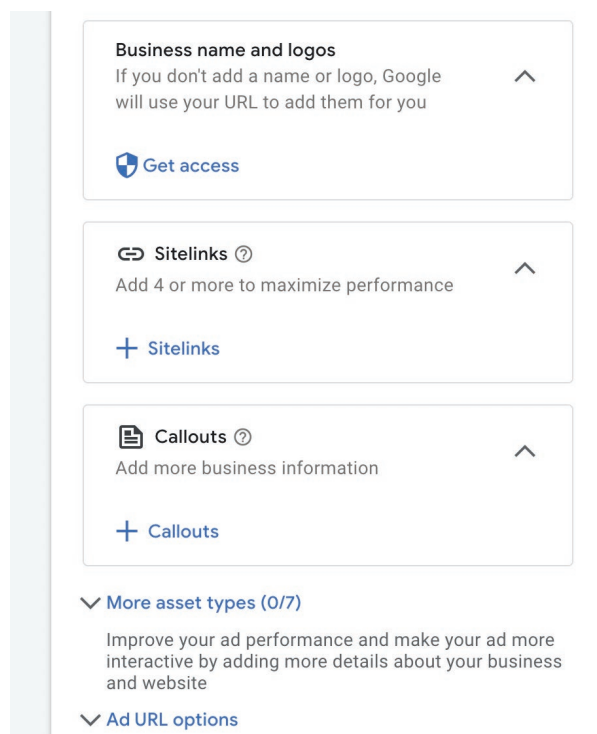
Targeted locations (1)	Reach
United Kingdom country	72,100,000

Enter a location to target or exclude [Advanced search](#)
For example, a country, city, region, or postal code

In the languages section, just target all languages. I would say this should be your default setting for now. The rest of the settings you can skip for now, leaving them as they are.



After clicking *Next*, we're going into creating an ad group. This is where we look at the structure again and just paste everything from there. Your ad group name and keywords. You can add more keywords later as well and rename the ad group if needed.



After this, we're going to do the same with the ads.

You have everything in the structure just copy/paste it here. Remember that at least 3 headlines and 2 descriptions are mandatory.

You may be asked to add assets, but you can skip it. We will talk about it later, and you will be able to add them to your campaign.

Next is the budget. You will get some recommendations from Google. You might use them, but you should rely less on Google and more on your business. Select custom budget and enter your average daily budget.

The screenshot shows the 'Budget' selection screen in Google Ads. It features a list of budget options: €109.50, €91.25 (marked as 'Recommended'), and €73.00. Below these is the 'Set custom budget' option, which is selected. Underneath, there is a text input field containing '€ 91.25'. A summary table is displayed below the input field, showing 'Weekly conv.' as 18, 'Cost./Conv.' as €35.49, and 'Weekly cost' as €638.75. A disclaimer at the bottom explains that monthly spending is capped at the daily budget times the number of days in the month. A 'Next' button is located at the bottom right of the interface.

Weekly conv.	Cost./Conv.	Weekly cost
18	€35.49	€638.75

And finally, review and publish your campaign. That's it. Well, at least the easy part.

The campaign is created, and your ads are in review. This might take several minutes or even a couple of days. Depending on your products or services.

What we have done is gone through all the steps of creating a campaign. That was a lot easier since we had our campaign structure planned out in the excel table earlier.

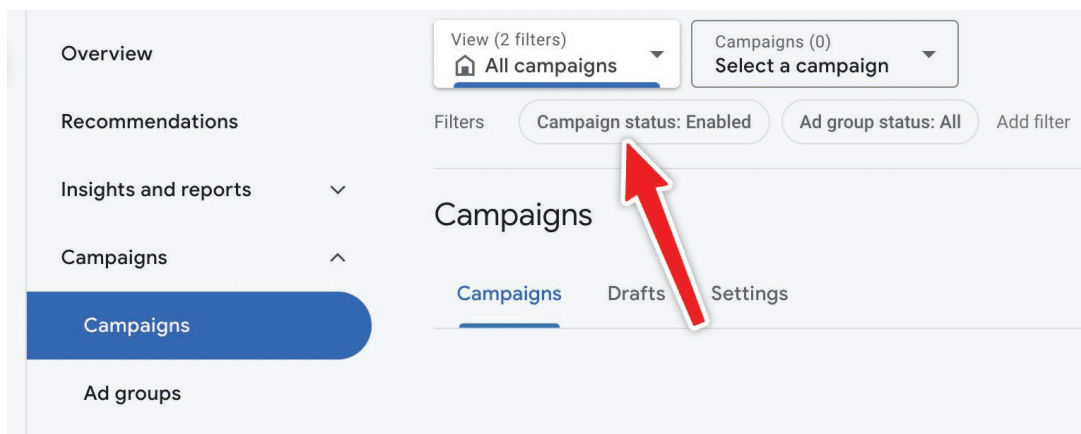
The steps of creating a campaign are the same and given some time you will move through them effortlessly.

After the ads are approved, the campaign will start running. Your keywords will start receiving impressions and clicks. But this is just the beginning, so I would not recommend leaving this campaign as it is.

Since we're going to talk about other settings and we will be adding additional information, you may want to pause the newly created campaign for now. Click on all campaigns and then the green dot near your campaign. Then select *Pause*.

You can also run it on a small budget and get your first clicks. Having some data will help you better understand the advanced features that we will cover later.

If you don't see your paused campaign, then change what campaigns you can see. Click on the *campaign status* and select the last option.



Screenshot by Xrapp.com

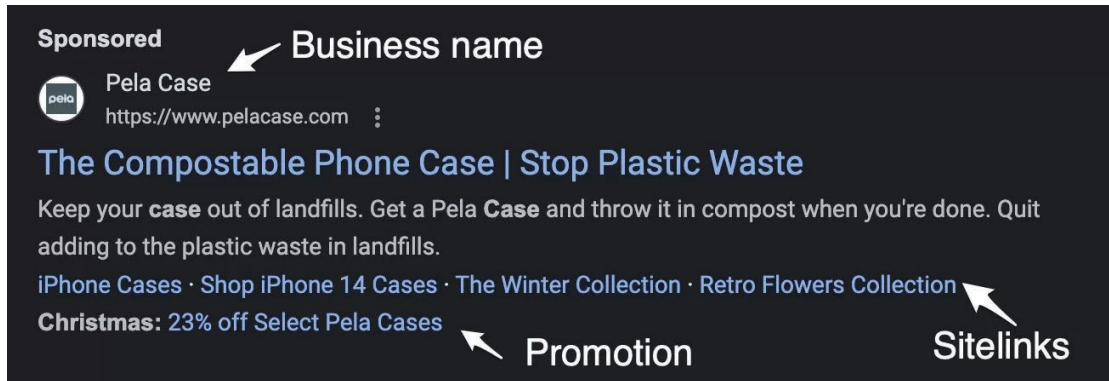
3.10 AD ASSETS

When creating a campaign, we skip a part about ad assets. I wanted to talk about them separately and explain each in detail. You can add assets to your campaigns at any point in time.

We know that search ads have a symbol limit for the headline and description. Meaning that you can't put all the information that might be useful in the ad.

Google also knows that and they introduced ad assets (extensions originally). It's like a piece of information that you can add to your ads, that enriches it.

Here, we have an ad that has a few assets.



Ideally, assets not only add additional information but also help increase clicks as the ad becomes more informative and, hence, more attractive. But Google also introduces a plot twist. Those assets don't appear with every ad, every time. It's based on ad rank.

There are 12 currently available assets to add. From links to pages or categories, your phone number and location to forms and images. Today assets can really enrich your ad. So that is the reason you should always have them.

Depending on the account and the country, you may add these assets:

- > Image
- > Business name
- > Business logo
- > Sitelink
- > Callout
- > Structured snippet
- > Call
- > Lead form
- > Location
- > Price
- > App
- > Promotion

I've mentioned that not all assets are shown all the time. In fact, your ad might not have assets at all. This depends on various reasons. In general, Google selects which of your assets should be shown in each Google search. That's why you need to create all of them and leave Google to decide what to show.

For the asset to show up with your ad:

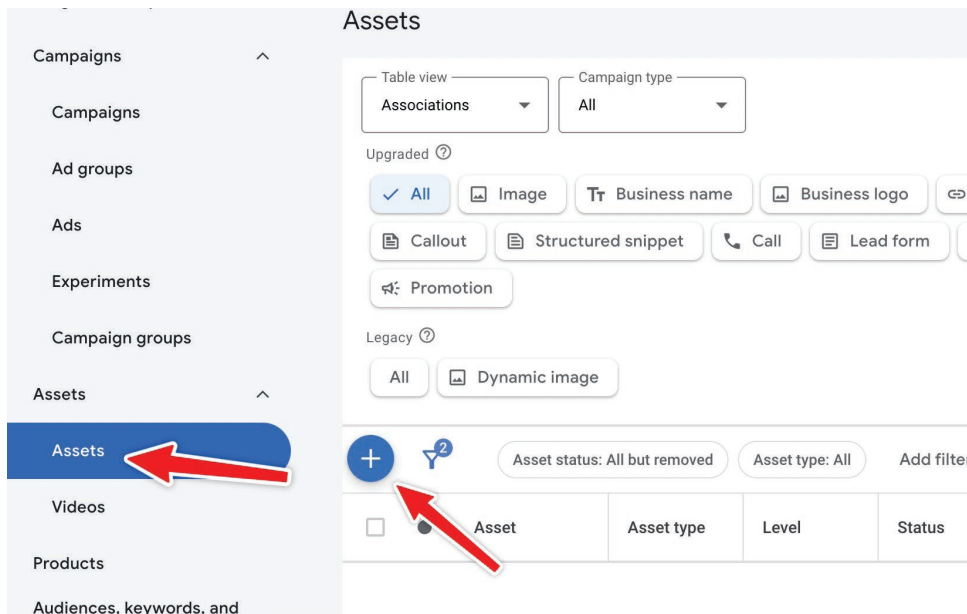
- › The asset is predicted to improve your performance.
- › Your ad's position and Ad Rank is high enough for assets to show.

AdRank combines your bid, the quality of your ad and landing page, Ad Rank thresholds, the context of the person's search, and the expected impact of assets and other ad formats. Google Ads requires a minimum Ad Rank before showing additional assets with your ad. What it means is that you may need to increase your bid or your ad quality (or both) in order for your additional assets to show.

The **position** of your ad on the Google search results page. Assets show up only if your ad is in the top 4 positions, as there is limited space above search results. Ads in lower positions generally will have fewer assets added than ads in higher positions. Plus, the Google Ads system generally won't allow ads in lower positions to get more incremental clicks from assets than the incremental clicks they'd get from moving up to a higher position. To show ads in higher positions, generally, you need to increase your ad quality, bid (no surprise here), or both.

Other assets you've enabled. That's why you have to create as much as possible (but relevant to your business). In each auction, Google will show the best-performing assets.

All assets are in the same place, and the process of adding them is similar. It's on the left menu. What is confusing is that they are called assets, but for some reason, the drop-down (marked) says *Associations*. But you'll get used to it. Google changes things and renames stuff constantly.



Screenshot by Xtrapper.com

If you press the blue button, it will drop down all available assets in your account. Select the asset you want and input the required information. Now you know where to find assets and how to add them. Let's look closer at each asset and what you need to know when creating them.

3.10.1 SITELINKS

This is the most common asset. It's basically adding additional links to your ad, enriching it, and helping users find what they are looking for.

Hotels in New York | New York | HIExpress.com

(Ad) www.hiexpress.com/NewYork/ExpressHotel +1 800-315-2605

Be The Readiest™ in **New York**. Free breakfast & internet. Book today! An IHG® hotel. Earn IHG® Rewards points. Stay Smart in Comfort. Official Site. Healthy breakfast options.

Experience Our Hotels

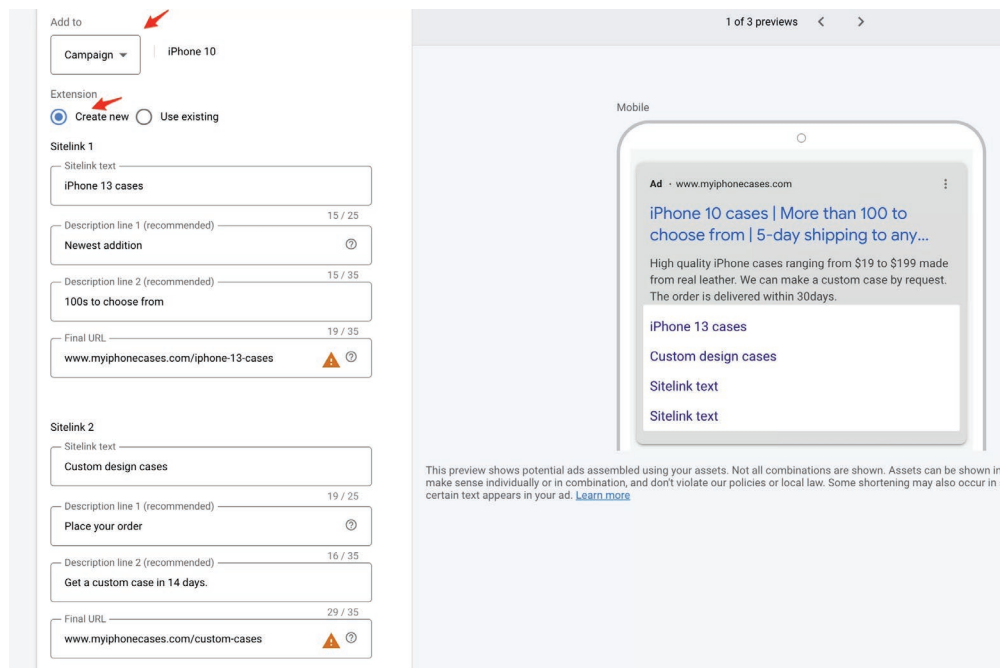
Expect More Where It Matters with All of the Everyday Must-Haves.

Hot Fresh Breakfast

Breakfast Options for Everyone to Jump-Start Your Day.

When creating site links, I recommend having 4-6 in the campaign. And although you can create them on the ad group level as well, in the beginning, I would recommend just staying at the campaign level. When you are more familiar with sitelinks, you can then decide to have totally different ones for each ad group and not only the campaign. This just takes more time and a bit more planning.

The best way to think about site links is like an asset to the theme of your campaign. Your campaign is about women’s clothes; try to add sitelinks that are related to that category. Like adding links to shoes, shirts, skirts, jeans, and so on.



As I mentioned, you can add them at the campaign level, ad group, or event account level. In the beginning, I would suggest using only the campaign level.

The sitelinks are just that, links. You add a sitelink text, add a few lines of description (recommended) and input the URL. Similar to ads, but simpler.

Once you create a sitelink, you don't have to create the same sitelink again. It will be available from the dropdown if you select *Use existing* instead of *create new*.

Note that descriptions are not always visible. It depends on a few factors, including your ad position. So don't be surprised if you don't see them, but I would recommend adding descriptions all the time.

3.10.2 CALLOUT

Use callouts like short promotional phrases. Like "Free Shipping". It can say anything you want, but obviously, don't lie.

They appear right here and, as you can see, make an ad look bigger.

Hotels in New York | New York | HIExpress.com

(Ad) www.hiexpress.com/NewYork/ExpressHotel +1 800-315-2605

Be The Readiest™ in **New York**. Free breakfast & internet. Book today! An IHG® hotel. Earn IHG® Rewards points. Stay Smart in Comfort. Official Site. Healthy breakfast options.

Experience Our Hotels

Expect More Where It Matters with All of the Everyday Must-Haves.

Hot Fresh Breakfast

Breakfast Options for Everyone to Jump-Start Your Day.

Similar to sitelinks I recommend adding them to the campaign level. Unless you have only a few campaigns and there is no point in having different callouts for different campaigns, then you can have it on the account level. In this case, all your campaigns will have the same callout asset.

Once you click add new, you will see this:

Add callout extension

Callout extensions at the account level, campaign level, and ad group level will serve together when predicted performance is high.

Add to: Campaign | iPhone 10

Extension: Create new Use existing

Callout text 1: 10 years in business (20 / 25)

Callout text 2: Money back guarantee (20 / 25)

Callout text 3: Professional staff (18 / 25)

Callout text 4: Only original items (19 / 25)

Add callout text

Advanced options

Save Cancel

1 of 2 previews

Mobile

Ad - www.myiphoncases.com

iPhone 10 cases | More than 100 to choose from | 5-day shipping to any...

High quality iPhone cases ranging from \$14 to \$199 made from real leather. We can make a custom case by request. The order is delivered within 30days. 10 years in business. Money back guarantee. Professional staff. Only original.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some certain text appears in your ad. [Learn more](#)

Callouts have a symbol limit so usually you try to write something that applies to your whole account. Like “Free Returns” or “Money-back guarantee”. Most

advertisers write their benefits, but you can be as creative as you want. As you can see from the preview, Callouts appear after your ads description.

3.10.3 STRUCTURED SNIPPET

Structured snippets are also very useful if you want to enhance your ad with additional information. Google give you several categories to select from. All of them are self-explanatory and only good with specific campaigns. For example, if you're promoting educational business you might use the Degree programs asset to list your programs.

For an e-commerce store, you might add styles:

Shop Women's Shirts | Comfortable, Casual Style

Ad www.modcloth.com/ ▾

★★★★★ Rating for modcloth.com: 4.5 - 17,862 reviews - Average delivery time: 1–5 days

Look Great And Feel Comfortable In Our Casual Tops! Free Shipping On \$75+ Orders. New Arrivals Daily. Looks For Every Woman. Unique Styles Every Day. **Styles: One Piece, Two Piece.**

[Save 15% Off First Order](#) · [Shop Labor Day Sale](#) · [Beautiful Blouses](#) · [Classy Cardigans](#)

Labor Day: 30% off Full Price Items

Select a category that fits your business, otherwise it might not make sense for the user.

The screenshot displays the Google Ads interface for configuring a structured snippet. On the left, the configuration panel includes:

- A note: "level, campaign level, and ad group level will serve together when predicted performance is high."
- "Add to" section: "Campaign" dropdown and "iPhone 10" text.
- "Extension" section: "Create new" (selected) and "Use existing" radio buttons.
- "Header" section: "English" dropdown and "Models" dropdown.
- "Values" section: Three text input fields containing "iPhone XR" (9 / 25), "iPhone 10" (9 / 25), and "iPhone 12 Pro" (13 / 25). An "Add value" button is at the bottom.
- "Save" and "Cancel" buttons at the very bottom.

On the right, a mobile preview shows the ad as it would appear on a smartphone. The ad content is:

- Ad · www.myiphoncases.com
- iPhone 10 cases | More than 100 to choose from | 5-day shipping to any...
- High quality iPhone cases ranging from \$19 to \$199 made from real leather. We can make a custom case by request. The order is delivered within 30days. Models: iPhone XR, iPhone 10, iPhone 12 Pro

Below the preview, a note states: "This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in a make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in so certain text appears in your ad. [Learn more](#)"

The most often used categories are brands, styles, and types. But you will have to decide which ones are suitable for your campaigns. And business.

Make sure to select the right language and category. The list whatever you need as values. On the right you see how they will look in the ad.

3.10.4 CALL

Probably the easiest asset. It's just your phone number in the ad.

Hotels in New York | New York | HIExpress.com
Ad www.hiexpress.com/NewYork/ExpressHotel **+1 800-315-2605**
Be The Radiest™ in **New York**. Free breakfast & internet. Book today! An IHG® hotel. Earn IHG® Rewards points. Stay Smart in Comfort. Official Site. Healthy breakfast options.

Experience Our Hotels Expect More Where It Matters with All of the Everyday Must-Haves.	Hot Fresh Breakfast Breakfast Options for Everyone to Jump-Start Your Day.
--	---

Usually, you can have it on the account level, as most small to medium businesses have one general business phone number. Of course, you have to decide if the phone number should be advertised at all. Don't create a call asset just for the asset itself.

The screenshot shows the 'Add call' configuration interface on the left and a mobile ad preview on the right. The configuration interface includes fields for 'Add to' (Campaign), 'Asset' (Create new), 'United States', 'Phone number' (with an example: (201) 555-0123), 'Call reporting is turned on', 'Conversion action' (Use account settings), and 'Call interaction bid adjustment' (Increase). The mobile ad preview shows a sponsored ad for 'example.com' with a phone number and headlines.

But in case you have a local office in different countries or states you can have this asset on the campaign level, and then adjust to a particular location.

The biggest benefit is that a user can click to call on the ad if it contains a Call asset. Very convenient if most of your business is conducted via phone.

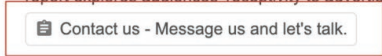
Depending on the country, you might have call reporting turned on. In that case, you can also select your conversion. Usually, it will be “Calls from ads”

3.10.5 LEAD FORM

This asset allows you to collect leads without directing users to your website. When you click on the asset in the ad, a small form appears, and users can fill it out without leaving Google search results. This is very convenient if your business is all about collecting leads.

Ad · https://educatoraccess.hbsp.harvard.edu/harvard/case_studies ⓘ
Harvard Business Cases - HBS World Famous Case Studies
Get Access to **Case Studies** from World Famous HBS & Other Renowned Institutions. Plan Business Courses Using Top Rated **Case Studies**, Resources & Learning Materials. **Marketing Case Studies**. Types: MBA Teaching Materials, Finance, **Marketing**, Accounting.

Ad · <https://www.a.ki/receptivity> ⓘ
2022 Receptivity Report - By Aki, The Moments Company - a.ki
Download Aki's 2022 Receptivity Report to learn how certain variables impact receptivity. Aki's report explores audiences' receptivity to advertising during marketable moments.



If you ever saw or created any form, it will be a piece of cake to create this asset as well. When you click create, you will see a selection of fields you can use:

Create your lead form

Headline
Get your free case studie 25 / 30

Business name
Business mogul LLC 18 / 25

Description
We provide the best service when it comes to optimizing your business process. Fill out this form and one of our experts will call you within 24hrs. 148 / 200

Questions
To change the information you ask for after saving your campaign, you will have to create a new form

Contact information

- Name Pre-filled
- First name and last name
- Full name
- Phone number Pre-filled
- Email Pre-filled
- City Pre-filled
- Zip/Postal code Pre-filled
- State/Province Pre-filled
- Country Pre-filled

Work information

- Company name
- Job title
- Work email
- Work phone number

Preview

Lead Form Submission Message Ad

Business mogul LLC

We provide the best service when it comes to optimizing your business process. Fill out this form and one of our experts will call you within 24hrs.

Full name

Email

Phone number

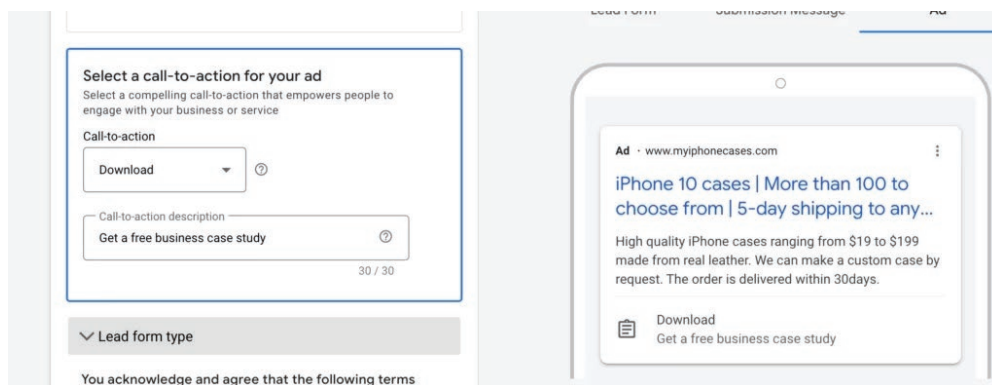
GOOGLE DISCLOSURE
By submitting, you agree to send your info to Business mogul LLC so they can contact you about the above request. Business mogul LLC agrees to use your info in accordance with their [privacy policy](#). Google will not use the content of your responses for ads targeting or

People seeing your form will see standard text, such as questions and calls-to-action, translated into language of their device. Custom text won't be translated. Your ad might not always include all your Shortening might occur in some formats. [Learn more](#)

It's up to you to decide what information you need from prospective customers. But the more you ask, the less likely users are going to fill out the form. Make sure you only ask for vital information.

You can also notice, that near some fields it says "pre-filled". This means that this field can be pre-filled by Google if the information is known.

Although the call to action has a limited selection, you can add additional text just below it.



This is not a widely used asset. I've used it once as a test, wasn't anything special. Usually the business wants people visiting their landing page and filling out the form there. But it might be useful if a business does not have a website, or a form on the website and wants to collect leads.

3.10.6 LOCATION

Location asset is designed to show your location address in the ad. Obviously, not all businesses would want to display that. But if you have a local barber shop, you probably want your location in the ad.

Skilled Employment Attorney | Weiss Law Firm PLLC

www.weisslawfirm.org/

Having Employment Litigation Issues? Call an Expert Employment Lawyer Today.

[Address](#) · [Reba Weiss](#) · [Wrongful Termination](#) · [Directions](#)

📍 1416 NW 46th St Suite 346, Seattle, WA - Closed today · Hours

Victim of Hospital Mold? | Call or email now | stritmatter.com

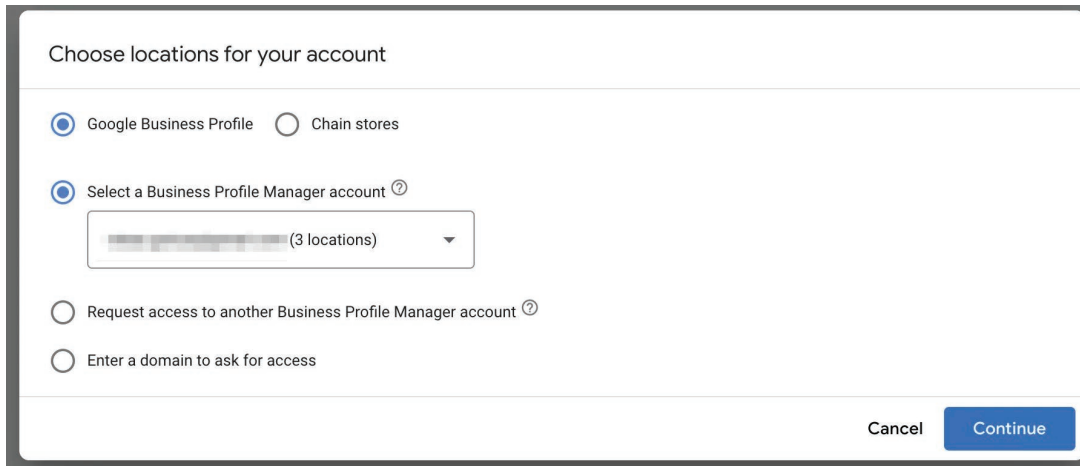
www.stritmatter.com/ (855) 556-0724

Need a Wrongful Death Lawyer? Look No Further!

📍 3600 15th Ave W #300, Seattle, WA - Closed today · Hours

If you want to show your business location, all you have to do is link your *My Business* account to Google Ads. Obviously, first, you need to have my Business account, which is free to set up <https://www.google.com/business/>

Once you link your accounts, you will see your address in the drop-down when creating this asset. No other inputs are required.



Again, you can have several locations, so you will probably want to add them at a campaign level if your campaigns are based on different locations, like states or countries. Otherwise, just have an asset at the account level.

Remember, that location assets are not always shown as this depends if Google knows users' location to make it relevant to the search results.

3.10.7 PRICE

Price assets are excellent if you advertise a business with pricing plans. This gives you the opportunity to showcase them all, including a free plan if you have one.

Here, you see the first plan and then a small drop-down that reveals more.

Sell Products on Shopify™ | Browse Thousands of Suppliers

Ad www.oberlo.com/

Use Oberlo To Import Thousands of Products And Sell Them Online.

Starter Plan - \$0.00 - Perfect for a beginner · More ▾

Success

See how c

Learn from

Basic Plan - \$29.90

For advanced entrepreneur

Pro Plan - \$79.90

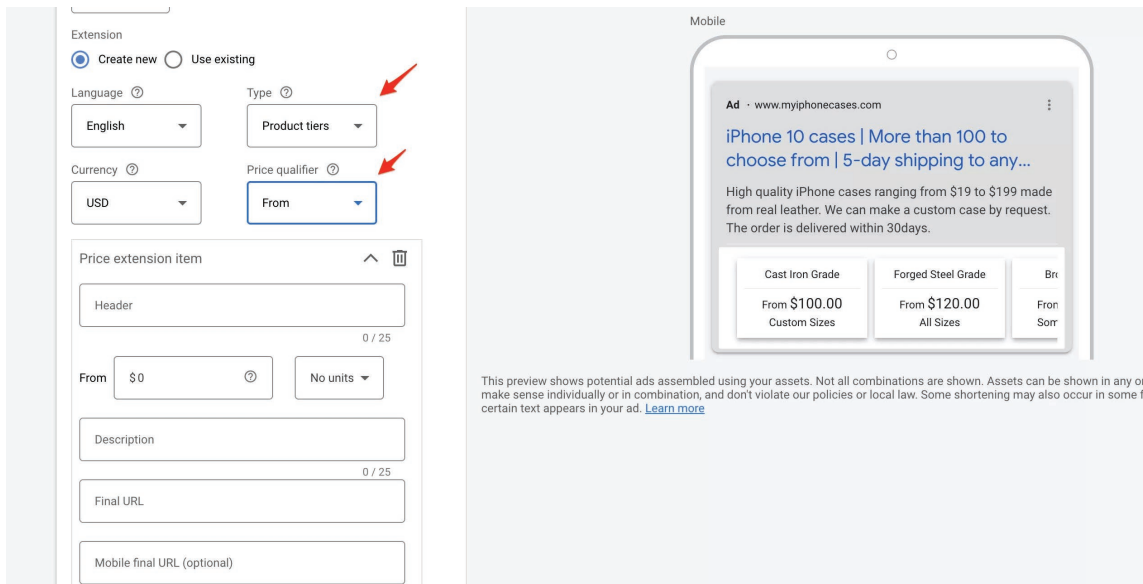
Get every Oberlo feature

se

step

You can use price asset for any business, but it can't have just one price tier, so it has its limitations.

Price asset has a bit more options.



You will have to select Product tiers, like services (gearbox repair, windshield change) or product categories (baby strollers, diapers, etc.)

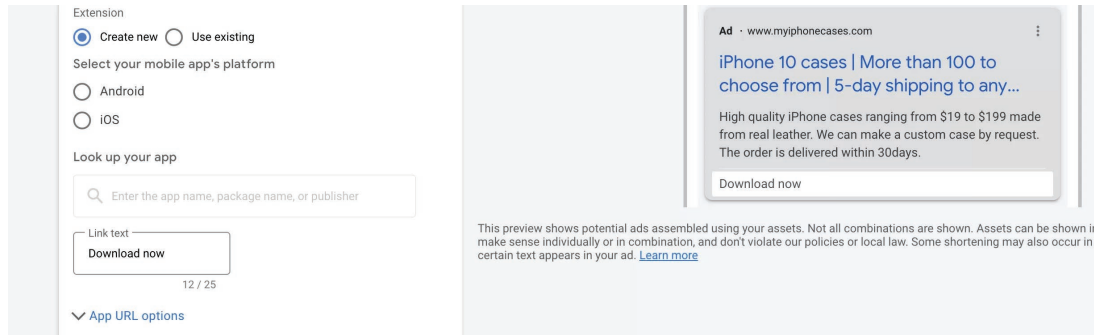
And then you have to select a Price qualifier, like “from” or “up to”. Below you have to specify the price, add a description, and a URL.

If you are advertising service pricing plans and all of them are on the same page, it is fine to specify the same URL for all the assets here.

Obviously your currency and the price it self. And you're set. As you will find out it is not supported in all countries. So if you can't see your currency in the drop down, most likely it won't be approved. I did, however, had some luck, passing through Google's eyes with the US currency and English language for the country that does not support it. But not for a long.

3.10.8 APP ASSET

This is only good if you have an iOS or Android app to promote. And the asset just requires you to add a link to the app store and that's it. All the information is pulled from the store. You can only add a CTA, which in my case is “Download now”.



So if you do have an app this is a great way to get more exposure. But it only shows on mobile devices.

3.10.9 PROMOTION ASSET

Promotion assets are designed for you to use for specific promotions. Be it New Year's, Mother's Day, or Back to school. It can even be your ordinary sale.

[Hotels in Chicago | Free Breakfast & Free WiFi | HIExpress.com](#)

Ad [www.hiexpress.com/Chicago/HIExpress](#) +1 800-315-2605

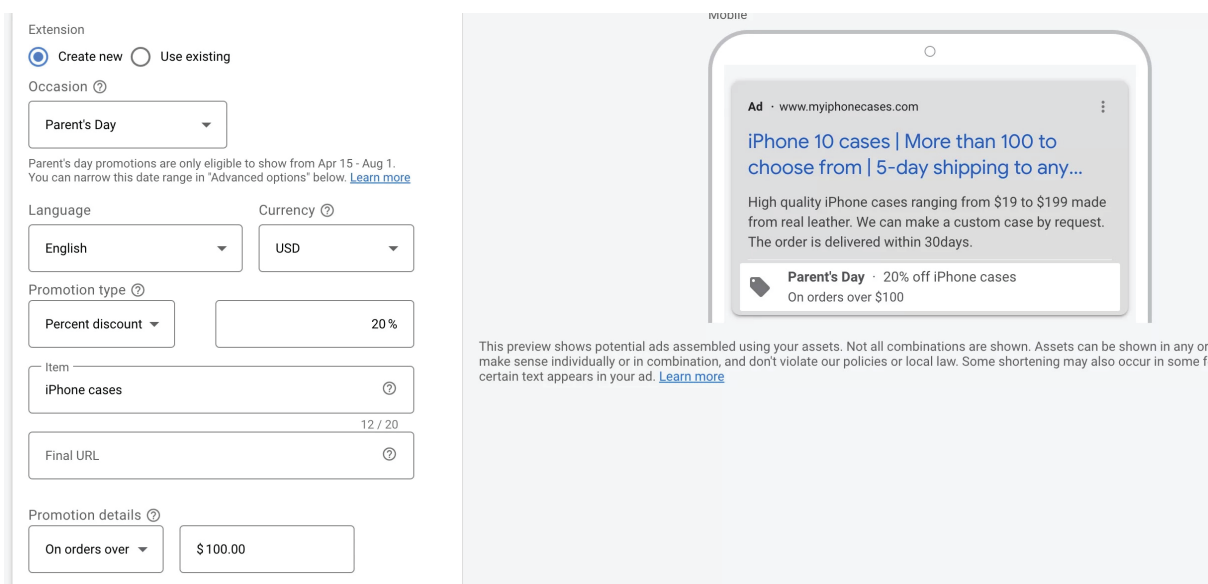
Holiday Inn Express® Chicago. Book direct for our Best Price Guarantee!

[Offers & Deals](#) · [Sale: At Least 25% Off](#) · [Groups & Events](#) · [Experience Our Hotels](#)

Deal: 25% off - Members Save More

Google gives you a list of almost all occasions. You just have to choose one or neither.

You can also choose if it's a *percentage* or *monetary* value and many more options.



What I like is that you can wither specify the promotion code in the text or have it on the website. And the best part is that you can schedule promotion assets to appear on a certain times. Less management.

3.10.10 IMAGE ASSET

This asset allows you to have an image near your ad. Although there are many requirements for the image itself, it is still worthwhile as it does make your ad stand out.

About 6,180,000,000 results (0.66 seconds)

Ad · <https://www.casetify.com/> ⋮

CASETIFY - Cases & Covers - Casetify® Shop iPhone Ca...

Shop from clear, print and customized **cases** to protect your phone. Worldwide Shipping. Worldwide Shipping. Trusted protection. Browse through our exclusive...



iPhone 12 Pro Cases

Military-Grade Protection. 6.6-Foot Drop Tested.

New iPhone 13 Cases

The iPhone 13 Cases You Need 360° All-round Protection

Ad · <https://www.getcasely.com/> ⋮

Buy iPhone Cases & Covers | Casely - getcasely.com

GetCasely Offers the Only **iPhone Case** Subscription Box. Take The Hassle Out Of...

Ad · <https://www.pixels.com/> ⋮

iPhone Cases You'll Love - Protect Your Phone In Style

Shop unique and stylish **iPhone cases** from independent artists and iconic brands. Our...

Ad · <https://www.amazon.com/> ⋮

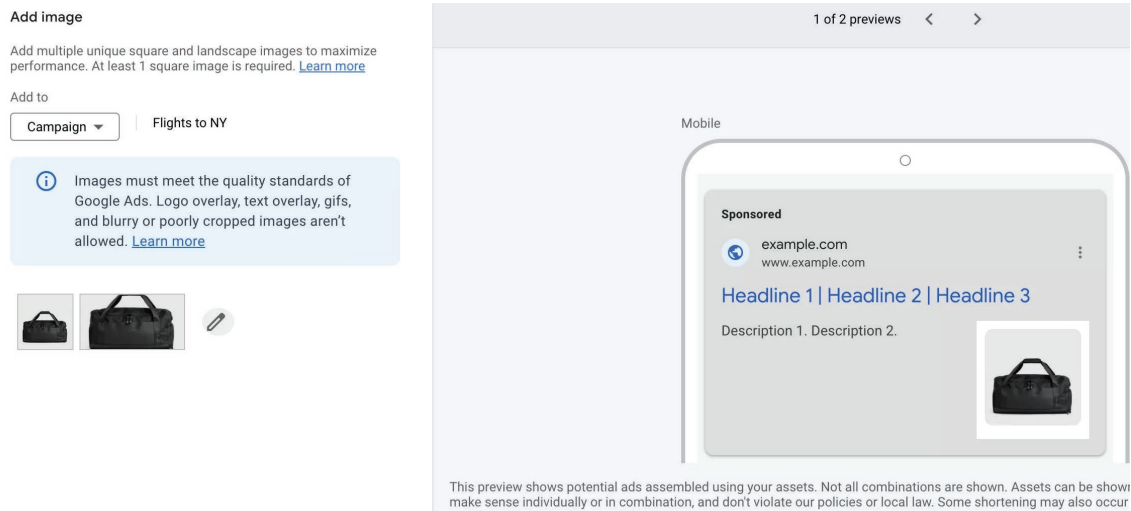
iPhones Cases on Amazon - Amazon.com Official Site

Read Customer Reviews & Find Best Sellers. Free 2-Day Shipping w/Amazon Prime. Find...

You might see images near organic search results as well. So it's the same with ads. And in the example above you see how it makes the first ad way more noticeable than others below it.

Adding images is the same as adding responsive display ads. You upload your image, you crop it according to Google's specifications, and you're done. Since the images appear, make sure that you use high quality and focus on one

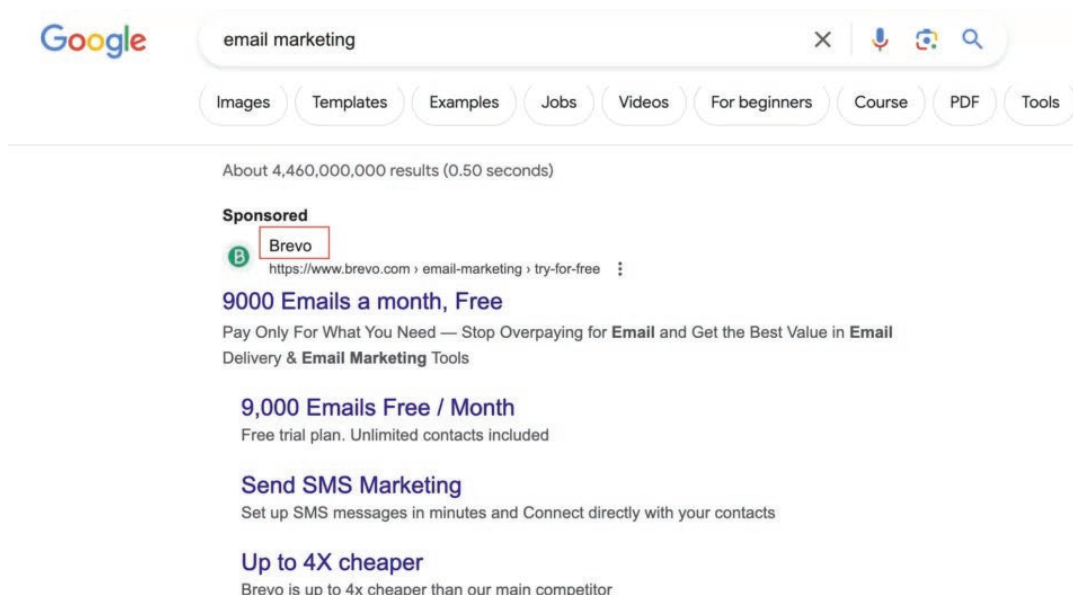
single object (product, person). If there are too many elements in the image, they just won't be visible.



You can add several images and just leave them and decide later when you see the results.

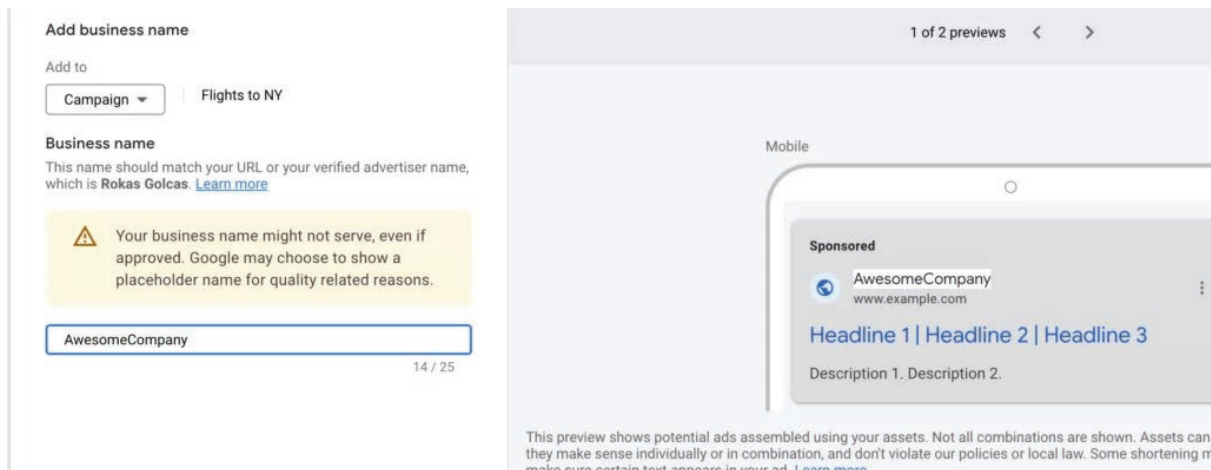
3.10.11 BUSINESS NAME

It's your business name that appears near the ad, like here:



Maybe it doesn't seem like a lot, but it does make a difference. Personally, I think the ad looks more professional with the company name in it.

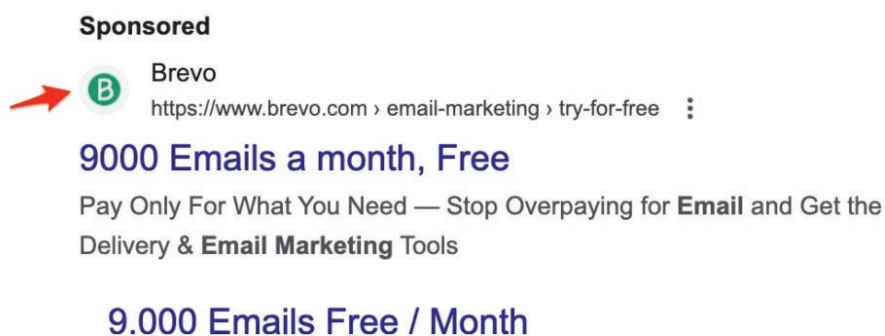
It's quite easy to add it.



But you will have to complete Advertiser verification process. And once you've done it your name has to match the name you used to verify your account. Just like with other assets Google does not guarantee that your business name will be shown even though you completed your verification. You can have only one business name in your account.

3.10.12 BUSINESS LOGO

Business logo is basically the same as the name. You upload the logo and it appears in your ad instead of the default icon.



Just like with business name, you can have only one logo. Make sure it is clearly visible and fits. This is a small downside as your logo look best if it's square. If you have a long logo then it might not fit and therefore can be rejected. In some instance you can use just a symbol instead of the whole name.

This is what I mean. My logo is just the name, and it does not fit into a square. I could try using just the PPC part. Or maybe just the circled graph icon.



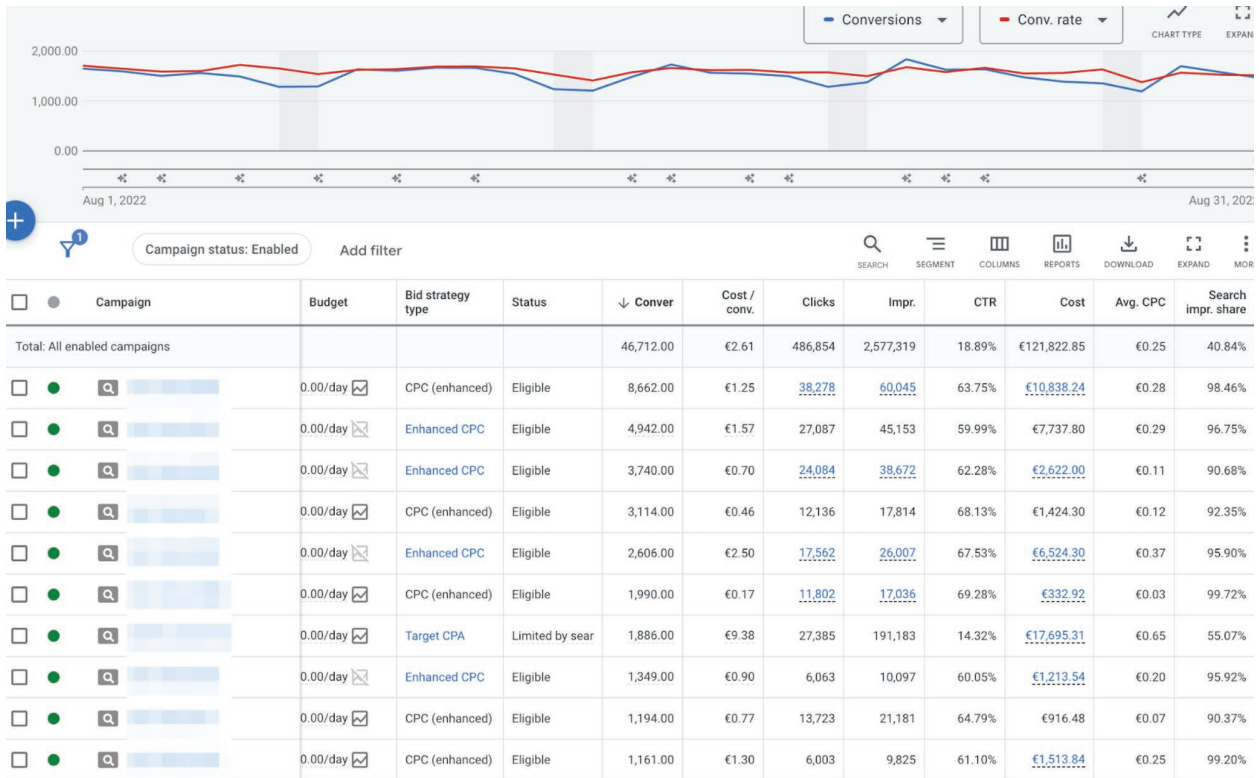
Once you add the logo, it won't appear immediately. It will take some time for it to appear. Don't be alarmed. Give it some time.

3.11 CAMPAIGN STATISTICS

After creating your campaign you will start seeing various statistics around your campaigns, ads, and keywords. I know how numbers can be boring, especially if you're not sure what are you looking at. Let's address that, shall we?

If you're the one responsible for campaign performance, there is no other way around it. You have to understand what these numbers (metrics) mean and, more importantly, how you can improve them.

After some time, you will see numbers for each of your campaigns.



First of all, you can customize which columns you see. Each column contains a certain metric, with some exceptions. So, when you first create your account and campaign, you will most likely see default columns. Let's change that.

On the left, just above the columns, find an icon named "Columns", click on it and select *Modify columns*. This is what you get:

On the left, you see a list of all the possible metrics (columns). Click on any to expand. At first, you will probably click around a lot to find what you want. If you are good at remembering the name of the metric, you can use the search right above the list.

On the right, you see columns that have already been added. You can either remove them by clicking on the “x”, or rearrange them by clicking on the two horizontal icons and dragging the metric up or down.

This is what I usually use:

- › Clicks
- › Impressions
- › CTR
- › Avg. CPC
- › Cost
- › Search impression share
- › Conversions
- › Cost/conversion
- › Conversion rate
- › Search impression share

This gives me a high-level view of my campaigns. Let’s go over each metric.

Clicks

When someone clicks on your ad, you will see it here. Remember that clicks are not unique users. These are just total clicks on all the ads in a particular campaign.

Impressions

How many times was your ad shown when someone searched for the keywords you have in that campaign?

CTR

It’s short for Clickthrough rate. It shows how often people click on your ad after it has been shown. 10% means that if the ad was shown 100 times, you got 10 clicks.

Avg. CPC

The average cost per click shows the average cost of one click for that campaign. You will have many keywords, and each keyword might have a different cost per click. So, if you're looking at a campaign or ad group level, it will give you an average for all keywords.

Cost

This is the total amount that you spent on ads within a selected period. It is shown for each campaign and summarized at the bottom.

Conversions

This is your sales, orders, leads, or whatever action you specified as a conversion. More on this in the later chapters.

Cost/conversion

How much do you pay each time someone converts? Again, depends on your conversion type, but this metric is one of the most important ones.

Conversion rate

Similar to CTR, it shows how often people convert. The higher this number, the better.

Search impression share

It's a great metric to understand how many impressions you are getting from the total amount you could get. Sort of like your market share. If it shows 100% (which is very rare) that means your ad is shown for all the searches that are related to your keywords in that campaign or ad group. It is based on your budget and bid, devices, country, and many other factors.

I won't get into all the metrics that are available, because you don't need to know all of them at the beginning. It also depends on your budget, product or service, and campaign goals.

We're going to focus only on the ones you need. You can always explore the column section anytime you want. There is nothing there that can impact your campaign performance, so you can add as many columns as you wish.

Another important thing to remember is that different columns can be set for a Campaign view, an ad group, or a keyword view.

For ad group columns, you can have the same as for the campaign. But for keywords, I always add a few additional columns:

Search impr. share	Search abs. top IS	Est. first position bid	Est. top of page bid	Conv. rate	Search lost top IS (rank)	Landing page exp.	Ad relevance	Quality Score
60.49%	40.04%	€0.26	€0.10	4.16%	47.21%	Average	Above average	8/10
88.34%	60.14%	€0.22	€0.07	5.89%	21.05%	Average	Above average	8/10
51.91%	29.94%	€0.34	€0.13	2.12%	57.75%	Below average	Above average	7/10
66.86%	40.55%	€0.30	€0.13	3.70%	43.95%	Average	Average	7/10
73.54%	49.21%	€0.23	€0.10	3.77%	36.45%	Average	Average	7/10
69.13%	57.95%	€1.29	€0.78	2.96%	35.14%	Below average	Above average	3/10
75.57%	38.49%	€0.28	€0.10	3.64%	43.94%	Average	Average	7/10
73.52%	42.65%	€0.25	€0.11	2.51%	42.10%	Average	Average	7/10
71.23%	44.41%	€0.27	€0.10	1.27%	44.98%	Average	Average	7/10

Est. first position bid

This shows how much I should bid for my ad to appear in the first position. That is not 100% guaranteed as the spots fluctuate, but if you bid this amount, for the most part, your ad will be in the first'ish position.

Est. top-of-page bid

This one is similar to the above but shows how much I should bid to be in one of the top positions.

Landing page exp.

This shows how relevant and useful my landing page is to users who click on my ad. It helps me understand if there are any problems with the keywords related to my landing page.

Ad relevance

Similar to the landing page but shows how closely my keywords match ads. If you follow the structure we created it shouldn't have any problems.

Quality score

There is a whole chapter dedicated to Quality Score. For now, just remember that you can add it as a column near each keyword.

These metrics tell you everything you need when starting out. You will have to wait several days, maybe even a week, to see more clicks. That depends on your target location, budget, and keywords. In any case, don't make any changes unless there is no activity at all. Meaning you don't get any impressions or clicks.

If that's the case, check if there are any notifications in the account. Usually, if something is wrong, Google will have a notification.

Otherwise, double check:

- › If the keywords have a high enough bid (you might see the message "below first-page bid")
- › Check your campaign settings (location, languages, bidding, etc.)
- › Check if your ads are approved or still in review.

This is where most of the problems happen. If everything is fine, give it a few more days. Once the clicks start to come in, wait until there is a decent amount. At least 50-100 clicks per keyword. But this is just a ballpark number. Depending on your keywords, you might get less and already see that it is not a good fit. The key thing to remember here is that in order to draw any conclusions, you need a fair amount of data. What can you tell about the keyword that has 7 clicks? Probably nothing.

3.12 DYNAMIC SEARCH ADS

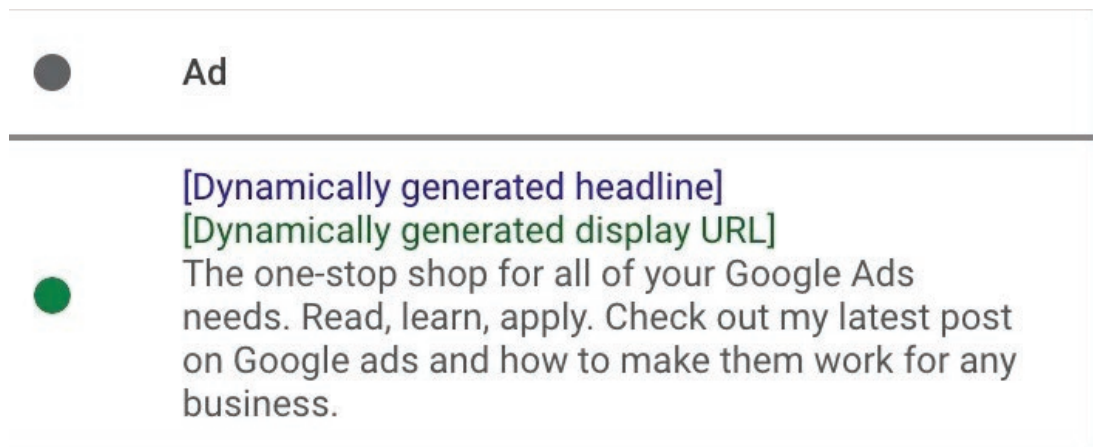
Let me show you a secret setting that helped me generate a lot of sales in the past. This is a feature that is buried in the settings, and many people miss it. It's called dynamic search ads. Ads that Google generates itself based on the content of your website. You only write descriptions of the ads. The rest is generated automatically, including a landing page.

WHAT ARE DYNAMIC SEARCH ADS (DSA)?

In your search campaigns, you have to add keywords to an ad group. Then, you have to write ads based on those keywords and select the landing page. That's a usual process of creating search campaigns.

With dynamic search, you don't have to do that. You only have to write descriptions. The headlines and the landing page are generated from your content. Along with the keywords your ads will target.

Look at this dynamic ad. For the regular search ad, you had to enter all the headlines and select the landing page based on your keywords in the ad group.



The image shows a screenshot of a dynamic search ad. At the top, there is a grey circle followed by the word "Ad". Below this, there is a horizontal line. Underneath the line, there is a green circle followed by the text: "[Dynamically generated headline]" in blue, "[Dynamically generated display URL]" in green, and "The one-stop shop for all of your Google Ads needs. Read, learn, apply. Check out my latest post on Google ads and how to make them work for any business." in grey.

With dynamic ads, you only have to write these description lines. That's it. The rest is taken from your website. You don't even have to select keywords.

Dynamic Search Ads (DSA) are a type of Google Ads campaign (well, more like an ad group) that automatically generates ad headlines and landing pages based on the content of your website. DSA matches your ads to relevant search queries, ensuring that users see the most appropriate ads for their search intent.

This is how Google describes dynamic search ads:

Dynamic Search Ads are the easiest way to find customers searching on Google for precisely what you offer. Ideal for advertisers with a well-developed website or a large inventory, Dynamic Search Ads use your website content to target your ads and can help fill in the gaps of your keyword based campaigns. Dynamic Search Ad headlines and landing pages are also generated using content from your website, which keeps your ads relevant and saves you time.

In this description, you might notice two downsides of dynamic search ads.

First, you need a well-developed website. What does this mean? It means that in order for the ads to work great, Google needs to “understand” your website. You have to have a well-indexed website, friendly URLs (no dynamic ones), image ALT descriptions etc. Basically, you need to do an SEO for the site because everything that Google generates is from your website.

Second, a large inventory. Dynamic search ads work best for eCommerce sites. The reason is simple – a lot of products. Each product page becomes a keyword and a landing page. Google has a lot of content to work with. Having said that, I had success using dynamic search ads with content websites such as blogs. But you still have to have a lot of content. Dynamic search ads won't work on, say, a B2B website with several pages.

Key components: targeting, ad content, and bidding

Let's quickly explore the key components of this campaign type. Although, I have to say that it's not a campaign type per se. It's an ad group type. But we will get back to it later when talking about how to create dynamic search ads.

Targeting

One of the most crucial aspects of a successful DSA campaign is accurate targeting. You can target specific categories or web pages on your website, depending on your marketing goals. Google's algorithms then match your ads to relevant search queries, ensuring that they are displayed to users interested in your products or services.

Ad Content

The ad content in DSA consists of automatically generated headlines and manually written ad descriptions. Google's algorithms create headlines based on the content of your website and the user's search query, increasing the likelihood of clicks and conversions. The ad descriptions, however, must be crafted by you, the advertiser, to provide additional context and encourage users to click on your ad.

Bidding

If you have run any search campaign, then the bidding part won't be a problem, as the same strategies apply to dynamic search ads as well. You can choose between manual bidding, where you set the maximum cost-per-click (CPC) for your ads, or automated bidding strategies like Target CPA or Target ROAS, which optimize your bids based on your desired cost per acquisition or return on ad spend.

BENEFITS OF USING DYNAMIC SEARCH ADS (DSA)

Improved ad relevance

One of the coolest things is that you don't have to write headlines, since they are generated based on your content and search query. This makes the ad highly relevant to the users, thus increasing the chance to get a click. In turn, this also increases conversion probability and higher ROI.

Time savings

Creating ads usually takes some time. You have to write at least 5-6 headlines and 2 descriptions, even for a small campaign that might take hours. Not only that, but you don't have to think about the keywords either. DSA takes care of it for you. This allows you to focus on other aspects of your marketing campaign, such as crafting compelling ad descriptions and optimizing targeting.

Increased ROI

By improving ad relevance and reducing the time spent on keyword management, DSA can significantly increase your return on investment. Additionally, the use

of automated bidding strategies can help you optimize your bids and maximize your campaign's performance.

Filling gaps in keyword coverage

One of the best things I like about DSA, is that it helps identify and target search queries that may not have been covered by your traditional search ads. This additional coverage can drive more traffic to your website and potentially lead to increased conversions. Most of the keywords are long-tail and convert a lot better.

Scalability

Scaling search campaign is no joke. However, DSA campaigns can quickly adapt to changes in your website's content, ensuring that your ads remain relevant and up-to-date. This scalability makes DSA particularly useful for businesses with large or frequently changing product catalogs.

HOW TO CREATE DYNAMIC SEARCH ADS (DSA)

Make sure you have a lot of inventory because Google scans your website, and it knows all the pages and keywords. This means the more information it has, the better targeting it can select.

You can start by just targeting all your website pages. This means that you're telling Google to take all your products and try to match them to Google searches. This gives you a broad reach, so make sure you always keep an eye on the spending and conversions.

I mentioned that this is more of an ad group type than a campaign. So, you start with creating a regular search campaign. Then, find a place where it says *More settings*. Expand it and find *Dynamic search ads* setting.

More settings	
Ad rotation	Optimize: Prefer best performing ads
Start and end dates	Start date: April 24, 2023 End date: Not set
Ad schedule	All day
Campaign URL options	No options set
Dynamic Search Ads setting	Get automated search targeting and customized ad headlines based on your website

[Next](#)

After you click here, you will be asked to select your website language and input your website URL.

Dynamic Search Ads setting

Choose the website and language to use for all dynamic ad groups in the campaign

Website


Examples: example.com, sub.example.com

English ▾ ⓘ

Then, just skip creating ad group, adding keywords and ads. We will do that later. I should mention that you can create dynamic search ads in the existing campaign. But it is best to keep them in the separate campaign.

Once you create you campaign and publish it will be without any ad groups. Navigate back to this campaign go to ad groups and select to create new ad group. Right at the top you should see a drop down. Click on it and select *Dynamic*.

Set up an ad group

Ad group type ⓘ : **Dynamic ▾** 

Website

Examples: example.com, sub.example.com

English ▾ ⓘ

Scroll down, and you will see that some settings have changed compared to a usual ad group.

The screenshot displays the Google Ads interface for dynamic ad targeting. On the left, under 'Create a new rule to target specific webpages', the 'Use exact URLs' option is selected. A text box contains the URL 'https://www.target.com/c/baby/-/N-5xtly'. Below it is an 'Add' button. On the right, under 'Dynamic ad targets', a bid of '\$' is shown in a box, with a 'Reset to Ad Group Bid' button below it. A 'Clear All' button is visible at the top right.

Let's unpack what we see here. First of all, you can input URLs, that you want to target. In my example, I enter the "Baby" category on the Target.com website. After you enter your URL, don't forget to click add. You can also adjust the bids for each category. Or you can use the default ad group bid for all targets.

You can also create rules that target a combination of pages. This is a more advanced setting, but you can explore it on your own.

You can target your entire website. But do that when your website is not that big. I wouldn't do that for a site that is similar to Target.com as it is too big to just target all pages. In general, if you have a big eCommerce website that houses a lot of categories, I would not advise starting with all pages.

Even though you don't have to think about the keywords and their themes, you still have categories on your website. This means that you can control which categories are subject to dynamic ads. And at the same time, exclude the categories that you don't want to bid on. The reason for this is that some categories will not convert. So you can either downbid or exclude together. Most likely, after some time, you will have just a few categories that convert well.

You can have both search and dynamic campaigns running together. Let the revenue be the decision-maker here. Just don't leave it running for a long time without reviewing them.

After that, you will have to create ads. Not the whole ad, as mentioned above. Just the descriptions.

New expanded Dynamic Search Ad

Final URL ⓘ
[Dynamically generated landing page]

Headline ⓘ
[Dynamically generated headline]

Display URL ⓘ
[Dynamically generated display URL]

Description 1 ⓘ
0 / 90

Description 2 ⓘ
0 / 90

▼ Ad URL options

Done Cancel

To make it faster and easier just copy descriptions from your Search ads. And that's it. You have your DSA ready. Just don't forget to check on it after a day or two, just to see if it's getting traffic and if it needs any adjustments.

DYNAMIC SEARCH ADS' BEST PRACTICES

Dynamic search ads can be a life saver. Especially for eCommerce owners with limited time on their hands. These ads don't require a lot of attention and if done right can be a huge source of sales. However, I've seen people making a lot of mistakes when using DSA. Let's make sure you are on the right path from the get go.

Ensure website content is well-structured and up-to-date: DSAs rely on Google's ability to crawl and index your website. Make sure your website has a clear structure with relevant and updated content, as well as meta tags, titles, and headers to improve indexing. In other words, if you're doing your SEO correctly, you shouldn't have problems with DSA campaigns.

Use negative keywords wisely: with DSA campaigns you don't select keywords, this is done for you by Google using your websites content. However, you can exclude irrelevant search queries and avoid targeting low-converting or off-brand keywords. Continuously review and update your negative keyword list to optimize your DSA campaign performance.

Create ad group themes: I mentioned that before, but structure is very important. Use similar structure I recommend for search campaign. Segment your DSA campaigns into ad groups based on common themes or categories. This allows for better control over targeting and budget allocation, as well as more specific ad copy and landing pages.

Optimize landing pages: I know what you're thinking: "Landing pages are selected by Google automatically." That's correct. But they are pages on your site, like product pages. A good product page will convert better, no matter the campaign.

Test different targeting options: Experiment with different targeting settings, such as using categories, URL, or page content. Regularly review and adjust your targeting settings to refine your campaign's performance. Sometime targeting all pages works, sometimes it does not. It's for you to find out.

Monitor performance and adjust bids: That should be a no brainer. Regularly review your campaign's performance and adjust bids based on the results. Focus on optimizing for conversions. You don't need just clicks, those are easy to get.

Leverage automation: DSA has the same bidding strategies as regular Search campaigns. Use that. Start with manual CPC, then move on to automated bidding strategies, such as Target CPA. This can save time and improve campaign performance.

Regularly analyze and optimize: Continuously review your DSA campaign performance and make necessary adjustments to targeting, bids, ad copy, and

landing pages. This iterative approach helps you fine-tune your campaigns and achieve better results over time.

I've used DSA campaigns mostly for eCommerce businesses as it makes more sense. You have a lot of products and each product can become a keyword, an ad, and a landing page. I can put all my products in front of users in a matter of hours. If you follow what we talked about, you should see results immediately. I would say this feature is one of the best ones. I'm always surprised that Google does not promote it that much.

I also had some success with content. If you have a blog with a lot of (50+) articles, it can be a great way to cover those long-tail keywords that you would not cover otherwise. It is a bit trickier to track results as you don't sell anything. But you can make email subscribers your primary goal.

I would not recommend DSA for a small website or B2B website as it will lack the content needed for dynamic search ads to work.

3.13 QUALITY SCORE

We talked about how important it is to meet users' expectations to show them exactly what they want to see. That's why we spent a lot of time on the structure so that the ad would match the user's search query as much as possible.

Google is crazy about that too. The goal of Google Search is to give exactly what users are searching for. That's why they have complicated algorithms that work for organic search. Google's point of view on this is simple: if users find what they are looking for, they most likely will come back. So far, that has helped Google to become the biggest search engine.

Google does not care if the search results are paid or free (organic). The goal is the same. That's why Google has a Quality Score (QS).

Even though Google ads are based on auction, meaning that you bid on a keyword for it to appear on the search results. There is another side to it.

Depending on your quality score, you might pay more or pay less than your competitors. If your keywords have high-quality scores, you might pay up to 80% less than your closest competitor. This means that even a little guy can be on the top of the page with a smaller budget if that little guy spends more time managing and optimizing their campaigns.

This is good for everyone. For the searcher, it's good because you get the most relevant results; thus, you are more satisfied and more likely to click. For business, it's good because whoever clicks is a more relevant audience for the business, which means a higher chance of purchasing. And for Google, if both sides are happy, then they will use search engines to find what they are looking for, and businesses will keep advertising.

So, is it worth working on increasing your Quality score? 100%.

The score is measured from 1 to 10, 10 being the highest. The higher the score, the better for you since you are rewarded for your efforts. You may pay a lower CPC compared to your competitors, your ad might rank higher, and your assets will show up more often. On the other hand, you are also punished for not having a good quality score, from 5 and below.

Each keyword has a quality score. It appears as soon as you start advertising. I have already mentioned in the previous chapters how to add a column that displays the quality score. This is how it looks:

Search impr. share	Search abs. top IS	Est. first position bid	Est. top of page bid	Conv. rate	Search lost top IS (rank)	Landing page exp.	Ad relevance	Quality Score
60.49%	40.04%	€0.26	€0.10	4.16%	47.21%	Average	Above average	8/10
88.34%	60.14%	€0.22	€0.07	5.89%	21.05%	Average	Above average	8/10
51.91%	29.94%	€0.34	€0.13	2.12%	57.75%	Below average	Above average	7/10
66.86%	40.55%	€0.30	€0.13	3.70%	43.95%	Average	Average	7/10
73.54%	49.21%	€0.23	€0.10	3.77%	36.45%	Average	Average	7/10
69.13%	57.95%	€1.29	€0.78	2.96%	35.14%	Below average	Above average	3/10
75.57%	38.49%	€0.28	€0.10	3.64%	43.94%	Average	Average	7/10
73.52%	42.65%	€0.25	€0.11	2.51%	42.10%	Average	Average	7/10
71.23%	44.41%	€0.27	€0.10	1.27%	44.98%	Average	Average	7/10

You see only one keyword, which is a 6. The rest are 7, 8, and 10. This is a good score overall. You won't avoid lower scores, especially if you work with thousands of keywords, like in the account above.

The more keywords you have, the more different they are, and the harder it is to make them relevant to your ads and landing pages (remember the pyramid). And it's fine. But if most of your keywords have a low score, you need to increase it.

What can you do to increase the quality score if it is low?

- › Make your ads relevant
- › Increase your CTR
- › Create great landing pages

If you were paying attention when we talked about the structure, your ads should be relevant to your keywords. And at the same time, your landing page should be relevant to the ad and the keywords.

With CTR what you can do quickly is to increase CPC to gain a higher position at the start. A higher position means a better CTR and your quality score will adjust because of that. This might cost a bit more than you expected but if you plan to advertise for a while then in the long run it is worthwhile.

As for the landing pages, you might not have a lot of control over them due to many reasons, like not having a developer. Just make sure that it loads fast and is mobile-optimized. Which most of the pages are. So you should not have trouble here.

I want to stop here because I don't want you to make it your mission to have a score of 10 for all keywords. This is not needed and is sometimes impossible. Only do something if your main keywords have a low-quality score, and then try to see what you can do.

Your number 1 priority is getting conversions (sales or leads, whatever). And you can get that even with lower Quality Score. So don't obsess about it.

4. DISPLAY CAMPAIGNS

Google Display Ads is a different campaign type that is available in your Google Ads account. It is also often called Google Display Network or GDN, hence GDN ads.

These ads are not based on what users search for but on many different criteria, such as topics, interests, website usage, affinity audiences, etc. With display ads, you're trying to find an audience that is more likely to be interested in your product or service.

You might compare it Facebook ads, where you select your targeting and create various visual ads. Although, oftentimes it performs worse than Search Ads. The main reason is that you target people that are not necessarily interested in your product or looking for one. In marketing we call it a “cold” audience. And it takes a lot of effort to convert it.

That does not mean you should ignore it. If you can't expand on your Search Ads and you've hit the ceiling, you can always try to expand your audience with Display ads. You will have to try harder, but the rewards could be huge. You might find an audience that otherwise would not have found you.

The main thing you should focus on is the audience and your visuals (ads). Since here you're targeting an audience that is not necessarily interested in what you have to offer.

Your first task is to decide what audience you need to target. Display campaigns can empty your budget in a matter of hours. So you have to be really careful of not going too broad.

Let's review what kind of targeting options you have to reach your audience.

4.1 SHOULD YOU DO DISPLAY ADS?

Display ads are not as effective as Search ads and are a lot more expensive. It's easy to get hung up on getting clicks, especially if your Search Ads are not getting a lot of them. Or your CPC is high.

I see a lot of advertisers making the mistake of going into display campaigns because they see lower CPCs and think they can outsmart Google.

The CPC is not the main metric.

So, should you do display campaigns?

Usually, no. Unless you have mastered search, you're generating ROI from your ads and looking to experiment with additional campaign types.

But when you are just starting out, I would avoid it.

Think of Display or even YouTube Ads as TV ads that you would run for a week, and ask yourself if TV ads that run for everyone in the whole country are useful for your business at this stage.

Yes, I know TV ads are more expensive, and they do have a big upside of adding credibility to your brand. A lot of people still think that if it's on TV it must be true.

However, considering the cost and performance, TV ads are not the best options for many businesses. TV ads effective depends on the time the campaign runs. That's why most big companies run their ads for a few months or even a year. Running a TV ad for a week, it's just waste of money.

Same with Display ads. Most of the time, you throw it at the wall and see what sticks. It takes a lot of time, which translates into money, to figure out what works.

4.2 DISPLAY TARGETING OPTIONS

When creating your display campaigns, you will have several targeting options. You can target each separately or combine them together, which adds even more targeting “recipes”.

Let’s go over each of them and see how we can use it to our benefit.

This is what you can use to target your ads:

Audience Segments	Suggest who should see your ads ⓘ
Demographics	Suggest people based on age, gender, parental status, or household income ⓘ
Keywords	Suggest terms related to your products or services to target relevant websites ⓘ
Topics	Suggest webpages, apps, and videos about a certain topic ⓘ
Placements	Suggest websites, videos, or apps where you'd like to show your ads ⓘ

Audience segments

Here, you will have your audience along with in-market and affinity audiences.

Search	Browse
Who they are (Detailed demographics)	>
What their interests and habits are (Affinity)	>
What they are actively researching or planning (In-market and life events)	>
How they have interacted with your business (Your data and similar segments)	>
Your combined audience segments (Combined segments)	>
Your custom audience segments (Custom segments)	>

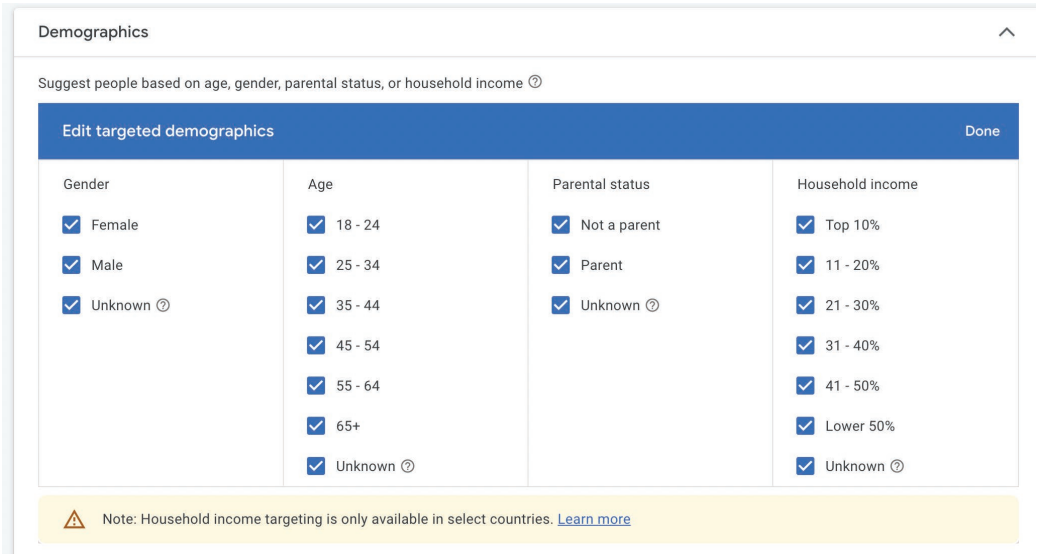
Affinity audience is based on users' interests and habits. It means that Google will try to create some sort of "user profile" for each user it can reach. For example, if I often browse various car-related websites, Google will tag me as an auto enthusiast. And it will show me ads related to cars no matter where I browse. Remember this last part.

The in-market audience is similar but targets people on a specific website that corresponds to your selected audience. Users must be on that website, which is the difference between affinity and in-market audience. Affinity is based on user's interests, and ads can be shown on any website, even if the website doesn't have anything to do with that interest. The in-market audience will see ads only on that particular website. So if I browse some car-related websites, I will see the ad. But I won't see it if I go to any other website.

I know it might be pretty confusing. Just remember that the Affinity audience is broader than the in-market audience. So first try targeting an in-market audience and only then expand to affinity.

Demographics

This one is simple, you have your gender, age, income (in some countries), and parental status. You might think about where Google gets this information from. Well, from your browsing mostly. Of course, if you have your Google account and specify your birth date or any other information, it will use that. But otherwise, it will construct your profile from your browsing and behavior. This means that it is not 100% accurate, far from it. Have this in mind.



Keywords

You are probably thinking, “What keywords? This is not a Search campaign”. You’re right; it is not. But you can target keywords, but not those that people enter into Google search. These keywords define websites that have content similar to those keywords. The approach is similar to Search campaigns. You target a closely related group of keywords, but here, you have to be a bit broader (remember our pyramid). If you use keywords that are too specific, Google might not find websites with content related to those keywords. Also, keyword match types don’t apply here.

Keywords

Suggest terms related to your products or services to target relevant websites

Edit targeted keywords Done

Enter or paste keywords, one per line

Get keyword ideas

Enter a related website

Enter your product or service

We only show keyword ideas that are relevant to your business. To get ideas, enter your landing page, a related website, or words or phrases that describe your product or service in the field above.

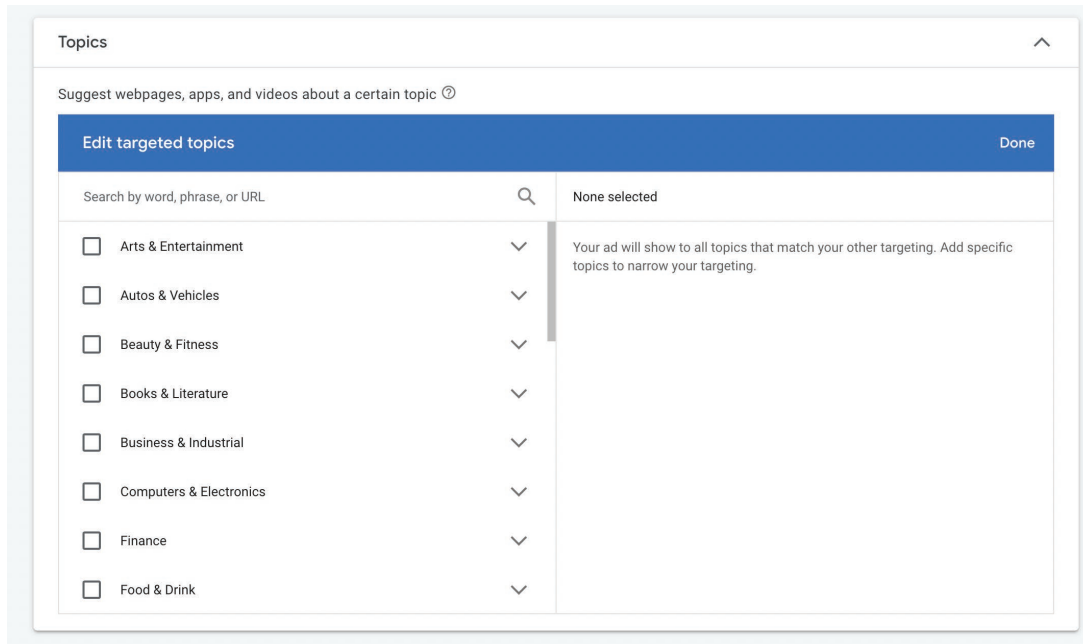
Keyword setting

Audience: Show ads to people likely to be interested in these keywords and also on webpages, apps, and videos related to these keywords

Content: Only show ads on webpages, apps, and videos related to these keywords

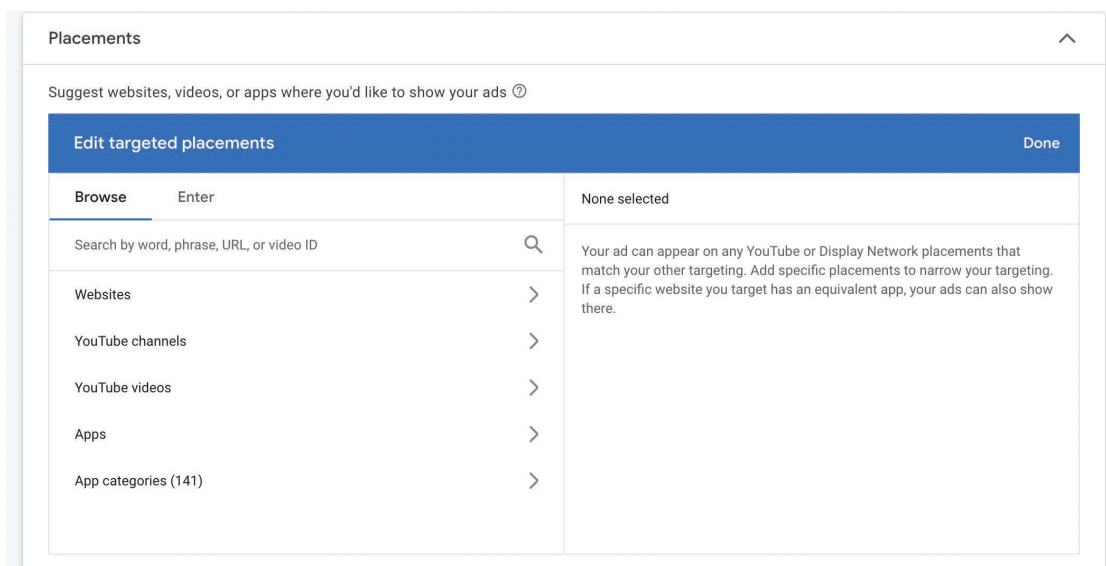
Topics

Think of these as the old-school in-market audience. Google has categorized all websites it has access to into specific topics. You pick the topic, and your ads appear on any website classified as a part of that topic. Google is trying to phase out this targeting, replacing it with the in-market audience. I think that the in-market audience has some artificial intelligence behind it, that’s why it might be a better option.



Placements

Placements are just websites where your ads are shown. If any website is a part of the Google network, meaning they agreed to show Google Ads, then these websites can be a placement for your ad. In this targeting setting, you can specify on which websites you want your ads to be shown. You can even select Businessinsider.com. As far as I know, they have Google ads as well. Big websites usually sell out their ad spots (inventory) separately and only fill out unsold impressions with Google ads. This is okay, but you might get fewer impressions, or your ads can be shown in positions that are not visible to users. In any case, it is still worth trying out.



It is very important to think about what audience you want to reach. Focus on people who are most likely to engage with your brand or, ideally, convert.

If you sell car tires, you could start with in-market audience about vehicles, limiting it only to males. Additionally, you can limit the geo to a state or city.

Start small and then expand.

The other important part is the ad itself. Since it's a display ad and can contain images and/or videos, you have to match it the audience you're targeting.

4.3 DISPLAY ADS

When it comes to Display ads, you have much more freedom. You have two options: create responsive ads filled with texts, images, and videos. Or upload your ads created by a designer.

Of course, there are image requirements when creating and uploading your ads. I recommend first reading through all the requirements. You can find them when you click *Upload display ads*.

Supported sizes and formats

Before uploading your content, be sure that you have all the necessary legal rights to distribute it. You are responsible for ensuring that your content does not contain any malicious code or circumvent any Google Ads program security measure. You are also responsible for compliance with all applicable laws and regulations in the location in which you have chosen to target your advertising. [See our image ads policy](#)

If you don't have a designer, you can create ads yourself. And the performance is either similar or better. Let's look at how to create display ads.

When you click to create a responsive display ad, you will get a similar view to search ads with just more additional fields. Let's say we want to create ads for an eCommerce store.

You input your landing page, the same as with search ads, and then a business name, usually your domain name.

Final URL ⓘ

Required

Business name ⓘ

Required 9 / 25

Images ⓘ

Add up to 15 images [Learn more](#)

+ Images

At least 1 landscape image is required
At least 1 square image is required

Logos ⓘ

Add up to 5 logos

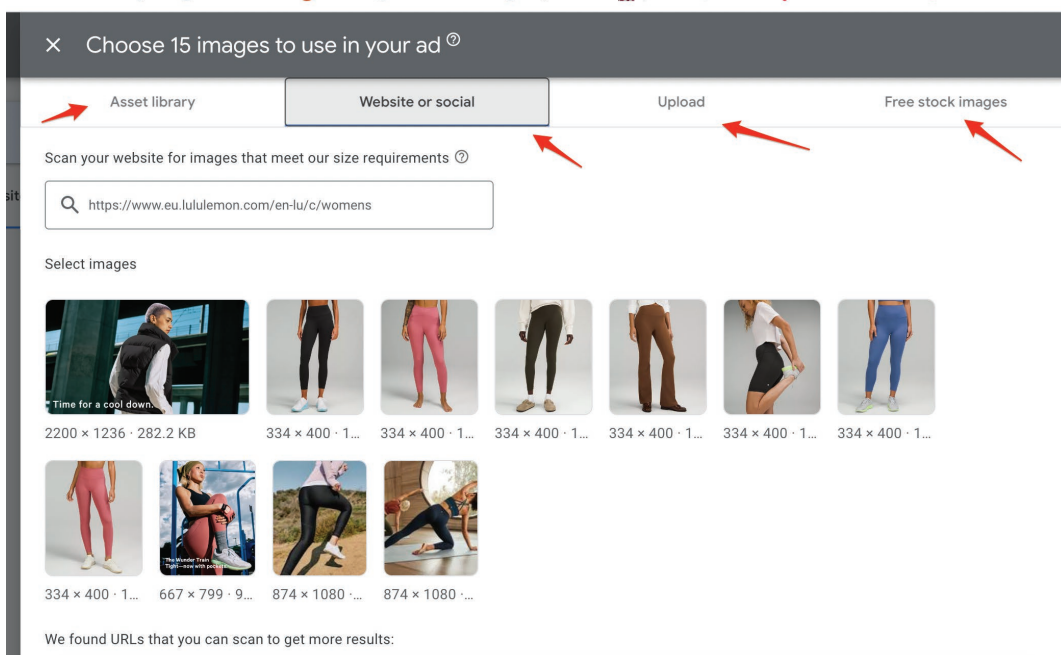
+ Logos

Videos

Optional (portrait and landscape around 30 seconds work best)

+ Videos

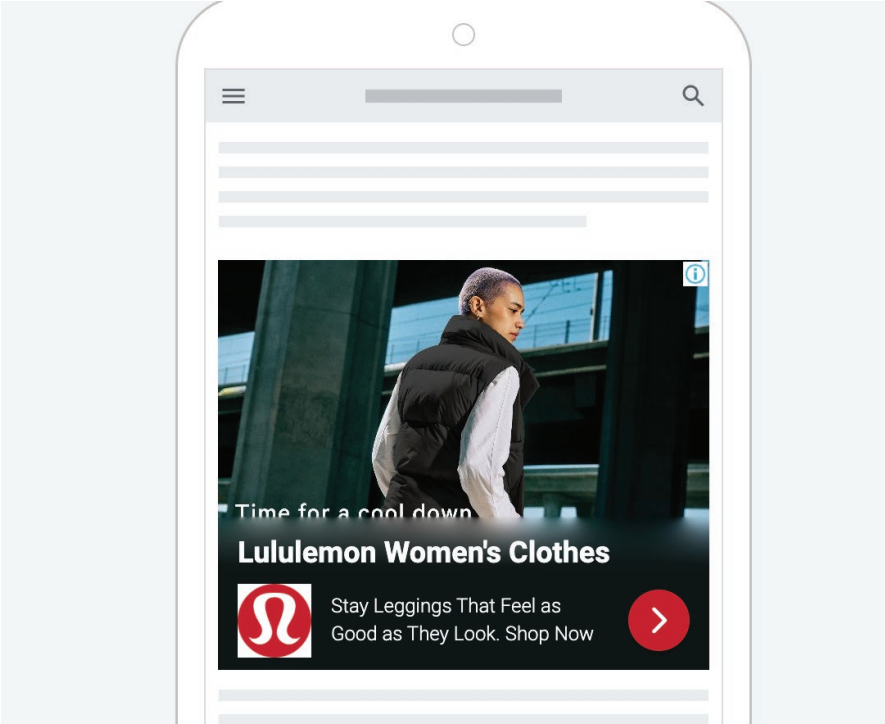
Below, you can add images, logos, and videos. This is where it gets incredible. When you click to add pictures, you can do several things. Upload your images, scan your website or browse stock photos.



You will also see previously uploaded images, so you don't have to upload them twice if you want to reuse them.

The magic starts with the *Website or social* tab. You can input your URL, and Google will scan images from your website to use in the ad. Is that amazing, or what?

As you can see from the above example, I see several images containing products and a few promotional pictures. If I like them, I just click on them, and Google will crop the images to the needed format and size. This is what I get:



It's not ideal, but you have to admit that it looks good. It's free, and I did it in a few minutes. Google will show you a preview of all the ad formats on the right. If you select more images, Google will rotate them to find the best-performing ones.

Next, Google even added some headlines and descriptions, along with additional suggestions that you can apply with one click.

Headlines ⓘ
Add up to 5 headlines

Suggested headlines [More ideas](#)

+ Women's Clothes | lululemon EU

+ Lululemon Women's + lululemon EU

Lululemon Women's Clothes
Required 25 / 30

Headline
0 / 30

[+ Headline](#)

Long headline ⓘ

Meet the Buttery-Soft Yoga Gear That Makes Every Move Possible—on and off the Mat
Required 81 / 90

Descriptions ⓘ
Add up to 5 descriptions

Suggested descriptions [More ideas](#)

+ Stay Leggings That Feel as Good as They Look. Shop Now

+ Meet the Buttery-Soft Yoga Gear That Makes Every Move Possible—on and off the Mat

+ As always, shipping & returns are free

Stay Leggings That Feel as Good as They Look. Shop Now

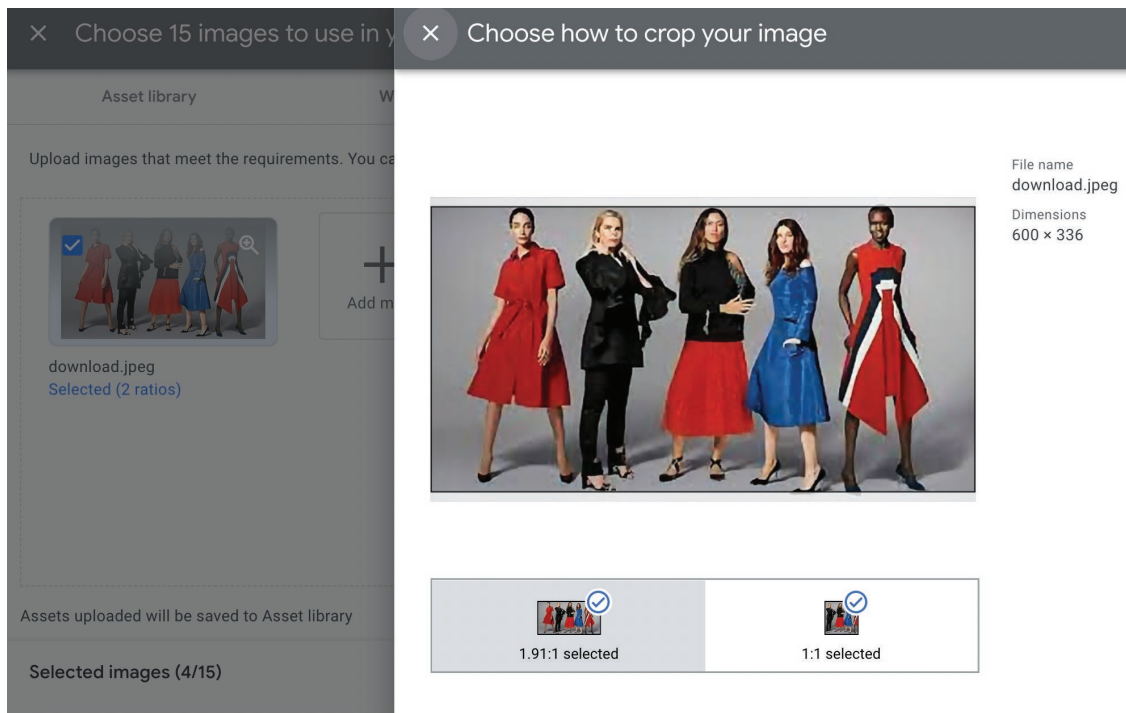
Adding headlines and descriptions is the same as with Search ads, so you should be good here. Since we don't target keywords here, you can be much more creative with texts.

You can also add videos. It's not mandatory, but if you have excellent product or marketing videos, you can add them here. The beauty of responsive display ads is that Google will rotate various images, texts, and videos to find the best combination.

Once you're happy with what you have, just save ads, and that's it. Usually, you create ads with different categories on your website, like "women's clothing" or "men's clothing."

You can upload your images if you don't have an eCommerce store or an image-heavy website. You just have to select a different tab called *Upload*. Make sure the image is high-quality. It is your brand we're talking about, right?

Once uploaded, click on the image to ensure that Google has correctly cropped your image.



Click on both versions to see where the image is cut off, especially in the 1:1 format. Adjust if needed.

No matter the business, you can always find pictures on your website or on the internet. Don't use copyrighted material, but plenty of websites offer high-quality images for free. Just have to Google a bit.

When creating ads, think about the message they convey. You don't want just clicks, you need to show people that what you have is amazing, but at the same time filter out those who are not ready to commit.

For example, you might show nice shoes, which might get a lot of clicks. But I would also add a price if it's expensive, to filter out those who can't afford it and they were just curious.

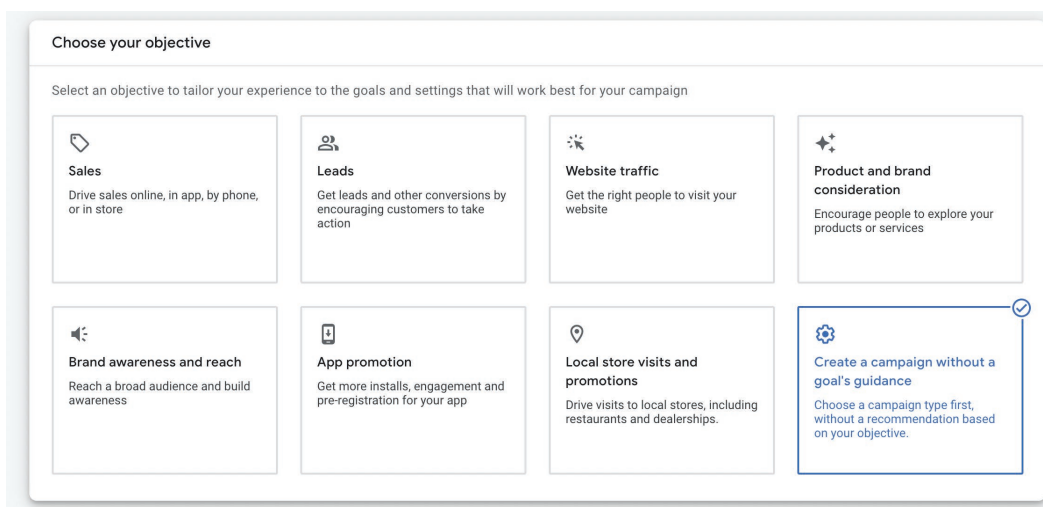
Same with any service. People might be clicking just because your ad might be nice, funny, shocking and etc. But your goal is not to get clicks, your goal is to get new buyers.

4.4 CREATING A NEW DISPLAY CAMPAIGN

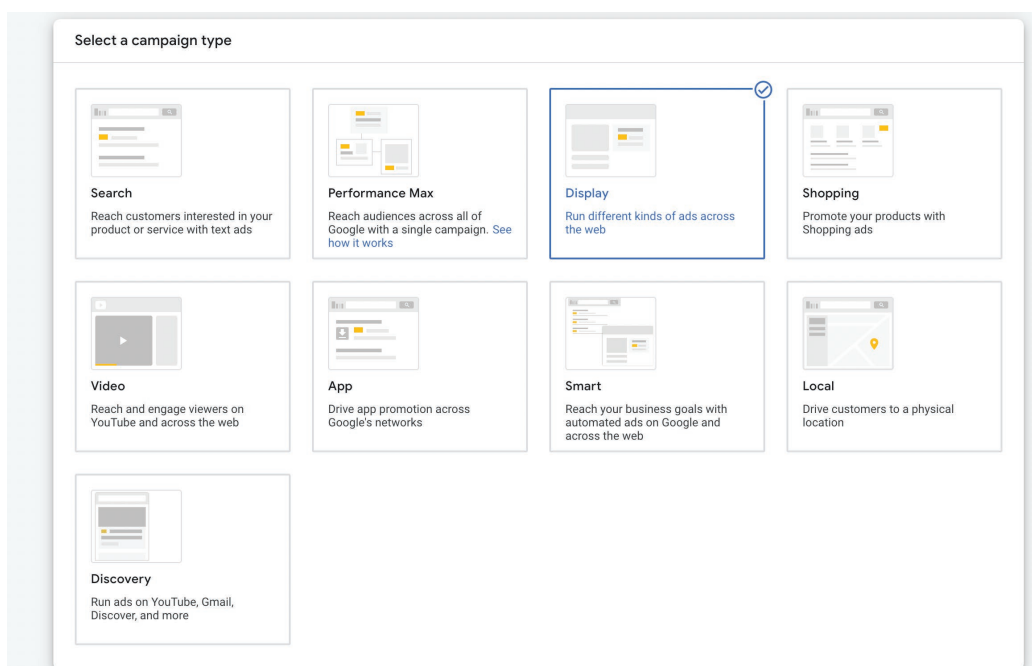
Creating a Display campaign is the same as creating a Search campaign. The only difference is the targeting and the ads. Even bidding options are the same, with one additional option called viewable impressions. We will get to that later.

We talked about targeting options and the ads, so let's go over the creation process.

When you click to create a new campaign, select the last option.

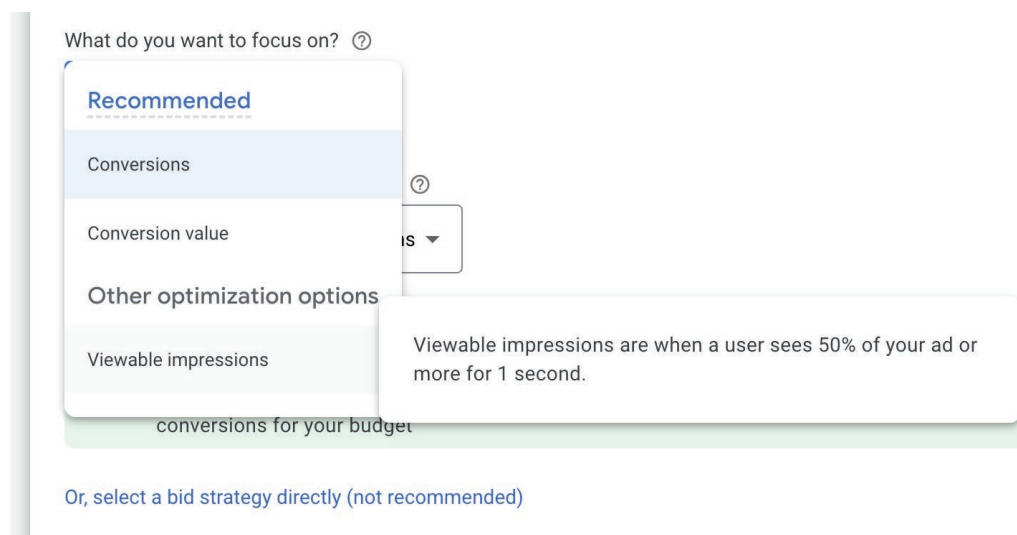


Then select Display.



As I mentioned, creation is quite similar, so we will skip locations, budgeting, and bidding. If you still have questions about this section, please revisit them in the early chapters.

There is, however, one extra bidding option available for display campaigns - viewable impressions.



As per Google, the viewable impression is:

- › A display ad is counted as viewable when at least 50% of its area is visible on the screen for at least 1 second.
- › For large display ads of 242,500 pixels or more, the ad is counted as viewable when at least 30% of its area is visible for at least 1 second.
- › A video ad is counted as viewable when at least 50% of its area is visible on the screen while the video is playing for at least 2 seconds.

Generally, it is a way of saying your ad was most likely seen. In this instance, you pay not for clicks but 1000 impressions, a.k.a CPM. Larger companies mainly use this bidding option for brand or product awareness campaigns. I would not recommend it for beginners.

Similar to Search ads, select manual CPC.

And then, we move on to creating the ads discussed in the 4.2 section.

After you create your campaign, it might take a while to approve your ads. Usually, it's a couple of days, but it might be a week or more.

The most important thing to remember is that if your ads are disapproved for any reason, carefully read why. Don't blindly submit your ads again, which could lead to account suspension.

5. YOUTUBE CAMPAIGNS

Most of you know what YouTube is. And if you think it is an entertainment channel where people spend hours watching funny or interesting videos, you are only half right. It is the second-largest search network.

It is also a source of knowledge where people find answers to their questions. It's just that the format is a lot more interesting.

So, it is pretty natural for businesses to like YouTube. As you have probably experienced, there are quite a few ads. And even though no one likes those ads and tries to skip them as fast as possible, they work. And the best part is that anyone can get in front of thousands of people regardless of their budget or product.

On average, 8 out of 10 people aged 18 to 49 watch YouTube videos. This is a truly impressive statistic that cannot be ignored. And people don't just watch funny videos there. Every fifth consumer seeks information to help them decide which product to buy. So, YouTube is a great place to show your product from a different angle.

YouTube advertising is one of the types of Google advertising, where you can create a video ad of your product or service and show it to the relevant audience.

It's called a **Video Campaign** in the account (not YouTube Ads).

Video advertising is not as popular as Search advertising. Probably because the results are not always great, don't forget that YouTubers don't necessarily want your product or service.

However, the low cost and the possibilities make it tempting to try. In addition, sometimes you can gain a competitive advantage since not everyone dares to start video ads. And the preparation is a bit more complicated. You need to make a video, and many people are put off by it.

I'm sure every one of you has watched video ads while impatiently hovering over the "Skip" button. However, I also think there were those interested in the advertised product or service. Maybe you didn't click the link and buy something immediately, but it may have helped with the awareness.

This is precisely why I love video ads. Not only can they bring in potential customers, but they also increase awareness of your product or service. The video format is the most significant advantage over other ads, especially the search. It enables you to tell the story of your product or service differently. A text ad or a banner has limitations. For example, you cannot use sound, and the visual options in the banner are limited. Meanwhile, with videos, nothing is limiting your imagination.

5.1 VIDEO FORMATS AND TYPES

5.1.1 VIDEO FORMATS

I'm sure you have seen a few videos on YouTube. Most likely, the ads you can skip or the ones you can't. These are just two types out of 6.

- › Skippable in-stream ads
- › Non-Skippable in-stream ads
- › In-feed video ads
- › Bumper ads
- › Outstream ads
- › Masthead ads

Although there are six types, we will focus on the first four. Outstream ads are not available on YouTube but only on partner websites, and masthead ads are available only through Google representatives.

An **in-stream** ad is an ad you see either before the start or in some part of the video. Some ads you can skip, others not (Bumper ads, non-skippable). I'm sure you hate these the most. But jokes aside, these ads are shown in full to a user, meaning someone watched your ad. Unless, of course, they got pissed and closed the browser or clicked on another video.

An **in-feed** ad is kind of like a display ad. You can watch it only if you click on it. You pay only if someone clicks on your video, which is not played automatically. This format is less popular, and I would not recommend starting with it.

The most popular format is skippable ads. It's the ones with the skip button. You have 5 seconds to grab users' attention before the "skip" button becomes active.

But there is also good news - you don't pay for those first 5 seconds. Later, we will discuss how to create a video ad that people skip less.

5.1.2 DIFFERENT CAMPAIGN TYPES

Creating a campaign on YouTube is not difficult, especially compared to search campaigns. However, the difficulty begins with creating the video because it determines the campaign's success. We will talk about this in later chapters.

Let's discuss the types of video campaigns you can create and their pros and cons.

Video views

This type focuses on views, getting the most views for your budget. You set the average amount for a view and YouTube will find as many viewers as possible.

You only pay when someone chooses to watch your ad. Your ads can show as skippable in-stream, in-feed, and Shorts ads.

In this campaign, YouTube uses a mix of formats with the help of AI. It tries to find the format to get the view. So, in a way, you don't need to worry about different video formats.

On the other hand, views might not be the best goal for you. Unless you have a good converting product.

Efficient reach

This campaign type is designed to reach as many unique users as possible through bumper ads, skippable in-stream ads, non-skippable in-stream ads, in-feed ads, or Shorts ads.

You can either use one time of ads or mix them together to reach even more people.

Usually, this campaign type works best for brand awareness or improving your ad recall to encourage users to consider your product.

You can use it to reach new people and try to sway them to consider what ever you are offering. Might be costly, though. As you might need to reach a lot of people before you find, the ones who will be interested.

Target frequency

This type is for brand awareness campaigns. When building this campaign, you can select how frequently you want a user to see your ad during a week. And the system will optimize to meet that setting.

Limiting how often users see your ad increases ad viewership. In brand awareness campaigns, you get more people to see your ad and not the same people to see your ad more often.

Obviously, if you're new to video campaigns or you want to drive actions, don't use this type.

Non-skippable in-stream

By choosing this type, you will be able to show a short, up to 15-second ad that the users cannot skip, i.e., there is no skip button. They are "forced" to view the entire ad.

At first glance, the format seems ideal because the viewer can't help but stare at your ad. However, it is too short to tell more about the product or service, so the effect of this ad is rather limited in terms of conversions or visits to the website. You might say that 15 seconds is enough for some products or services to explain, as they are simple. And you're right. But usually, it's more of an exception.

This type works a lot better when combined with other campaigns, be it other video or Search campaigns. For example, you can use short ads to increase

brand awareness. Introduce new products or services and then run other ad types to capture the audience who viewed your non-skippable ad. This can also engage an existing audience that has previously visited your site or purchased something.

This type is a bit more complicated if you want to get the most out of it. I don't recommend using it when you are just starting.

Drive conversions

The name sounds very attractive. After all, who wouldn't want a campaign that automatically increases conversions? As the name suggests, the campaign type is set to focus on conversions. Of course, for it to work, conversions must be created in your account. However, other limitations would keep me from starting this campaign.

For this type to work well, you need to get a lot of conversions, at least 100-200 per month per campaign. Google needs to learn from these conversions to properly optimize and increase them. If you're only getting a few conversions per month, it's clear that this campaign won't have enough information.

In addition, conversions can be increased with a Custom video campaign (first type). So if you're just starting to advertise and your product or service isn't getting that many conversions per month, this campaign might not be that effective.

Ad sequence

With this type, you can run multiple ads in a row, like a series. The user sees the first video, only then can he see the second and so on. This gives you the opportunity to tell a certain story without cramming everything into one long video. Netflix has exploited this format with great success. They showed a short, up to 6s long video that acts as a trailer (teaser). Then, users saw a long video of a movie or a show. And finally, a third video that invites the user to perform an action, in their case, watch it on Netflix.

The main advantage of this type is that you can come up with different ways to attract user's attention. For example, your first video can simply be a presentation of a certain character. And if the user is interested (watched the

video), he will be presented with a “second episode”. And so on. This way, the viewer can be involved in a certain storyline on a daily basis. And that “story” ends with the presentation of your product.

It’s not one of the easiest type. First of all, you need to have several videos. Second of all, you have to think about “the story”, it can’t be just several random videos. And, third of all, a big budget is needed for the sequence to be effective. After all, you need users to see all of your videos.

In my experience, the problem is not the budget but a great storyline that can be told through several videos.

Audio

Audio type in video campaigns? Yes, strange indeed. But these are basically the same as video ads. You have to upload a video, but it can be a still image or animation. The sound is the key here. Because this ad will be played to users who are listening to music or podcasts on Youtube.

It can be a great way to expand your reach. As these are the people who come to Youtube not to watch something but to listen. It also means that they most likely will have it in the background running for a long time, maybe even the whole day.

I’ve seen the owner of a small shop, coffee house, or barber shop let YouTube music play for everyone. Which means you can reach several people.

The effectiveness of these ads are lower compared to a custom video campaign. In some ways it is similar to radio ad. But what I like about it is that you can make the video yourself very quickly and you have the same targeting options as a regular video campaign.

Definitely worth trying out.

5.2 CREATING A YOUTUBE CHANNEL

Let’s leave the Google ads account for a bit and talk about a YouTube account. You will be asked to provide a YouTube link to your ad when creating a video

campaign. That means that you will first have to upload the video to YouTube and only later use that link to create a video ad.

Creating a YouTube account is very easy. You just need your Gmail email and login on the Youtube.com website. There's a good chance you're already logged in.

I would not recommend using your personal Gmail account if you're running ads for a business. But it's up to you.

If you're only going to use your YouTube channel for video ads, you don't need to do anything else. Otherwise, think of a name, add required images, and so on—everything a normal YouTube channel has.

Now, you can upload your video ad. Click Create in the top right corner, then select Upload Video. Select your files, or just drag and drop them.

You should see this:

The screenshot shows the YouTube video upload process. At the top, a progress bar has four steps: 'Details' (selected), 'Video elements', 'Checks' (checked), and 'Visibility'. Below the progress bar, the 'Details' section is active. It includes a 'Title (required)' field with the text 'my ad', a 'Description' field with the placeholder 'Tell viewers about your video (type @ to mention a channel)', and a 'Thumbnail' section with three preview images. To the right, a video player shows a man pointing at a book titled 'THE ULTIMATE GOOGLE ADS BLUEPRINT'. Below the player, the video link is 'https://youtu.be/jnXTnZ9yR6U' and the filename is 'FB adsas 2.mov'. At the bottom, there is a 'Playlists' section with a dropdown menu set to 'Select'.

Details Video elements Checks Visibility

Details REUSE DETAILS

Title (required) ?
my ad

Description ?
Tell viewers about your video (type @ to mention a channel)

Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

Playlists
Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Select


Video link
<https://youtu.be/jnXTnZ9yR6U>

Filename
FB adsas 2.mov

Depending on the video length, it might take a while to see thumbnails and a video preview. But here, you can select one of the suggested thumbnails or upload your own. I wouldn't worry about creating a custom thumbnail for video ads, as it doesn't matter. Just select the one you like and move one.

You can name your ad so you can easily find them later, especially if you plan to create many ads. The description is optional because the user won't see it.

Click *Next* until you reach *Visibility*; you don't need to add or change anything in those steps.



Visibility


Choose when to publish and who can see your video

Save or publish
Make your video **public, unlisted, or private**


Private
Only you and people you choose can watch your video

Unlisted
Anyone with the video link can watch your video

Public
Everyone can watch your video

Set as instant Premiere 

Schedule
Select a date to make your video **public**



my ad

Video link
<https://youtu.be/jnXTnZ9yR6U>

I recommend selecting *Unlisted*. This way, users won't see it in your channel. If you think your ads are so interesting that people should find them in your channel, select *Public*.

If you choose *private*, you won't be able to use that video in the ad.

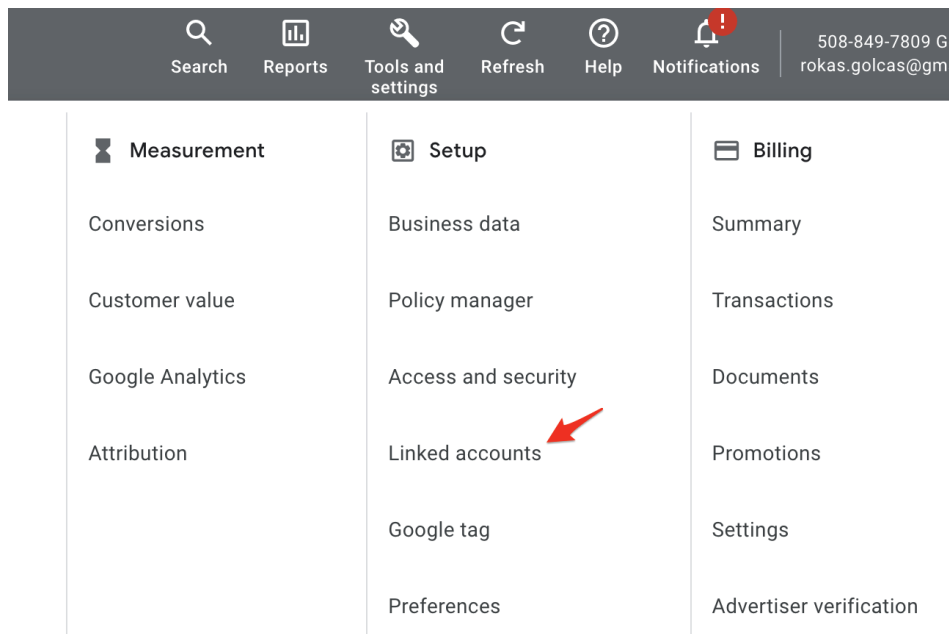
Click save, and you should have a link you can use in your video campaigns. The procedure is the same for all new videos. Once you upload them to your channel, you can use them in any campaign you want. You don't have to upload them again.

5.2.1 CONNECTING YOUTUBE WITH GOOGLE ADS

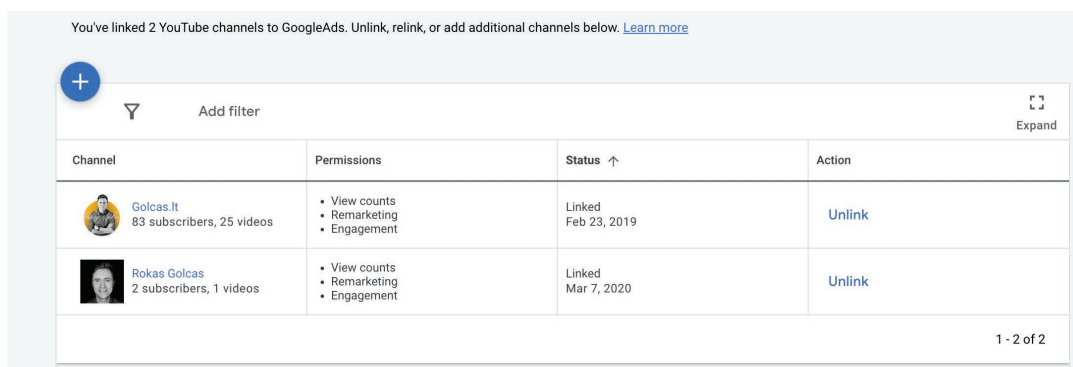
I always recommend connecting accounts. Google has many products that interact with and complement each other, and YouTube and Google ads accounts are no exception. By linking your accounts, you get more insights for your campaign. You can use that information for remarketing campaigns—for example, for users who have seen any video on your YouTube channel.

First, you must ensure that both the YouTube and Google Ads accounts have the same email addresses. If you created accounts on a different email, just add user to one or the other account.

Once you've done that, head to the *settings* at the top and *Linked Accounts*.



Most likely, you don't have any linked accounts. Find YouTube and click on it. My channels are already linked, but you will have to press the big plus icon.



Paste your channel link, and you should see your channel. Select that you are the owner and proceed to YouTube to finish your linking process.

After that, you should see that your accounts have been linked. Additional metrics are available in the reports, and as mentioned before, you can use your channel audience for remarketing campaigns.

5.3 YOUR FIRST VIDEO CAMPAIGN

It's time to create your first video campaign. The campaign creation process is almost identical to display or search campaigns. There are minor differences, but if you've read the book closely, you should have no trouble.

As with any other campaign, we start with a structure.

5.3.1 CAMPAIGN STRUCTURE

Even though a video campaign structure is more straightforward than search campaigns, it is still necessary to discuss it.

To help you better understand, here's a table that shows what's included in a campaign and what's included in an ad group.

Campaign	Ad group
Country Targeting	Video ad
Daily budget	Demographic targeting
Devices	Interests
	Keywords
	Topics

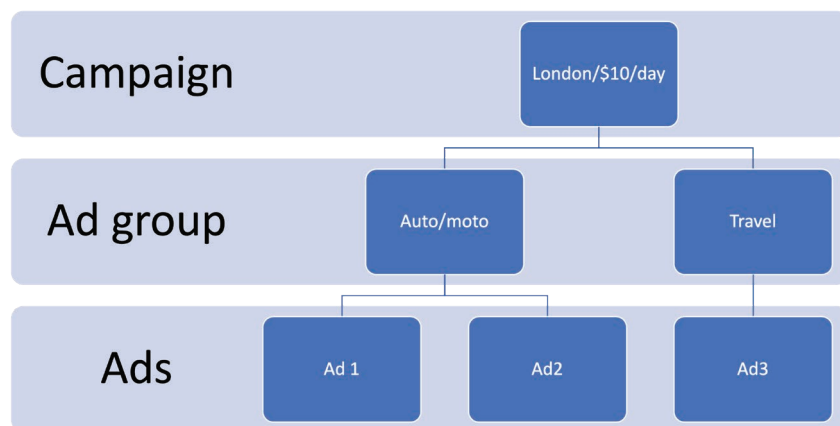
At the campaign level, you have countries, daily budget, and devices, the same as any other campaign.

In the ad group, you have your ad and your target audience.

Let's see what your typical campaign might look like.

Let's say I created one campaign targeting London with a daily budget of €10. Within that campaign, I can create many ad groups with different audiences. For example, I can choose an auto/moto topic in one group and travel enthusiasts in another ad group. Then, I can upload a video to each ad group. You can use the same video in both ad groups. However, since audiences are different, it may be better to cater the video to that audience.

But when starting out, you can use one video.



As you can see, I use ad groups to separate audiences. This way, they won't get mixed up, and I'll know which audience will deliver better results. If you only have one audience, then everything is even more straightforward.

I would create a new campaign if I wanted to run a video ad for a different country but for the same audience. I rarely recommend adding another country to the same campaign just because of the language that will be used in the video clip.

So, as you can see, the structure is simple. Use different ad groups for different audiences, and you should be fine.

However, if you have many different audiences in one campaign, the daily budget must be pretty big. Otherwise, your budget may simply not be enough for all audiences. As a result, the ads will be shown only to some audiences, not others.

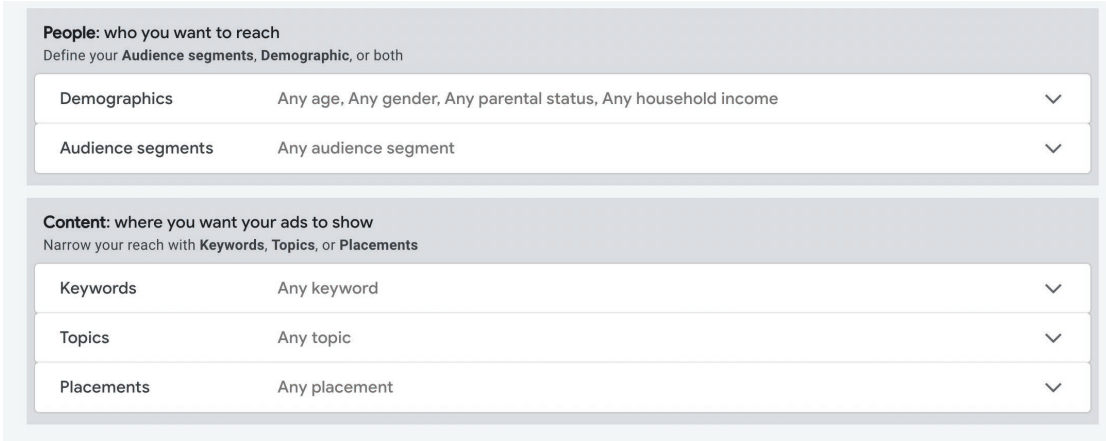
Also, if you want to have a different daily budget for each audience, you will have to create two campaigns, as the daily budget is set on a campaign level.

I would not recommend creating many campaigns, as it is better to keep the data in one campaign.

5.3.2 AUDIENCE

It is essential to think hard about the audience that will see your ad. You don't want to be wasting money on people with no interest in doing business with you.

Luckily we already talked about audience targeting in chapter 4.1. These options are the same for video campaigns as well. So if you don't remember, please go back and read that chapter.



You have your demographics and audience segments and content-based targeting options such as topics, keywords, and placements.

By the way, you can also create video remarketing campaigns. The audience you will create can be found under Audience segments.

As with display ads, you choose what audience will see your video ad on YouTube. And you can also exclude specific audiences or types of content.

There is a slight difference when we talk about placements. In display campaigns, we talked about websites, but with video campaigns, we're talking about YouTube channels. You can select specific channels by providing a link. Not all channels choose to display ads. Bear that in mind.

And the more targeting you add, the more expensive your ad becomes. I'm not 100% sure as to why that is, but I think it's sort of a surcharge for the ability to narrow your targeting. Google collects so much information and allows you to use that information to select the audience you want, but you pay for that "service" with increased CPV (cost per view).

That does not mean that you should not select your audience. Just be aware not to add additional targeting if it's not essential. For example, don't add age targeting unless you're 100% sure about your target audience's age. It is sometimes better to target a broader audience and pay less for the ads than narrow it too much and pay a higher CPV.

5.3.3 BIDDING STRATEGIES

Before we dive into creating our first campaign, let's discuss what bidding strategies are available in video campaigns.

There are four bidding strategies 7 all the campaign types:

- › Maximum CPV (cost per view)
- › Target CPV
- › Target CPM (cost per 1000 impressions)
- › Target CPA (cost per action)
- › Maximise conversions
- › Maximise conversion value
- › Target ROAS

Some of these strategies are only available with certain campaign types. Let's go over these strategies in more detail.

Maximum CPV

CPV stands for cost per view. But it's not just a view. You pay when a user watches 30 seconds of a video (or the entire video if it's shorter than 30 seconds) or takes some action (clicks a link, likes, comments, etc.). Whichever comes first. So you're not paying only for a view. You set the maximum you want to pay, and Google will try to deliver views at that price.

Target CPV

Google Ads automatically optimizes bids to help you get as many views as possible at the target cost-per-view (CPV) you set. Some views may cost more or less than your target.

Target CPM

CPM stands for cost per thousand impressions and is also used in display campaigns. In this instance, you pay 1000 impressions of your ad regardless of whether someone watched the whole video or just a few seconds (compared to maximum CPV). This bidding strategy is usually used for branding campaigns when you don't care about users' actions but to spread your message as widely as possible.

Target CPA

This one should be familiar to you as it is also used in Search campaigns. Since video campaigns can also have conversions, you can pay for a conversion instead of a view. This strategy requires conversions in your account and a decent number for each campaign, at least 100-200. You set the target price per conversion, and Google will try to optimize toward that goal.

Maximize conversions

Again, it should be familiar to you already. Here Google will try to get as many conversions as possible for your defined daily budget. You don't set a price per conversion here, just the budget. But for it to work great, you need a few hundred conversions per campaign.

Maximize conversion value

Google will try to optimize your bids to get the most conversion value for your given budget.

Target ROAS

Google Ads automatically sets bids to help get as much conversion value as possible at the target return on ad spend (ROAS) you set. Some conversions may have a higher or lower return than your target.

I mentioned before that with some campaign types, you wouldn't be able to select a specific bidding strategy. For example, if you go with a *Custom campaign*, you can only use either target CPM or Maximum CPV.

With non-skippable campaigns, you have only target CPM available.

You don't need to remember this, as Google will only show you the strategies that can be used. I'm just telling you this so you're not surprised and wondering why you can't use all the strategies with all the campaigns.

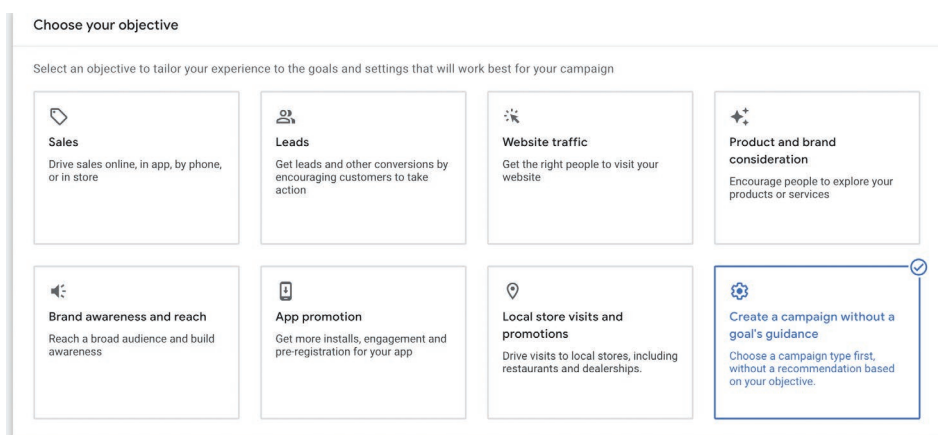
If you're just starting, go with maximum CPV. It's an excellent way to start, and it is similar to CPC. Because you pay for a certain "action" (30s view, click, like, comment), it's not like a simple view, more like an upgraded view, if you will.

Later, you can try switching to a conversion strategy and target CPA. See if that brings more conversions for your desired price.

5.3.4 CREATING A VIDEO CAMPAIGN

I assume you have an account by now, so we won't talk about how to create one. And if you're just skimming through the book, you can skip this chapter altogether.

Click the blue plus icon to create a new campaign and select the last option.



Then click on the video campaign type, and you should see the type selection:

Select a campaign subtype

- Custom video campaign
Customize your own settings with skippable in-stream ads, bumper ads, or in-feed video ads. [Learn more](#)
- Target frequency **NEW**
Reach the same people more than once with skippable in-stream ads, non-skippable in-stream ads, or bumper ads. [Learn more](#)
- Non-skippable in-stream
Share your entire message with up to 15-second non-skippable in-stream ads. [Learn more](#)
- Drive conversions
Get more conversions with video ads designed to encourage valuable interactions with your business. [Learn more](#)
- Ad sequence
Tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix. [Learn more](#)
- Audio
Reach your audience while they're listening on YouTube with audio-based ads. [Learn more](#)

Let's start with a custom campaign. On the next page, you will see campaign settings.

General settings

Type: Video campaign ✎

Campaign name ^

Video Custom - 2022-10-29 25 / 128

Bid strategy Maximum CPV ∨

Budget and dates ^

Enter budget type and amount

Daily ∨ € Required

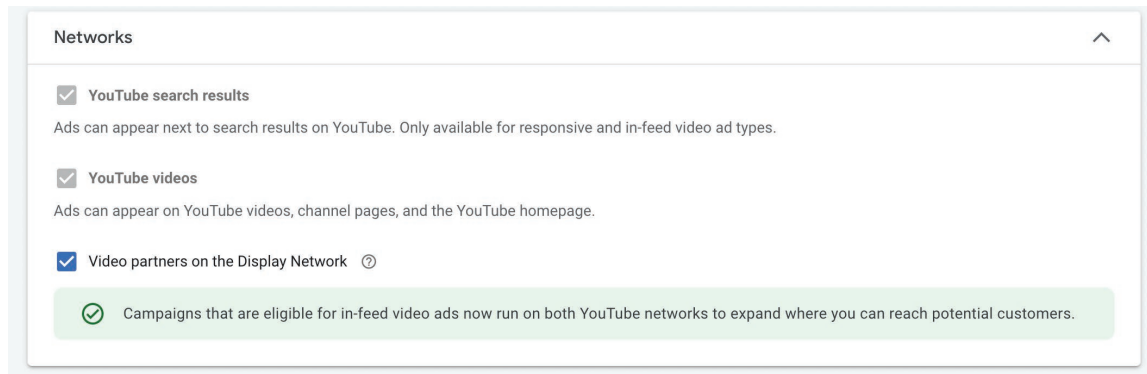
For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Start date: 10/29/2022 Edit
End date: None

Enter the name of your campaign. The bid strategy will be preselected to *Maximum CPV*. You can change it if you want, but I recommend leaving it as it is.

Most likely, you will see a *campaign total* budget selection. Switch to a daily budget. I rarely use the campaign's total budget. This is only good for a short-term campaign such as Black Friday. But even then, I prefer to go with a daily budget.

Next, expand the *Network* settings.

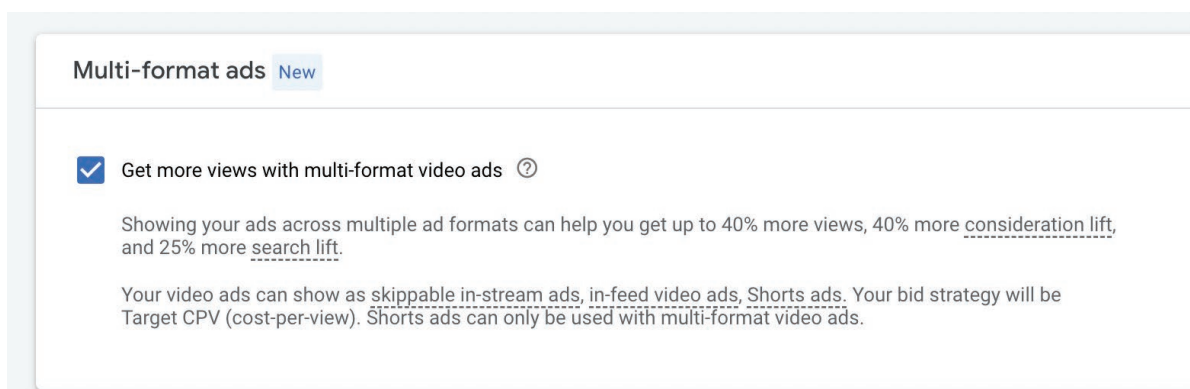


I recommend unchecking the *Video partners* selection. This expands your reach beyond YouTube and shows your video ads on partner websites. It's great if you have larger budgets, but for better performance, I usually don't use it.

After this, you will find the locations and languages, which we covered in the previous chapters.

There is one setting I want to mention - Multi-format ads.

This is a new feature, and Google will try to optimize your ad to fit different formats. You will be able to preview the ad later when you add the link, so if the ad looks good in different formats you can leave this selected. Otherwise, uncheck it.



You can skip the rest of the settings and go to ad group creation. You can skip this as well and create an ad group later. It's up to you.

Create your ad group Skip ad group and ad creation (advanced) ⓘ

Ad group name

Video Custom - 2022-10-29 25 / 255

People: who you want to reach
Define your Audience segments, Demographic, or both

Demographics Any age, Any gender, Any parental status, Any household income ▼

Audience segments Any audience segment ▼

Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements

Keywords Any keyword ▼

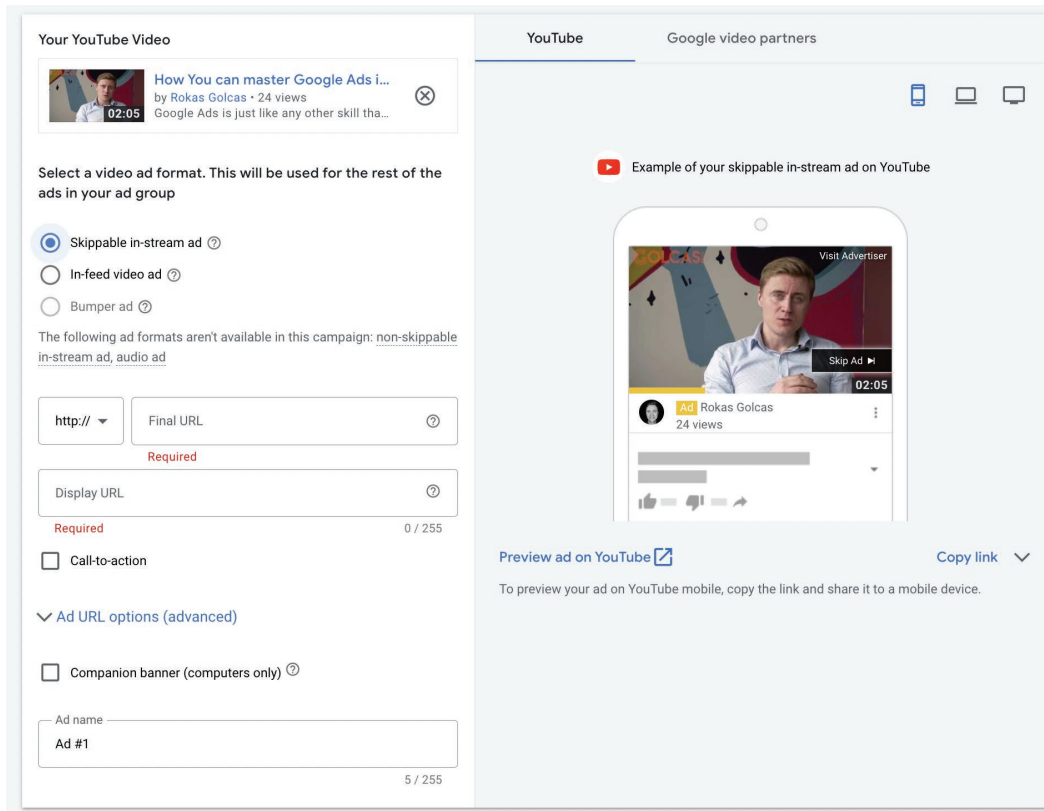
Topics Any topic ▼

Placements Any placement ▼

Name your ad group based on the target audience. We talked about the campaign structure in the 5.3.1 chapter.

Now select who will see your videos. You have people and content. But I would recommend staying with one audience per ad group. Don't mix different audiences, as it will be harder not only to look at statistics but to create an engaging video ad that would suit these audiences.

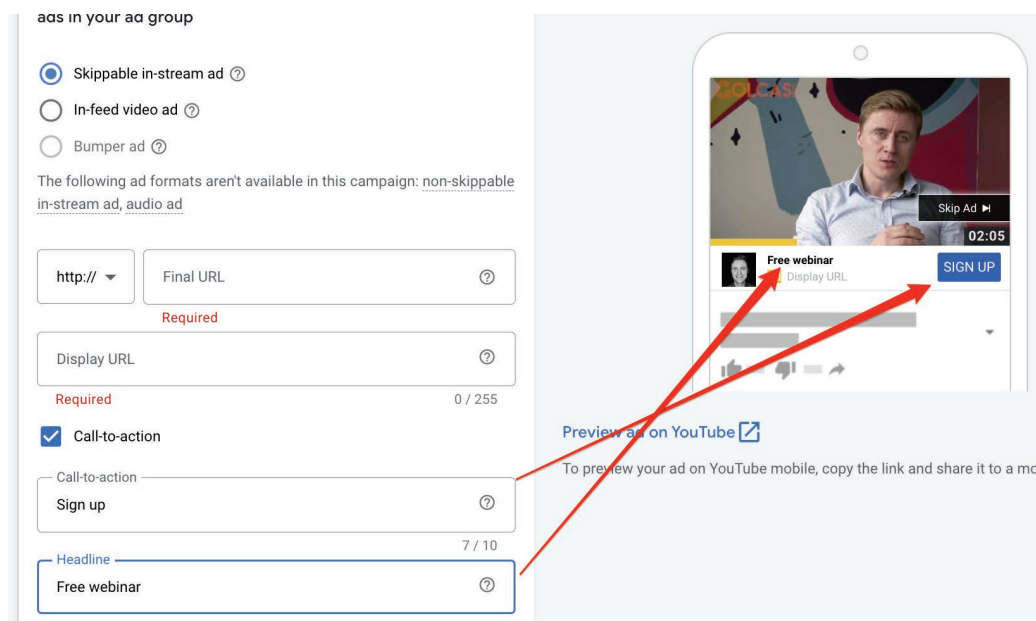
We're almost done. This is where you paste your video link from YouTube. Remember I said that you will have to upload your ads to YouTube to get a link and use that link in your video campaigns? Well, this is where you use that link.



As soon as you paste your link and select one of the types available you will see you ad preview and additional settings.

You will need your landing page. This is where users will land if they click your ad.

I would also recommend clicking on the “Call-to-action” check box. You will be able to enter a button name and a short promo message.



There isn't a lot of space, so you will have to be creative. But it helps to have it there.

Now, all you have to do is enter your bid and click *Create a Campaign*. The bid will heavily depend on the country, but you can start with €0.15 in Europe and around \$0.30 in the US. Check in the next day. If you don't see any views, try increasing the bid by 5-10 cents and check in again the next day.

If the bid amount is high enough, you will see views coming in, sometimes even on the same day.

5.3.5 CAMPAIGN STATISTICS

After a few days, views will come in along with the rest of the numbers. Depending on your spending and other settings, you might see a lot of views even after several days. Otherwise, you might need to wait a week or more.

Eventually, you will have enough numbers to see what is performing and what is not.

Like other campaign types, you can customize the columns to see only what matters to your business.

I would recommend having these columns:

- › **Impressions** and **views**. Impressions are simply impressions of your video ad. Views are when a user chooses not to skip your video. So impressions will always be more than views. The **view rate** tells you how well your video ad engages the user to ignore the skip button. It is hard to say what a reasonable view rate is because it depends on so many factors. But if I had to give a number, 25-35% is a good view rate.
- › How many **clicks** do you get? This, of course, depends on the purpose of the campaign. Maybe you don't want users to click, but it's still interesting to know how many clicks on your link.
- › **The click-through rate (CTR)** simply shows the ratio of clicks to impressions. The higher it is, the better.
- › **Conversion metrics**. Conversions, cost per conversion, and conversion

rate. This helps you understand if your campaign is bringing any value. Again, this might not be the primary goal, but it is still good to know.

- > **Cost** - how much you paid in total during the campaign period.
- > **Avg. CPC** is the average cost per click. In general, this is so that you can compare video campaigns to other campaigns in terms of CPC.

This is what you might see in your account.

Cost	Conversions	Cost / conv.	Views	View rate	↓ Clicks	CTR	Avg. CPC
€36,656.92	548.16	€66.87	2,015,497	16.40%	36,695	0.30%	€1.00
€6,464.34	6.41	€1,008.48	189,466	7.94%	8,278	0.35%	€0.78
€6,804.63	10.05	€676.80	220,335	8.85%	6,849	0.28%	€0.99
€1,097.20	60.29	€18.20	229,079	21.76%	3,705	0.35%	€0.30
€702.79	1.00	€702.79	34,042	11.69%	2,119	0.73%	€0.33
€4,105.87	5.66	€725.71	604,013	51.29%	1,697	0.14%	€2.42
€1,165.50	81.19	€14.36	145,209	27.57%	1,637	0.31%	€0.71

As you can see, some campaigns bring conversions at a reasonable price, and some don't. You can also compare the view rate to understand which campaigns engage users so they skip less often.

Campaigns in the above table have different goals, so it is hard to compare them. So of them are designed to drive conversions, while others are more reach-oriented.

These metrics give you an overview of all your video campaigns, and you can drill down to ad groups and ads.

For ad groups, I use a similar column combination. But for the ads, I added a very useful metric called *video played to*.

Views	View rate	Avg. CPV	Cost	Video played to:				Clicks	CTR	Conv. rate	Conversion:	Cost / conv.
				25%	50%	75%	100%					
604,013	51.29%	€0.01	€4,105.87	64.09%	52.90%	47.00%	41.87%	1,697	0.14%	0.00%	5.66	€725.71

It is easier for me to compare videos in the same ad group.

You can see how many people reached a specific video length. For example, for this video above, almost 42% watched the full ad. The shorter the video, the higher those metrics will be. So it is hard to say how many people should watch half of your ad. But it gives you insights into where the majority drops off. This way, you know what parts in the video they missed. Maybe they never got to see your offer?

We will talk more about video campaign optimization in the later chapters.

5.4 HOW TO CREATE A GOOD VIDEO AD?

Creating a video campaign in your account and optimizing it is not as difficult as creating a good video ad. And by good, I don't mean all those Cannes Lions commercials that make everyone laugh or cry and go viral. They are great, but most of us won't create them anyway. A good video ad gets you results with a defined budget.

A good ad can be simply a slide show with a musical background you have put together. If such a video catches people's attention and they buy something, who can argue that it is not a good ad?

It's hard to create a good video. That's why you often see ads and probably think, "who could create such a bad ad." If this process were easy, we would only see good, funny, or heartwarming ads. Unfortunately, this is not the case.

If you create videos yourself or are responsible for the creation process, you will see many moving parts that you must consider in advance. Because video editing is expensive, and sometimes corrections are not even possible.

Nowadays, when everyone's attention span is limited, and content on the Internet is growing by a second, it is vital to understand a few basics:

1. Attention. It doesn't matter what kind of video you're creating and its purpose. It's more important that it grabs the user's attention. And I don't just mean the

images in the video. I mean the story itself. All the most interesting and the most effective videos have a plot. We love stories, so your ad will be effective if it tells a story.

2. **Sound.** 95% of videos on YouTube are watched with sound. This fact cannot be ignored. The sound should complement your video. How often have I seen poorly selected background music ruin the entire promotional video? It is also the opposite of Facebook ads, where most videos don't have sound.

3. **Mobile devices.** Globally, about 70% of views happen on mobile devices. Therefore, your video must be mobile-friendly: larger elements, clearly readable text, etc. Of course, always think about your audience. You can ignore this point if you're running a desktop-only campaign. And don't forget about Shorts on YouTube. Those are purely mobile ads.

You need to start somewhere. If you've never done it, it is difficult to understand what should be in the video, the best length, the choice of music, etc. To make everyone's life easier, Google has done a lot of research and boiled it down to a few key elements.

Before diving in, I will mention that it is not always possible to implement each of the points, and sometimes it is unnecessary. It all depends on the campaign, its goals, and your audience. But these points will help you to stay on track.

5.4.1 ENGAGEMENT

From the first second of the video, your battle with the user's attention begins. The typical user behavior is to wait for the "Skip" button to appear on the video ad. I do this often, and you can catch yourself doing the same. And that's natural. Nobody likes ads, especially when you come to YouTube to find a video and want to see what you were looking for as soon as possible.

If we don't engage the user in the first few seconds, no one cares how much the video cost you, what technology you used, or what happens at the end of the video. You have 5 seconds.

So you need to think about the following things:

- › Frame
- › Pace
- › Humanize
- › Surprise

Frame. Try to keep what you offer in the middle of the frame. It doesn't matter if it's a product or a person. Research shows that focusing on a person increases the likelihood that the user will engage emotionally with the video (by seeing the person's emotional expression). Such a reaction increases the effectiveness of the video. So, if your video has a person, they must be visible in the foreground.

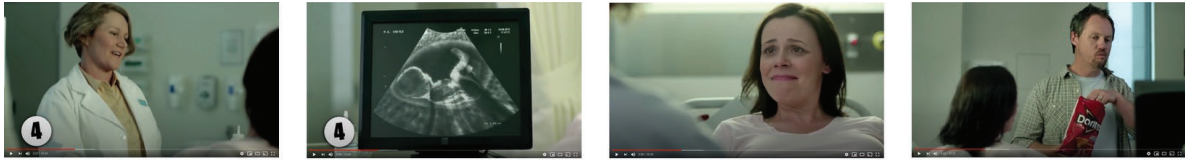
Youtube link



Also, clearly displaying the product from a correct angle makes it easier for the brain to understand what is being shown. This again increases user engagement. No one likes to guess what is being depicted. This increases cognitive load and pushes a user towards a skip button. Check any phone ad, and notice how they keep it front and center.

Pace. This refers to how quickly the frames change. So, for the best effect, use two or more frame changes in the first 5 seconds. Of course, this depends on your ad's complexity. For more complex ads, allow more time between changes. For simple ads, you can have a higher change rate. The most important thing is not to overwhelm the user with these frame changes.

Youtube link



1s

2s

3s

5s

In this video, there were four frame changes within 5 seconds.

Humanize. If you use real people in your video, let the video start with them. And if the plot allows, let those people directly address the user (viewer).

It has been found that the human brain processes visible faces in 30 milliseconds. People's faces hold attention better and increase emotional response and engagement. It has also been proven that a person talking to the viewer in the first person substantially affects their behavior.

Youtube link



Surprise. Use striking, charming, unexpected, or otherwise memorable shots (images). The effect is powerful if you succeed. Any visual information that makes people think or feel something within the first 5 seconds correlates with more prolonged video viewing.

Youtube link



5.4.2 BRAND

Now, let's talk about your brand. And when I say brand, I don't just mean your logo or your name. It could just be the product. You start advertising and want your name or logo or whatever to be recognized by consumers after some time.

So, it makes sense that you have to think about it when you're making a video and promoting it even more so if you want to stand out from the crowd.

What you can do with your brand or product:

- > Introduce
- > Mention
- > Reinforce
- > Differentiate

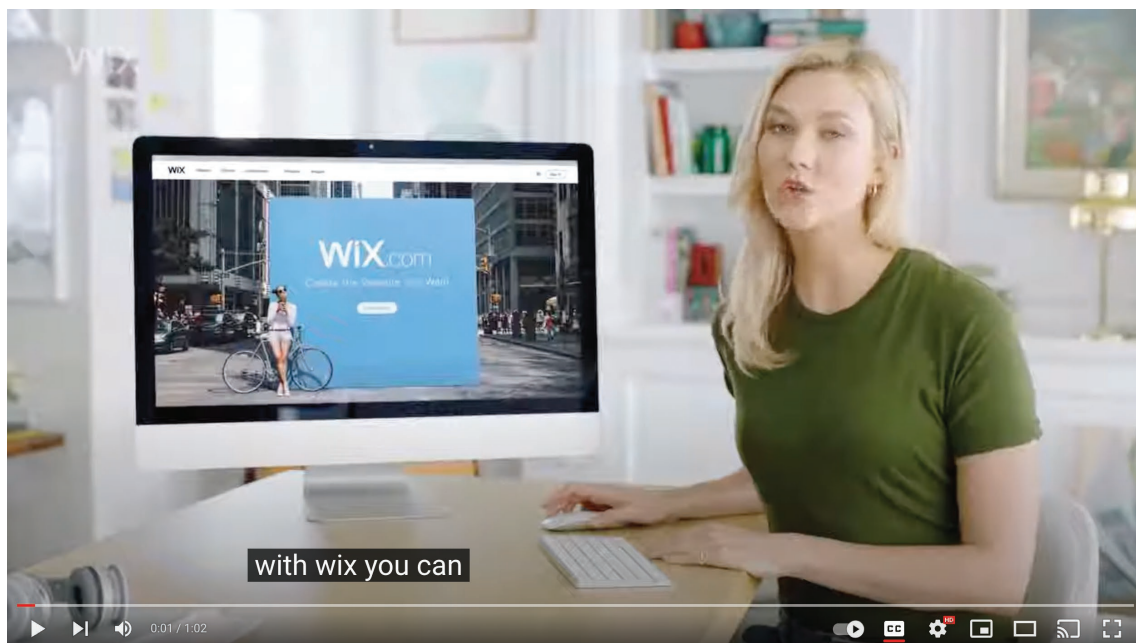
Introduce. According to Google, mentioning the brand or product within the first 5 seconds positively affects all brand-related metrics (recognition, recall, etc.). I think brand awareness will not be your main goal when you are just starting out. This is more relevant for larger campaigns with bigger budgets. But if you have a chance, introduce (insert) the name of the product or brand at the beginning.

Youtube link



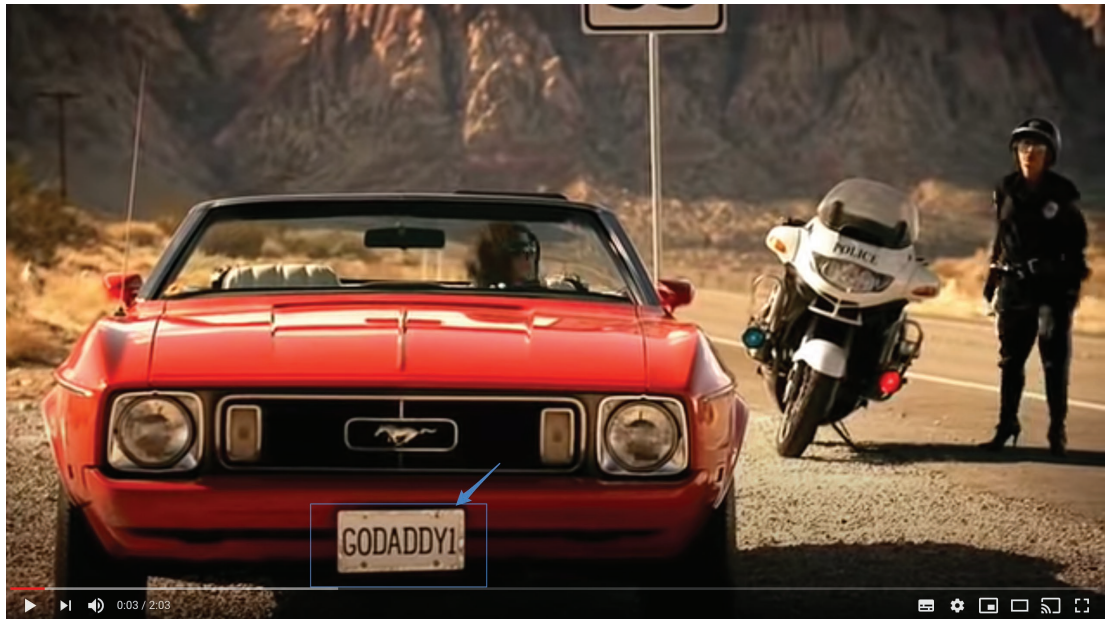
Mention. This is related to the first point, so have the people in the video say your brand. Research shows that a brand mention by the video character himself is better than a voice-over.

Youtube link



Reinforce. If possible, your logo can be displayed throughout the video. It may be less prominent and placed in a corner, but its presence has a positive effect on the user. The logo (product, name) can also be cleverly integrated into the script (see image).

Youtube link



Differentiate. Use unique colors, sound, songs, etc. of your product or brand. Remember, that you are fighting for the user's attention, so anything can help you win this battle. Especially, if you advertise for a longer periods, later consumers can recognize your product just by the colors or style used. I'm sure you had one or two commercial jingles stuck in your head. Remember the Coca Cola winter commercial?

Youtube link



5.4.3 CONNECTION

In order to get users to engage with the video as much as possible, you have to find a connection with them. Your storytelling style, message, people, and sound will help you achieve this goal and make them think or feel.

Humans love engaging stories, which is why we love fairy tales from a young age. Nothing much has changed even after we grew up.

Here you have to:

- › Integrate
- › Engage
- › Associate

Integrate. Use functional messaging and emotions together or separately to engage users. A functional message is a message in which you talk about measurable, clear, and tangible benefits. So, you can combine the functional message with the emotion that comes from the satisfaction of using the product.

Here's a mattress ad that uses sleeping animals while also showing the benefits of the mattress. Cute animals (emotion) + function.

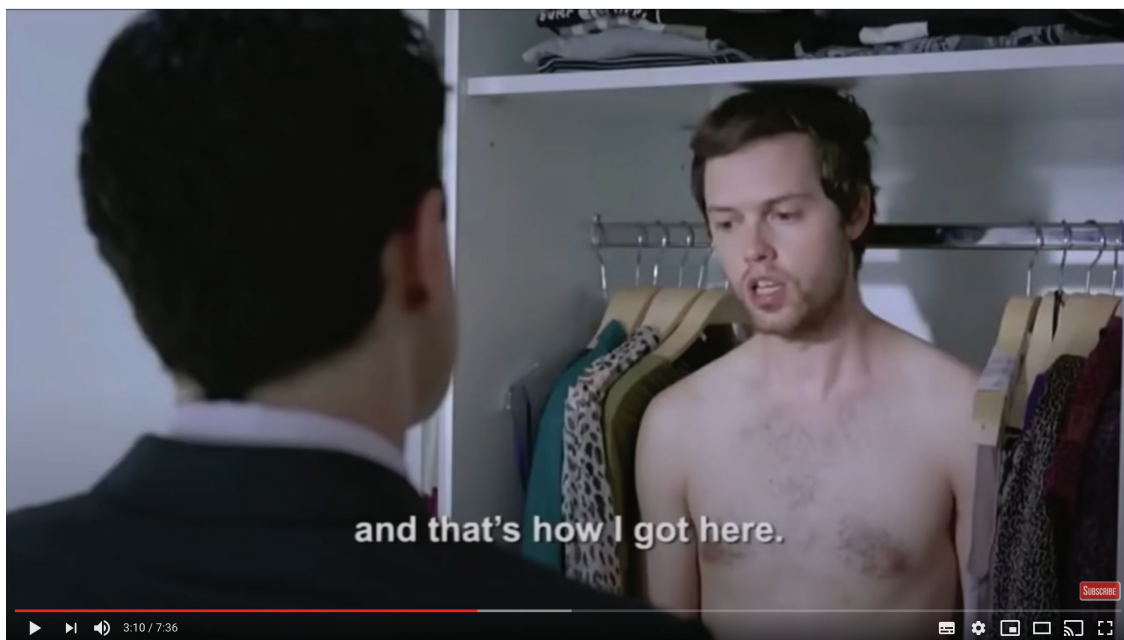
Youtube link



Engage. If possible, use emotional levers - humor, action, intrigue. Research has shown that humor increases product recognition. Easier said than done, of course. We all think we know what other people find funny, but unfortunately, that doesn't always work out.

Intrigues, various plot elements, etc. engages the user emotionally in a very strong way. And this increases the likelihood that the consumer will remember the product better and perhaps be more inclined to purchase it.

Youtube link



Associate. We are social beings, so we feel the influence of other people. If possible, make the person a central part of the story at the very beginning of the video. It helps to keep users engaged longer.

Celebrities also help with the video at all stages, but hiring such people is hard and expensive. But if you want more brand recognition or sales, famous people in your advertising will help.

If the video is more focused on buying, then you can also use ordinary people, such as "the guy next door," so to speak. Here, viewers associate themselves with people who like them and use the product in the ad.

A simple example from Starbucks. It doesn't even talk about the product, it plays on emotion.

Youtube link



Maybe you've heard the saying, "good ad doesn't have to look like an ad." These points above can help you to connect with the consumer and thus capture their heart and mind. Don't forget that you are like them, someone who also hates ads.

5.4.4 ACTION

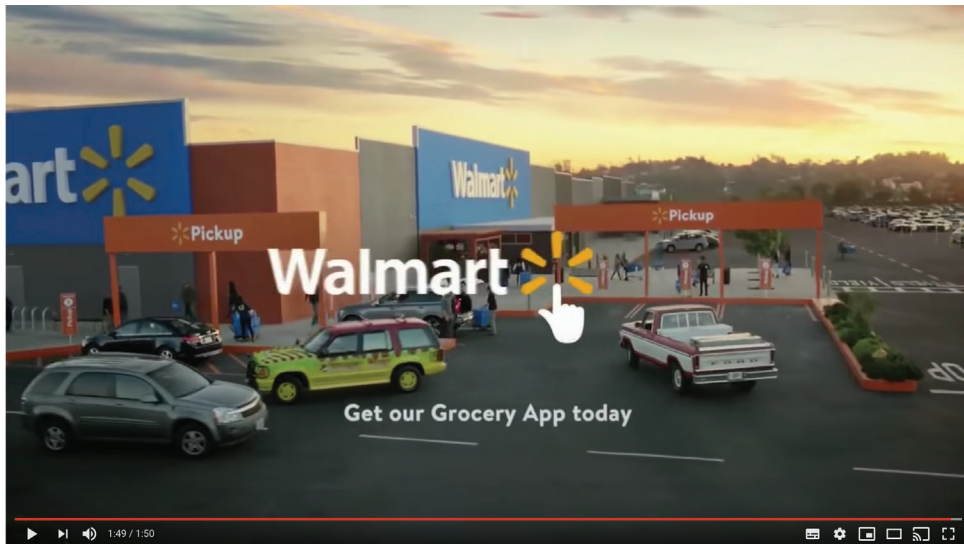
No video ad will be good if you don't tell the user what to do. Only you know what action you want the user to take. It can be an invitation to buy, watch a second video, or just go to the website.

Most importantly, you have to invite the user to take that action. And these elements will help you do it right:

- > Prompt
- > Inspire
- > Compel

Prompt. First, you must show your offer using text cards, animation, or even a verbal mention. The users must understand what you want from them.

Youtube link

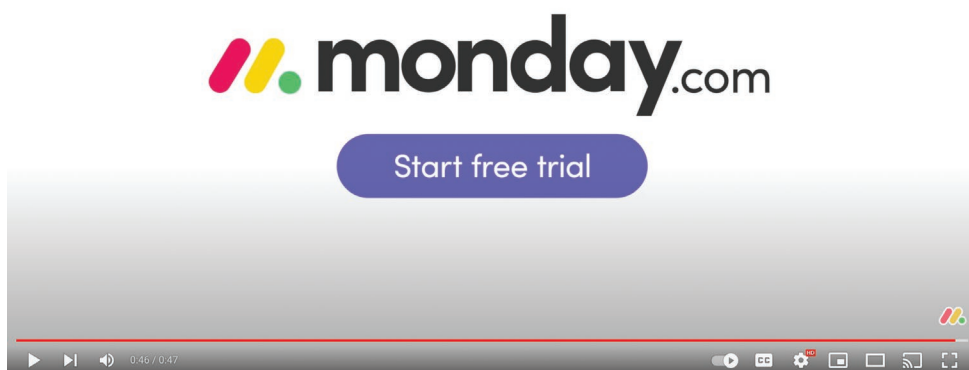


In this ad, the action is not very emphasized, but at the same time, we do not know the goal of the ad. On the other hand, we see that they ask to download the app at the end.

Inspire. If you're doing video ads, I'm sure you want to get the most out of it. If users are already somewhat interested in your video, don't lose them. Tempt them with some special offer (discount) or put a restriction (limited purchase time, expiration date, limited quantity of goods).

Research shows that creating a sense of scarcity helps to increase consumer interest and increase the perceived value of a product.

Youtube link



A free trial is a great way to attract users to try your product.

Compel. Now you have to think of a very clear and enticing call to action: “Buy,” “Book,” “Subscribe,” “Order,” etc. This action title should be distinct. It should be related to the video and your product.

The video below talked about creating a logo and a website, so the text about the action is also related. It’s not a generic “start now.”

Youtube link



To sum up

First of all, don’t freak out. You don’t need to remember everything, and you don’t need to use all the points. It’s just a list of things you can pay attention to.

You can use one thing in one video and another in another. However, the most important thing to remember is the goal of your campaign.

For example, suppose the goal is to get an action from a user. In that case, you need to focus on the following:

- › - grab the user’s attention with a distinctive visual and close-up of the product
- › - mention the brand/product within the first 5s
- › - use more of a functional message and show human emotions while using the product
- › - communicate very clearly the action the user needs to take

But even this list is not set in stone. It will undoubtedly be challenging if there are no people in your video. So you either find another way or ignore it.

If you were creating a video promoting a brand, these points would be different.

There are certainly quite a few videos that ignore the above, and there's nothing wrong with that as long as those videos bring the results their creators wanted. Your goal is the same. If an entertaining video helps you achieve your goal, then go for it.

And don't forget - breaking the rules is also being different.

6 SHOPPING CAMPAIGNS

If you have an online store, Shopping ads might be what you were looking for. It allows you to promote your inventory to people searching for products on Google.

It's similar to search ads, but shopping campaigns have a more visual format. The ads show your product picture, price, title, store name, promotional messages, and more.

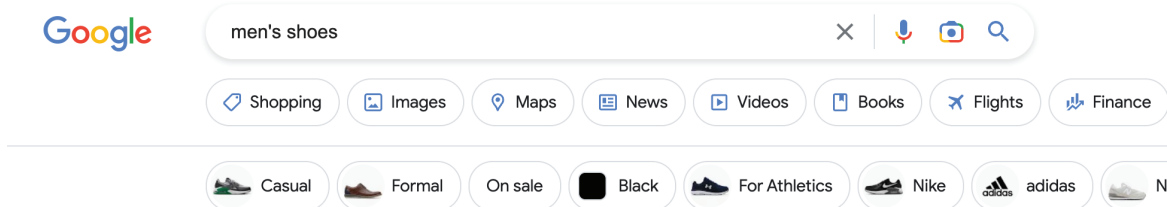
Seeing your products helps users make better purchase decisions. If they click, they have a higher chance of buying the product. You're not wasting your budget on people who just came to your site to browse.

What also is great about these ads is that they are pretty easy to manage. Of course, each campaign has its caveats, but creating and managing Shopping campaigns is easier than Search campaigns, in my opinion.

This is how Shopping Ads look on Google Search.

6.1 UNDERSTANDING GOOGLE SHOPPING ADS

Google shopping ads are visually appealing and informative ads that display essential product information directly within the search results. Unlike traditional text-based Google Ads. They feature an image of the product, its title, price, and store information, offering users a quick and convenient way to compare products and prices from different retailers.



Shopping ads rely on the product data from your Merchant Center (instead of keywords) to determine when and where to display your ads. The product data you provide in Merchant Center includes information about the items you sell. This information helps us match a user's search to your ads, ensuring we display the most relevant products. We will get to that shortly.

Shopping ads are triggered by search queries that match the keywords and product attributes in your product data feed. When users click on a Shopping ad, they are directed to the product page on your e-commerce website, where they can complete the purchase.

Google Merchant Center Integration

Google Shopping Ads are deeply integrated with Google Merchant Center, a centralized platform for managing and maintaining product data. In order to create and run Google Shopping Ads campaigns, businesses must first create a [Google Merchant Center account](<https://www.google.com/retail/solutions/merchant-center/>) and upload their product data feed. This feed contains essential product information, such as titles, descriptions, images, prices, and availability, which Google uses to generate PLAs.

The integration between Google Shopping Ads and Google Merchant Center ensures that your ads display accurate and up-to-date product information,

ultimately enhancing the overall user experience and increasing the likelihood of conversions.

6.1.1 BENEFITS OF USING GOOGLE SHOPPING ADS

Increased visibility

One of the most significant benefits of using Google Shopping Ads is the increased visibility they provide for e-commerce businesses. Shopping ads are displayed prominently in search results, often above or beside traditional text-based ads, and in the dedicated Google Shopping tab. This enhanced exposure increases the chances of users discovering and engaging with your products, ultimately driving more traffic to your website and leading to higher sales.

Higher conversion rates

Google Shopping Ads tend to have higher conversion rates compared to other forms of online advertising. Since Shopping ads display essential product information upfront, users can make more informed decisions before clicking on an ad. This transparency results in higher-quality traffic, as users who click on an ad are more likely to make a purchase, knowing the product, price, and store information in advance.

Better targeting

Google Shopping Ads enable businesses to target specific products or product groups, ensuring that the right products are shown to the right audience. By leveraging the product data in your feed, Google can better match your ads to relevant search queries, resulting in more qualified traffic. Additionally, you can use negative keywords to exclude irrelevant searches and improve the overall targeting of your campaign, maximizing the return on investment. This precise targeting leads to more efficient ad spend and a higher likelihood of attracting customers who are genuinely interested in your products.

More traffic

What is unique about Shopping ads is that more than one of your Shopping ads can appear for a given user search, which would never happen with Search campaigns. This gives you a higher chance to get that user to your store. What is even better is that a Shopping ad and a text ad can also appear at the same time.

This again doubles your chances to get that click everyone is competing for.

Detailed performance insights

As with many campaign types, Google provides a lot of information on your Shopping Ads performance. Hence, you can make better decisions and optimize your spending.

6.2 SETTING UP YOUR GOOGLE SHOPPING ADS CAMPAIGN

6.2.1 CREATING A GOOGLE MERCHANT ACCOUNT

To get started with Google Shopping Ads, you first need to create a Google Merchant Center account. It's free. The Merchant Center is where you'll manage and maintain your product data, which is essential for running Shopping Ads campaigns. To create an account, visit the [Google Merchant Center website] (<https://www.google.com/retail/solutions/merchant-center/>) and sign up using your Google account. Follow the on-screen instructions to complete the setup process, including providing your business information and website URL and agreeing to the terms of service.

6.2.2 UPLOAD YOUR PRODUCT DATA

Product feed is probably the most essential part of Shopping campaigns as it contains all the information. This information is used to create your ads. Google also uses that information to determine when to show your products, as there are no keywords in Shopping campaigns.

A product feed is a big spreadsheet with all the information about your products.

[id] – the unique ID of each of your products

[Title] – usually, the product name

[Description] – a longer description of your product.

[Price] – product price

The list is a lot longer. But you don't have to know it. Google has a comprehensive list of required and recommended attributes, which can be found in the Merchant Center Help Center.

Make sure to adhere to these guidelines to avoid disapproval of your ads or suspension of your account. Besides, plenty of third-party tools can help you get your products from your store to the Google Merchant Center. It depends on which eCommerce platform you use.

Once you upload your feed, you should see how many are approved or pending.

Show your products on Google
Connect with the right customers, across Search, YouTube, and the web.

Product listings
Add your products to Google for free. They can appear in the Shopping tab, in Google Search, and on Google Assistant.

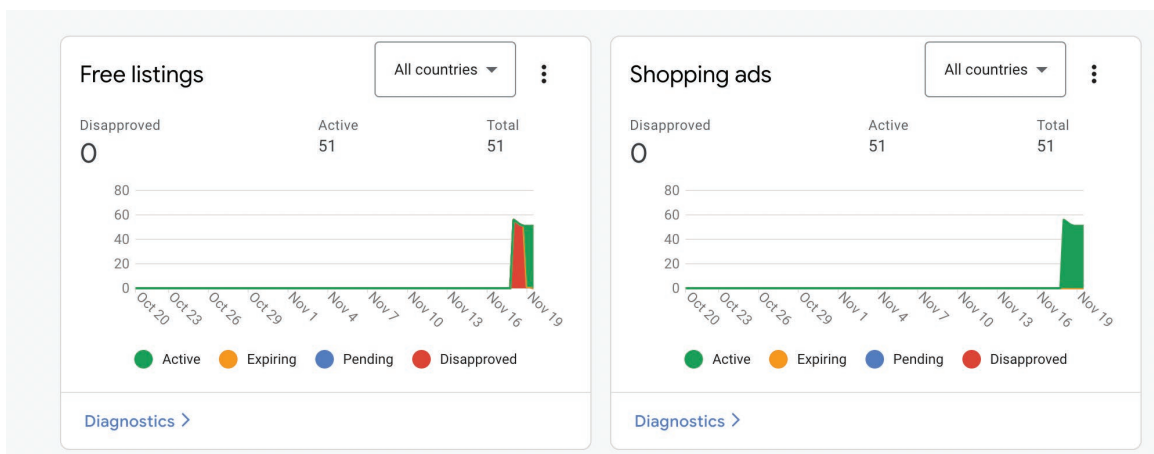
Product status [Manage availability](#)
44 products are available to the Google channel

- Approved: [1 products](#)
- Pending: [43 products](#)
- Not approved: [0 products](#)

Google usually takes 3–5 business days to review products.

You should see your status on the Overview page in your Google channel app.

You can also see how your feed looks in the Merchant Center.



How many products are approved, and how many are pending? At first, some of the products might get disapproved, like in this example. But after a while, they got approved.

You might wonder why on the left, it says *free listings*. Well, that's one of the















benefits of having a Merchant center. Google also might display your products with organic searches. This means free traffic and possibly purchases.

The more products you have, the more traffic you should get. It's not a lifesaver but can be an additional source of income.

On the right, you see Shopping ads, which means products available for you to promote via a Google Ads account. But let's leave this for later.

You can browse around your Merchant center to get familiar. There isn't a lot of data, but there is one place you should visit after you create your feed - *Diagnostics*. You can either click under the graph I showed above or find it in the left menu under *Products*.

Here, you will see recommendations from Google to improve your feed.

Issue	Countries	↓ Affected items
 Limited performance due to missing identifiers [gtin, mpn, brand] 	United States	31 View examples
 Missing value [color] 	United States	15 View examples
 Missing value [gender] 	United States	15 View examples
 Missing value [age group] 	United States	15 View examples
 Limited performance due to missing value [gtin] 	United States	5 View examples
 Image too small 	United States	2 View examples
 Missing value [size] 	United States	1 View examples

Some of them are self-explanatory, like missing color value. For others, click on the ? to learn more about each issue.

This means updating your products in the store. Not all products might have color, gender, or size. But if you have it, make sure to add it to your products in your store. Once that is done, the feed will update itself automatically.

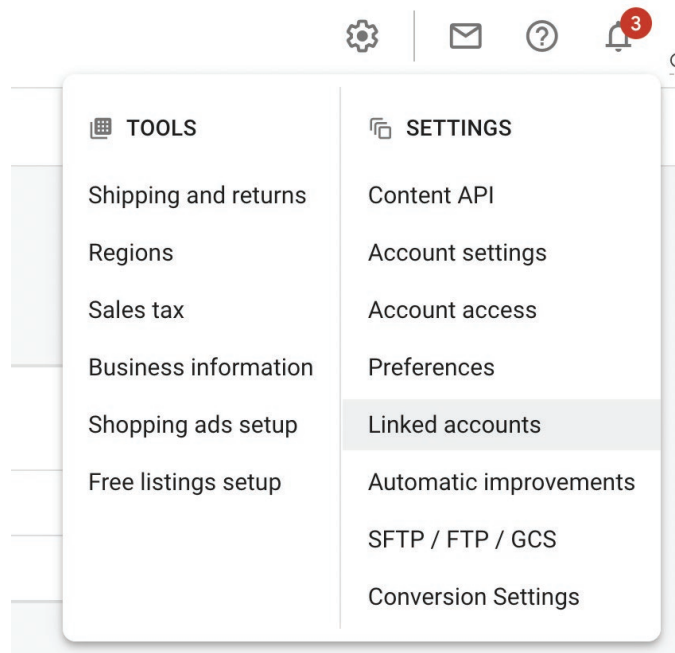
You can also use third-party tools to manage your feed. I heard people like <https://www.channable.com/>, haven't used it myself.

You can also find a lot of apps and plugins for specific eCommerce platforms.

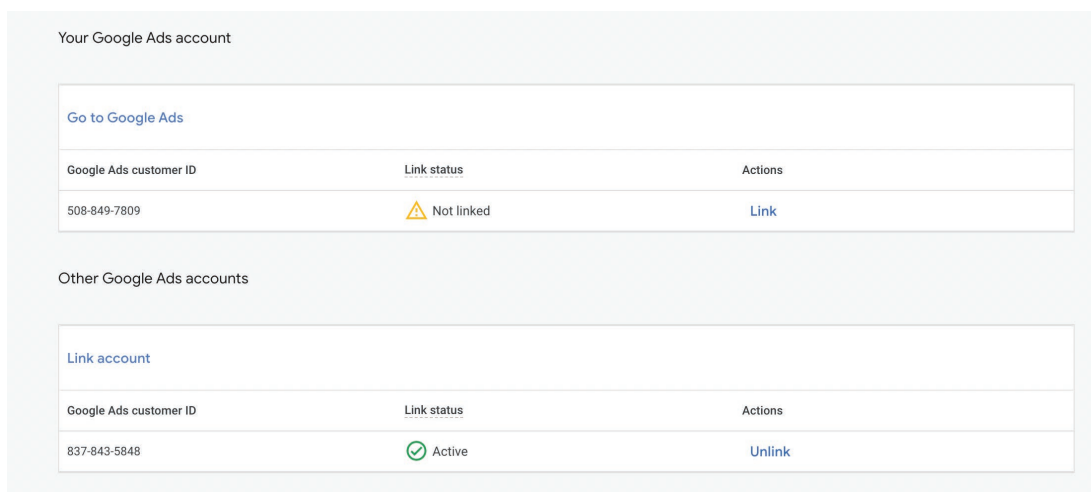
6.2.3 LINKING GOOGLE ADS AND GOOGLE MERCHANT CENTER

To run Google Shopping Ads campaigns, you need to link your Google Ads account with your Google Merchant Center account. Make sure that the emails you use with Merchant Centre and Google ads have admin access rights.

Sign in to your Google Merchant account, click on the settings above on the right. Select Linked accounts.



You should see your Google ads account. If you don't, ensure you have the same email added to both accounts.



Click *link accounts* and follow the steps. Now you're ready to create Shopping campaigns in Google Ads.

6.3 SHOPPING CAMPAIGN STRUCTURE

As with any other campaign, there is a structure for Shopping campaigns. But don't worry, it's not as complicated as in Search ads. This structure is easier because Google does some of the job for you. Since it has your feed, it knows what you sell. It divides your products into categories: brands, product types, product groups, and even conditions. It all depends on your feed.

The easiest (not the best) is to start with all products. It would be one campaign and one ad group. The biggest downside is that you might spend a lot of money, if your inventory is big. At the same time you don't want to bid for all products. Maybe you want to sell only specific category.

I would recommend starting with your best selling products or categories. This way you're increasing your chances or making sales through ads.

When you create your campaign, you can create ad groups for each of your category or sub category of products. This way you won't be bidding on all products and you can control the bids for each ad group. Don't forget to exclude other products.



You can continue operating within your categories or sub-categories by adding additional ad groups.

You can also create different campaign for each category, adding additional layers of control: budget, country, bidding strategy. The only thing you should remember is that you need a lot of conversions in one campaign if you use automated bidding strategies. Don't go too thin with separating each product category or sub category into a different campaign.

Only do it if you have a good reason: a different budget for a category, for example.

You can also customize your feed. This is a bit more complicated.

If you're going to use a third-party tool, it's a bit easier.

If not, you can add different labels into your product feed and use those labels to separate products the way you want it. It's similar to a product category, but instead there is a certain label next to each product that groups them together.

Then you can have a structure like this:



You can have your on sale items in a separate campaign with a separate budget from the rest of the products. Better control of costs and revenue.

There is a lot of ways you can go about it. Some have campaigns based on profit margin or stock.

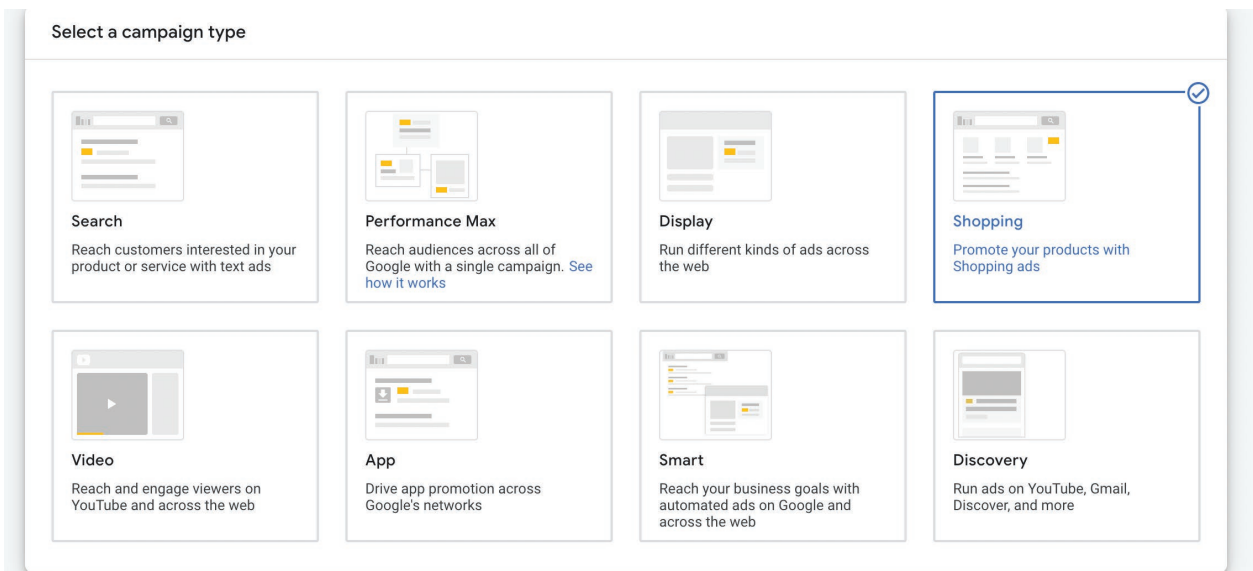
You have to understand that in Shopping campaigns, everything revolves around your product feed. And you have full control over it.

The only downside is that you have to create that feed, and you probably would need a developer.

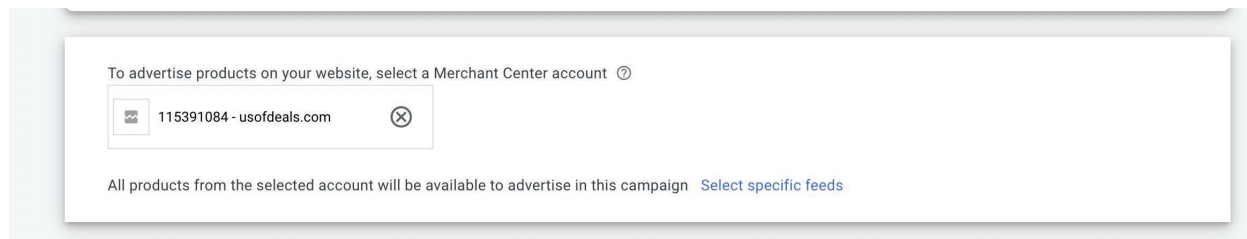
You might want to use a paid service. Try googling “product labelizer tool” or “product labelizer script”. I’ve seen people liking this one: <https://producthero.com/en/labelizer>. Again, haven’t used it and don’t have any affiliations.

6.4 CREATING A SHOPPING CAMPAIGN

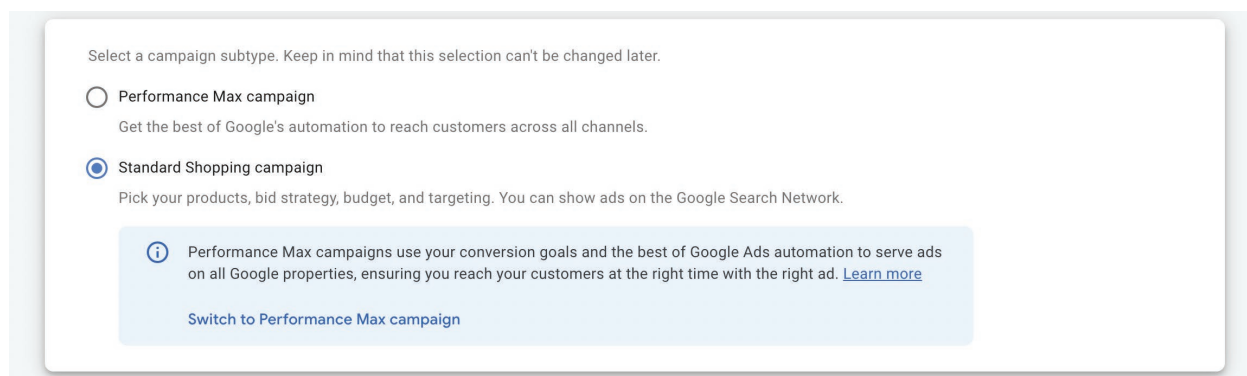
First few steps are the same for all campaigns. I’m sure by now you got it. Select Create a new campaign without a goal, then select Shopping campaign.



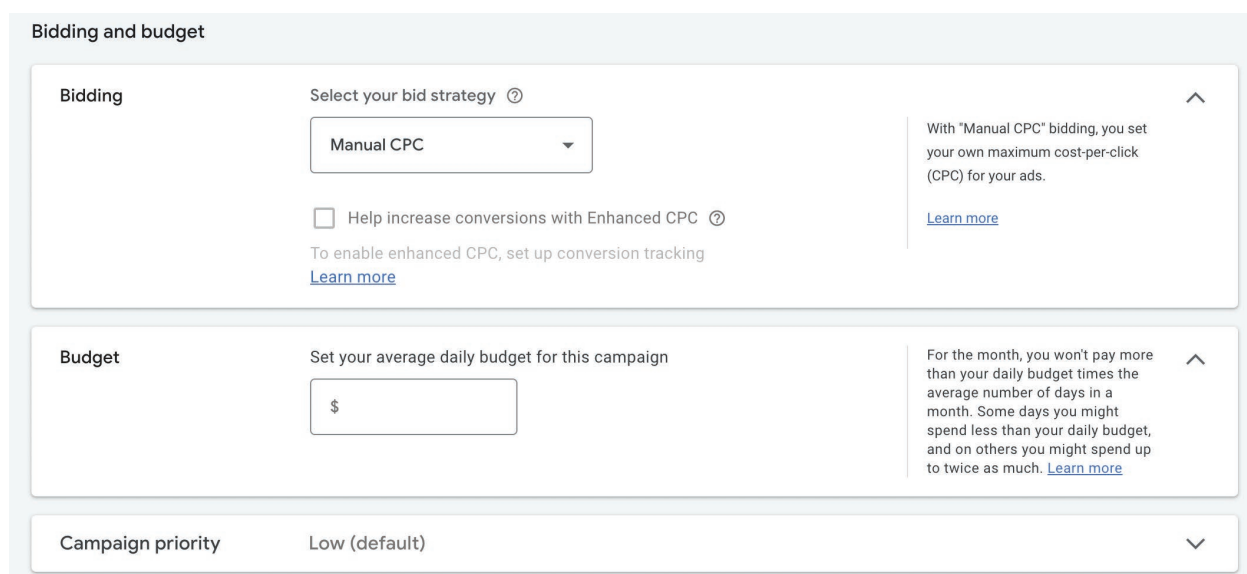
After selecting Shopping, you should see that Google automatically chooses your product feed if you have linked accounts before creating a campaign.



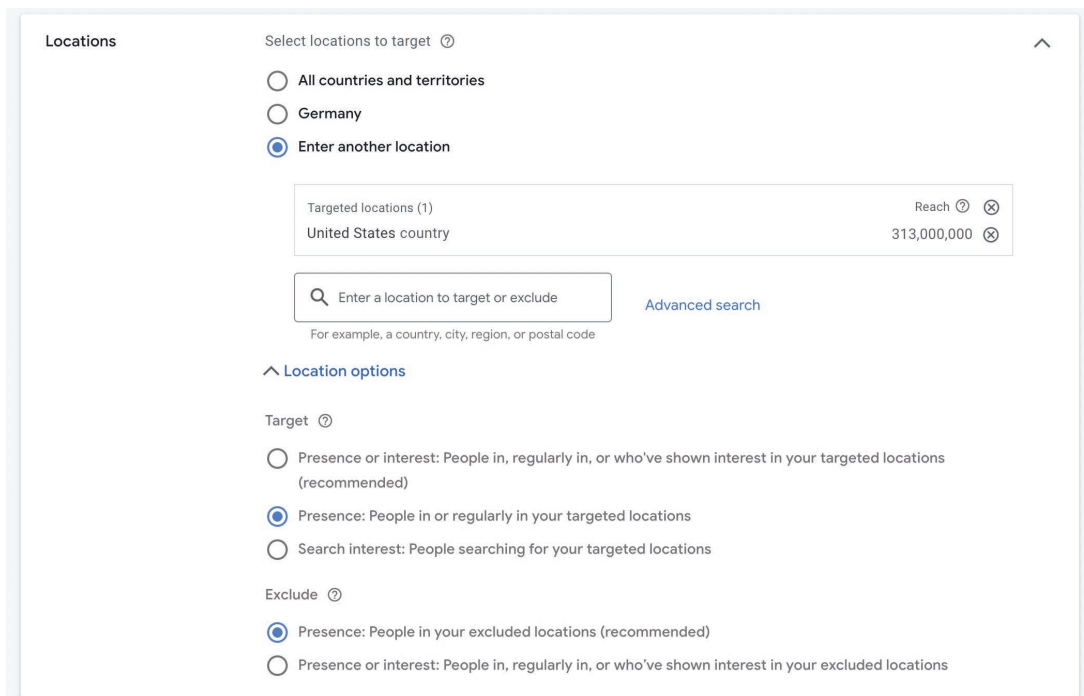
Next, Google will recommend selecting the Performance Max campaign, but I recommend starting with Standard and later on testing out Performance max.



Then, we have familiar settings such as budget and bidding. If you select Performance Max, you have only Conversion or Conversion Value bidding strategies. With Standard Shopping campaigns you can go with manual CPC, Maximise clicks, and target ROAS bidding. Start with manual CPC.



Moving on. Select your target country.



And finally, enter the ad group name and desired bid. You can name All products for now. Each time you create a Shopping campaign, Google uses your entire feed, meaning all products.

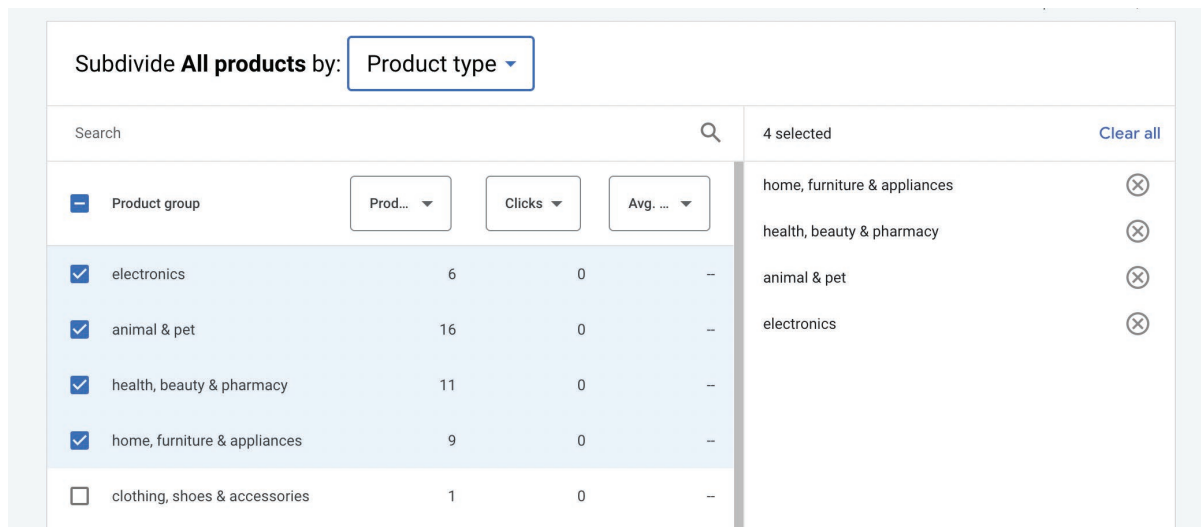
Publish your campaign, and let's move on to ad groups and how to bid differently for different products or categories.

Click on Shopping campaign, select ad group, and hover with your mouse on All products.

Product groups

<input type="checkbox"/> ● Product group ↑	Max. CPC
<input type="checkbox"/> ● ^ All products	- ⓘ
<input type="checkbox"/> ● - animal & pet	Excluded
<input type="checkbox"/> ● ● electronics	\$0.30 ⓘ
<input type="checkbox"/> ● ● health, beauty & pharmacy	\$0.50 ⓘ
<input type="checkbox"/> ● ● home, furniture & appliances	\$0.20 ⓘ
<input type="checkbox"/> ● ● Everything else in "All products"	\$0.50 ⓘ

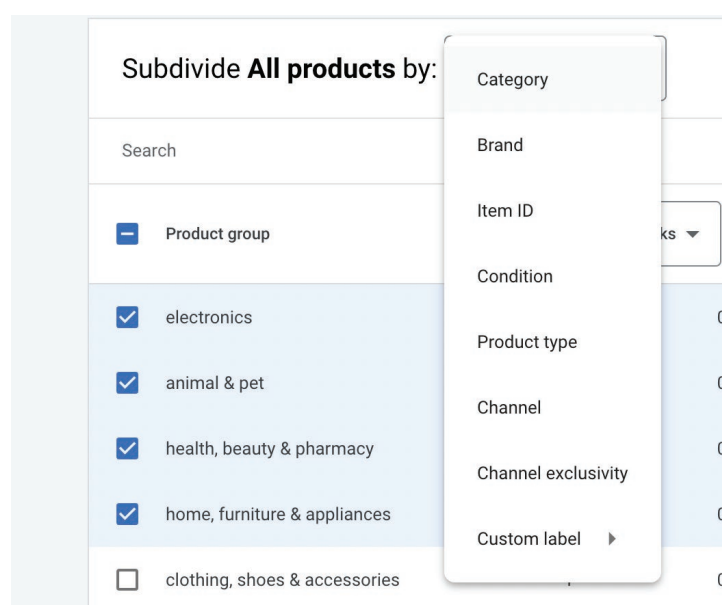
You should see a pencil that allows you to click an edit product group. Click on it, and you should see the list of your categories.



You can see the name Google assigned automatically, the number of products this category has, and other statistics. You can leave all products if you want, but I recommend something else.

It is better to add different categories, as in the example above. This way, you will be able to enter different bids.

If you click on the drop-down *Product type*, you should see other ways to bid on your products, down to an individual product ID.



It's up to you how you want to bid. It depends on your feed. For example, if you sell only one brand, you can't use it for bidding since it's the same as all products.

Select the categories you want and click save. Now, you should be able to see those categories instead of all products. Note that Google will always create a category "*everything else*."

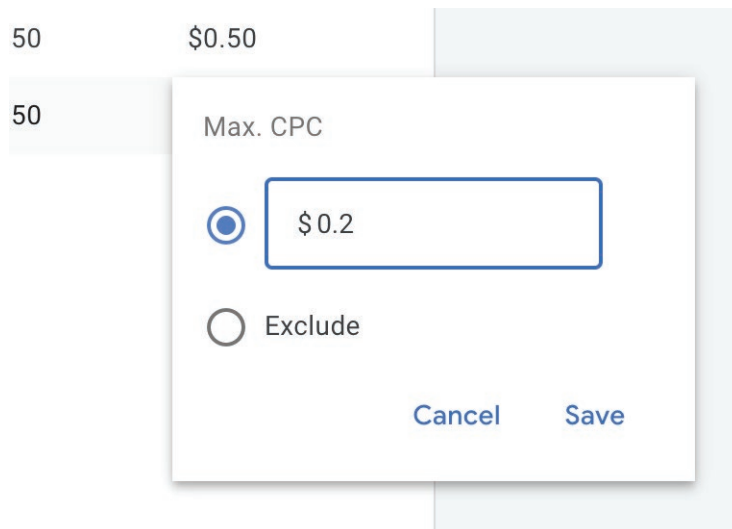
<input type="checkbox"/> ● Product group ↑	Max. CPC	Impr.	Clicks	Cost
<input type="checkbox"/> ● ^ All products	–	1	0	\$0.00
<input type="checkbox"/> ⊖ animal & pet	Excluded	0	0	\$0.00
<input type="checkbox"/> ● electronics	\$0.30	0	0	\$0.00
<input type="checkbox"/> ● health, beauty & pharmacy	\$0.50	0	0	\$0.00
<input type="checkbox"/> ● home, furniture & appliances	\$0.20	1	0	\$0.00
<input type="checkbox"/> ● Everything else in "All products"	\$0.50	0	0	\$0.00

Now you can set bids for each category separately and, simultaneously, see how many clicks each category got, how much you spent on it, etc. This is way more useful than having one big lump of *all products*. Really hard to optimise.

You can also create several Shopping campaigns. The reason is to have a certain category, separate budget, or even a bidding strategy.

You may have noticed above that the "*animal&pet*" category is excluded from this group. This is because I have another campaign just for that category.

The process is the same, but instead of adding several categories, you add only one and exclude everything else. This can be done near the bid to edit it.



You will get an option to change the bid or exclude that category.

And that is how you create shopping campaigns. As you can see, it is easier than Search because everything comes from your product feed, and you don't have to create ads.

After completing your campaign, visit the next day to see if you're getting clicks. If not, increase your bid and recheck it. Once you see the clicks coming in, leave it for at least a week, depending on your traffic. We need to see some numbers before we can optimize these campaigns.

7. PERFORMANCE MAX CAMPAIGNS

Performance Max Campaigns, or PMax in short, represent the evolution of digital advertising through the Google Ads platform. A Performance Max Campaign is a single campaign type that operates across all of Google’s advertising channels, including the Google Search Network, Display Network, YouTube, Gmail, and even Google Maps.

These campaigns autonomously target potential customers throughout the Google ecosystem by leveraging a combination of creative assets, such as images and videos, along with a product feed. This innovative campaign type capitalizes on Google’s AI to optimize bids and placements, aiming to maximize conversion goals that advertisers set beforehand.

Unlike traditional keyword-based search campaigns, Performance Max does not solely depend on manual keyword targeting. It allows advertisers to provide “audience signals,” which are inputs that guide Google’s AI in understanding the ideal target audience. The AI technology then extrapolates from these signals to find potential customers likely to convert, thus expanding the reach of the campaign.

Beyond audience targeting, Performance Max uses an advertiser’s conversion goals, such as leads or sales, as its core directive. Campaign settings and asset combinations are constantly refined and optimized automatically to achieve these goals. This campaign type employs a holistic marketing strategy, combining inputs like product feeds and assets with intelligent placement across Google’s ad network to meet business objectives.

7.1 BENEFITS OF USING PERFORMANCE MAX CAMPAIGNS

I always tell people that each campaign has its benefits. It all depends on your goals and business. I will list what I think are the benefits of PMax.

Greater Reach

Since your creatives appear across many Google properties, you get more people to see your ads.

Streamlined Campaign Management

You can save time and resources by managing a single campaign that automatically distributes ads across multiple platforms. A lot of things happen under the hood. You don't have to do much.

Target Efficiency

If you feed it good data (more on that later), thanks to audience signals and Google's AI, these campaigns can better target individuals who are more likely to convert, improving the chances of customer acquisition.

Optimized Bidding

Performance Max Campaigns come with a smart bid strategy that is automatically adjusted to meet campaign goals. Quite similar to CPA bidding in a regular campaign, Google machine learning does the job for you.

7.2 THE DOWNSIDE OF PMAX CAMPAIGNS

I personally don't like PMax campaigns due to limited visibility into their performance. It's a black box. Google is releasing more and more insights, but it's in their benefit to keep us in the dark. I know it sounds a bit like conspiracy theory, but Google did increase bids secretly to increase their yearly revenue.

Lack of insights

The PMax campaign has some insights into performance, but not nearly enough to see what is performing. And what's even worse, we can't do a lot to optimize performance. Excluding keywords is messy and limited. You can't exclude placements or adjust device bids. You can't exclude networks, such as YouTube or Gmail if you see that they are not performing.

You need data

PMax is based on audience signals, and it works best if you feed it good data.

And by good, I mean data coming from you, like sales. Furthermore, you need a lot of data. This means that if you get around 30 conversions per month, this could not be enough.

Poor quality leads

If your goal is leads, PMax is not very good. I've tested it and even though you get a lot of leads, which seems great, almost none of them qualify or convert later in the funnel. If you're feeding leads, you need to feed it converted leads. Leads that paid you money. This way you're training PMax on good quality leads.

Overspends a lot

Since PMax shows ads on all of its properties, and you can't control that, it has a tendency to overspend on crappy ones. It's hard for Google to monetize all of its properties, so PMax is a great way to steer some spending to placements where you would never advertise.

Slow to learn

Since PMax operates on automated bidding strategies it needs to learn what converts. It might take a lot of time and in the mean time it might get you very expensive conversions.

7.3 SHOULD YOU USE PMAX?

Before we go deeper into understanding and creating Performance Max campaigns, let's see if you should use it in the first place.

We talked about the benefits and downsides of performance Max campaigns, and you should get an idea of whether this type of campaign is something that you can use in your overall Google ads strategy. However, the most important thing to ask is whether your search campaigns are performing well. If they're not performing, I would highly recommend starting with them. Search campaigns are still one of the best-performing campaign types in Google ads.

If you haven't succeeded with search ads or optimized them to see good performance, do not consider starting Performance Max campaigns. Fix your

Search campaigns, get positive ROI or your desired CPA goal, and then you can think about expanding your reach with PMax.

7.3.1 WHAT ABOUT B2B?

I've mentioned before that PMax relies heavily on the data you feed it. With B2B, that data is usually limited, meaning that most of the B2B sites have lower traffic and get fewer conversions, whether it's leads or sales. At the same time, their sales cycle might be a bit longer than your usual B2C sales cycle. For that reason alone, running Performance Max campaigns might not be a viable solution for you.

If you're keen on expanding reach or adding additional conversions or engagements, I would definitely recommend retargeting campaigns. Most businesses forget about them, but they could be a great boost. They will have a limited reach since they are based on the audience that visits your site. But you will also not spend a fortune.

Obviously, look at your search campaigns first and see if there are keywords that you're not bidding on that you could possibly bid on. Once you nail search campaigns, go through all the keywords that might be good for your business. Maybe, only maybe (a big maybe), you could look into testing Performance Max campaigns.

7.4 HOW DO SEARCH AND PMAX CAMPAIGNS INTERACT?

PMax campaigns also show ads on Search Network. This might raise questions about how regular Search campaigns and Performance Max campaigns work together.

- › If the user's query is identical to your keyword of any match type in your account, the Search campaign will be prioritized over PMax.
- › If the query isn't identical to your keyword, the campaign or ad with the highest Ad Rank will be selected.
- › PMax might be picked over Search campaign keywords due to factors such as limited budget, low volume keywords, paused ads etc.

- › Search themes in PMax have the same prioritization as phrase match and broad match keywords.

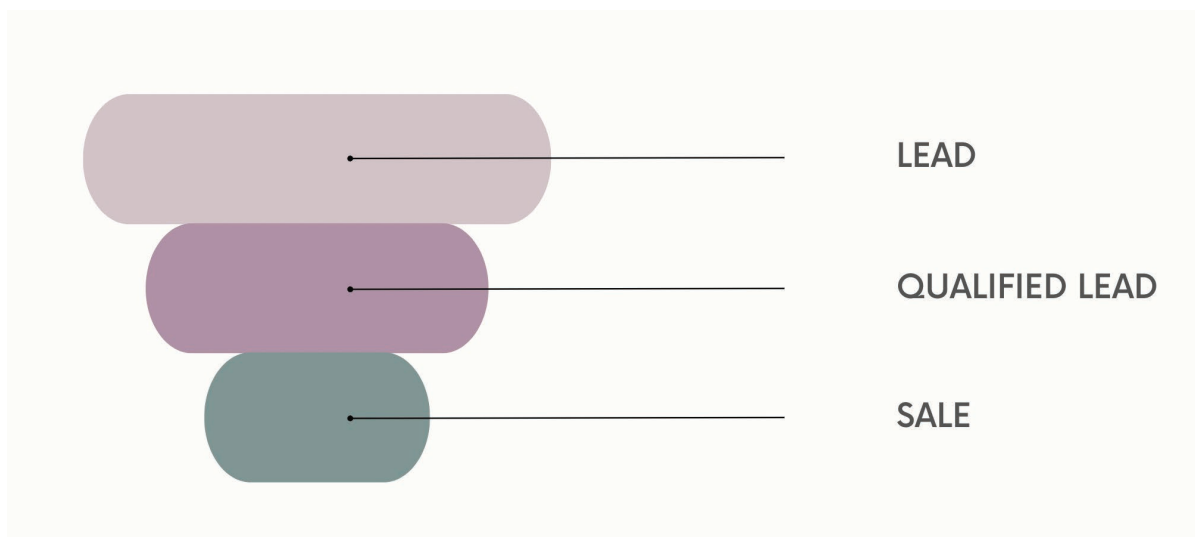
Ad Rank also plays a decisive role in YouTube in-stream and Leadgen campaigns. Ads with higher ad rank are showed no matter the campaign type.

On the other hand, PMax campaigns have priority over standard shopping campaigns or dynamic remarketing.

7.5 CONVERSIONS

Conversions are key to getting the most out of Performance Max campaigns. However, not all conversions are created equal. I've mentioned briefly that if your PMax campaign goal is leads, then you should use converted leads. What do I mean here?

This is what your typical lead funnel might look like. There might be more stages. But for this example, let's stick to three.

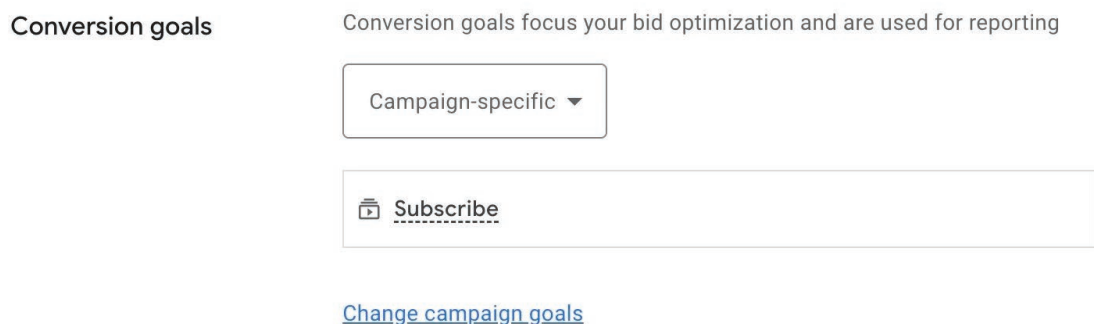


You have your Lead when someone fills out your form. Then, you might have an intro call or an email conversation to make sure that the person wants what you have and that you can deliver. You qualify that lead. And finally, a sale happens.

If you just use the Lead conversion goal in PMax campaigns, you will get crappy leads. You will get a lot of them, but most of them won't qualify, let alone buy.

Ideally, you should send sales conversion data to PMax campaigns so that the algorithm is trained on conversions that have a 100% impact on your business.

Furthermore, when setting up your PMax campaign, you should NOT use your account goal as your PMax conversion goal. You need a lot of data for that setting. I recommend using campaign-specific goals. You can edit your campaign, go to Conversion goals, click on the drop-down, and change it.



Screenshot by Xrappier.com

7.5.1 ADD ENHANCED CONVERSIONS

Enhanced conversions can improve the accuracy of your conversion measurement. It is designed to supplement your existing conversion tags by sending first-party conversion data from your website. It uses a secure algorithm to hide the data before sending it to Google.

You can set up enhanced conversions using Google Tag, GTM, or API.

How it works is when someone completes a conversion on your site, you might get the customer's data, such as email or phone number. This data is hashed (secured) and passed to Google and can be used to enhance your conversion measurement. Google uses hashed information to match users to Google accounts when they are signed in.

With third-party cookies going away and a big focus on first-party data, using enhanced conversions is key to getting better data.

7.6 CAMPAIGN STRUCTURE

The best advice I can give you is to keep it simple. The structure is simpler with PMax than with search ads.

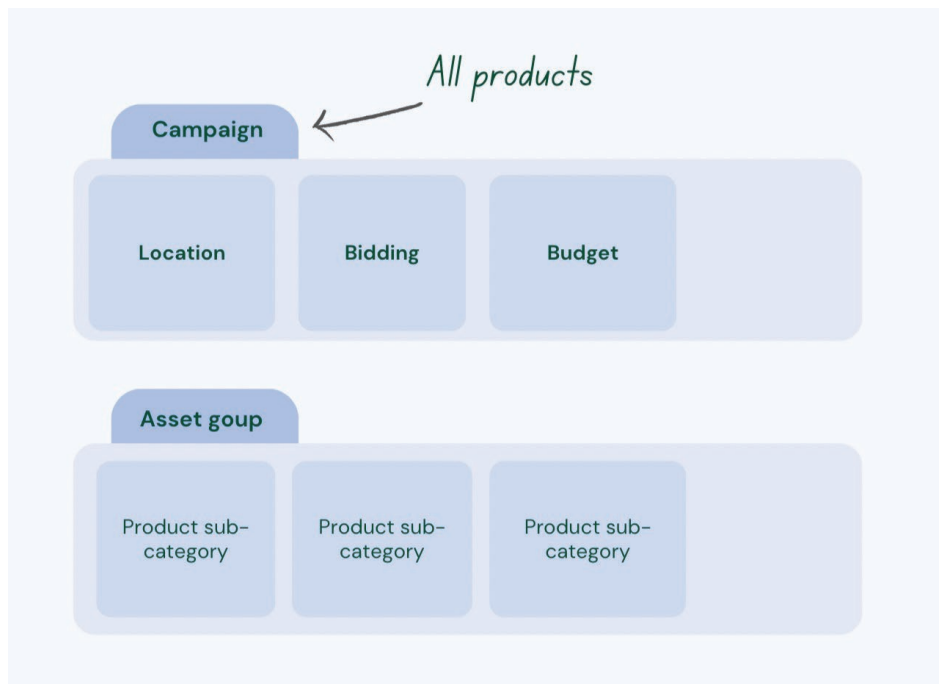


If you have one conversion goal, for example, leads. Then, you only need one PMax campaign. You have your location, bidding and budget settings on the campaign level. Then, create different asset groups for your services. It also works if you have one product to sell, like a course or a book.

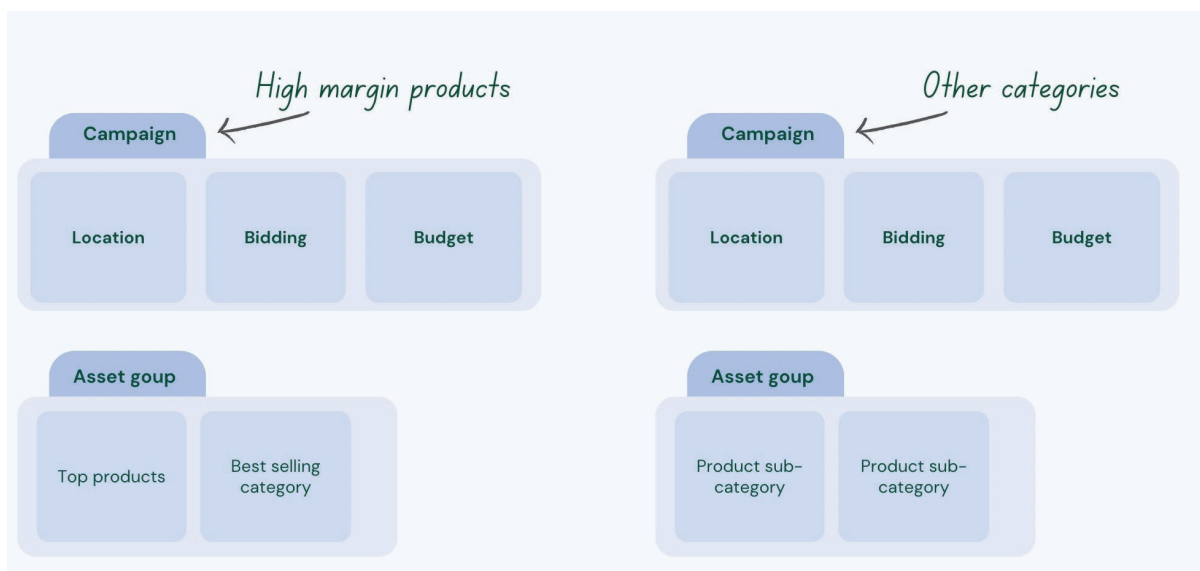
If you have several goals, then you would need a separate campaign for each goal. The same goes for countries if you need to show different creatives for different countries. But in general, avoid having too many campaigns as you need more data consolidated under one campaign.

7.6.1 ECOMMERCE STRUCTURE

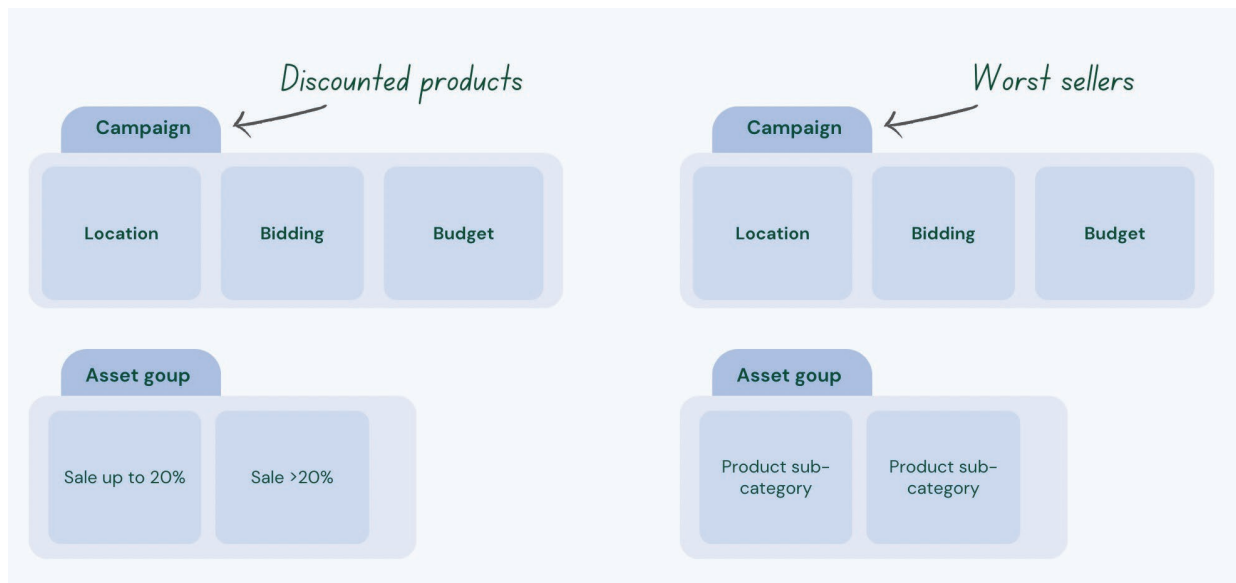
It is a bit more complicated for eCommerce campaign structure. But if you have done Shopping campaigns, you should know that. If you have a smaller website with fewer conversions, you should go with all your products in one campaign and use the Asset group to promote various subcategories.



With larger spending, more conversions, and a bigger selection of products, you might want to go with a slightly different structure. For example, you can separate your high or low-margin products into different campaigns because your bidding goals can be different. Leave other categories in another campaign with lower CPA or ROAS.



If you have a lot of sales, you can also have a separate campaign for all your discounted products. This is important, as with discounts, your margins are thinner, which means you will have to adjust your bidding. Another campaign can be for your worst-selling product or products that haven't sold at all.



You don't have to nail the structure on your first try. Start simple, get results, and then optimize or restructure if needed.

7.7 AUDIENCE SIGNALS

Audience signals in Performance Max Campaigns refer to the data provided by advertisers that help Google's AI target potential customers. These inputs are critical as they provide a starting point for the AI to identify and reach the most valuable audiences for your campaign.

Audience signals are basically the only targeting option available (besides campaign settings). When you create an asset group, which is something similar to an ad group in Search campaigns, you will have to add an audience signal.

You can add Search themes based on keywords. This is, again, like search campaigns. You specify what phrases people might search for. Those keywords will be prioritized the same way as your broad and phrase match keywords in Search campaigns. Adding search themes helps you better steer PMax machine learning. You can use only this signal and not add anything else.

Signals

Signals provide valuable information about the people you want to reach. They help guide who sees your ads on Google Search, YouTube, and more.

Search themes BETA

What are some words or phrases people use when searching for your products or services? ⓘ

Audience signal

Reach the right customers faster across Google with an audience signal. ⓘ [Add saved audience signal](#)

Your data

First-party data can help us reach your customers ⓘ

[Additional signals](#)

Audience name

You can also create a custom audience, just like you would for other display or search campaigns. You can add that audience here as an audience signal. You don't have to use all the signals. You can have one asset group with just the Search themes and the other with your audience segment.

You can also use Google predefined audiences. Just click on Additional signals, and you can choose in-market and affinity audiences as your signals.

As I mentioned above, you should always use your own data. Using predefined audiences might be too broad targeting and will waste your budget. If you have a list of customers or any other data, use that to create a custom audience and then use that audience in your PMax signals.

7.8 SETTING UP A PERFORMANCE MAX CAMPAIGN

PMax is not a complicated campaign to set up. The main things are the audience and your creative assets. The rest of the settings are pretty straightforward. Nevertheless, let's go over the setup process.

When you choose to create a PMax campaign, on your first page, you will have to select conversions and select or deselect if you want to use a Merchant Center account for your product feeds.

If you're not an e-commerce store, you will need to deselect the checkbox.

Use these conversion goals for campaign performance optimization

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance

Conversion Goals	Conversion Source	Conversion Actions
Subscribe (account default)	Website	<u>1 action</u>

[Add goal](#)

Add products to this campaign

Advertise products from a Merchant Center account

Select a Merchant Center account [?](#)

On the next page, you will be asked to choose a bidding strategy. Only two bidding strategies are available: Conversions or Conversion value with an option to set a target CPA or target ROAS.

Bidding

Bidding

What do you want to focus on? [?](#)

Conversions ▾

Set a target cost per action (optional)

Customer acquisition

Bid for new customers only

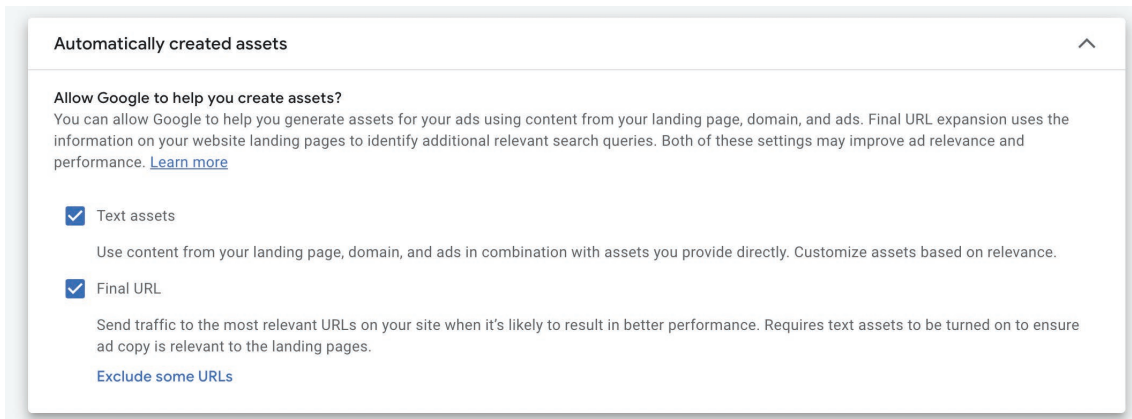
This option limits your ads to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more](#)

[Next](#)

You can also choose to focus more on new customers. I would recommend separating campaigns in this case. One would focus on new customers, the other will be your regular PMax campaign.

Next, I think the location and languages are clear enough. But let's expand the automatically created assets section. This setting will allow Google to create additional creatives based on the ones you provided and your landing page. If you have strong creative assets, then uncheck this. If you need help, Google might create some good ones. Just always check what it creates.



With the final URL, Google will select the landing page. Similar to dynamic search ads. If you go with this selection, make sure to exclude pages you don't want to be used in ads. Trust me, you'll find one or two. Otherwise, just use the landing page you planned.

You can skip the rest of the settings and skip the AI assets generation. You're welcome to try it, of course.

Now, we're in the asset group. Enter a name that represents what you advertise, and upload your assets. I recommend uploading as many assets as you can, including YouTube videos, even though it's optional.

Next are the audience signals we talked about, so I'm not going to expand here further.

The last part is the daily budget. Google will recommend various budgets, but you can ignore them. But what you have to remember is that PMax needs to

spend money to get data. So if you don't have at least a \$1000 per month, I wouldn't even start with PMax. Obviously, you can, no one forbid you, but your results might be suboptimal if any at all.

Budget
Select the average you want to spend each day.

\$242.95

\$202.46 Recommended
Average daily budget

Weekly conv.	Weekly conversion value	Avg. conversion value/cost	Weekly cost
34.6	\$1,384.85	97.72%	\$1,417.22

Recommended because of your campaign settings, such as bidding, targeting and ads, as well as the budgets of similar advertisers.

\$161.97

Set custom budget

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

Otherwise, select a custom budget and enter around \$50/day. Run it for about 2 weeks and see what is happening. If you're getting some traction, you can leave it for longer. If not, lower the budget and leave it for another two weeks. The budget is always tied to the results. If you're getting very good results but plan to spend only \$1000 per month, maybe you might reconsider and increase the budget.

That's about it. Once the campaign is created, you can create another asset group for a different service or product category, depending on what you have.

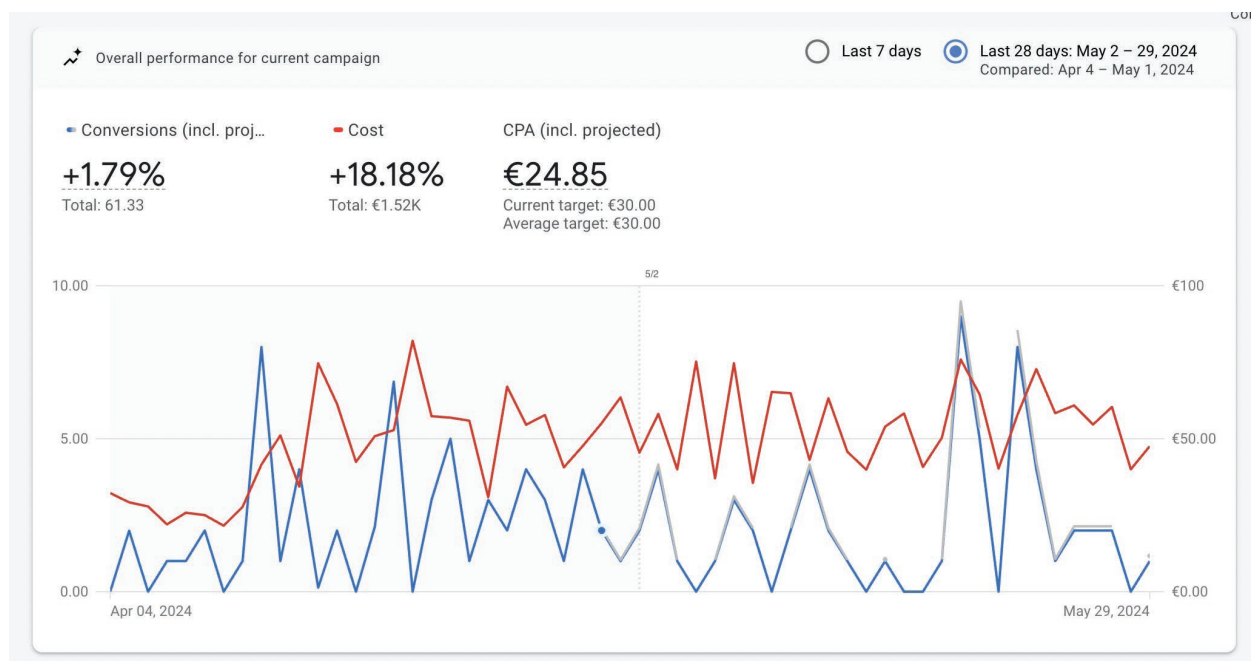
7.9 UNDERSTANDING PMAX CAMPAIGN PERFORMANCE

The main metric you should be looking at is the so-called "money in the bank" metric. This means sales or revenue. This is true for any campaign, but especially with Performance Max, due to its nature to overspend on useless clicks.

You need to know that you earn more money than you spend on PMax. How many conversions are you getting? How's the CPA? If you're not getting conversions, the campaign is not working and you should not continue. Or at least fix it before continueing further.

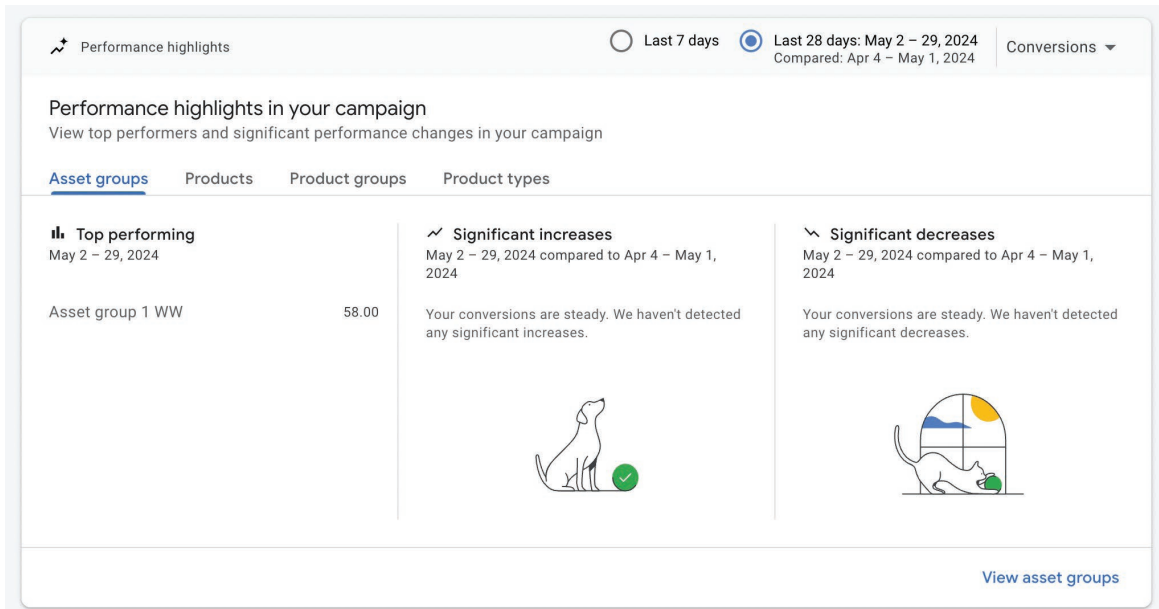
Having said that, there are some insights and metrics providede by Google (although not a lot), that you might find usefull optimizing your campaign.

Let's start with an overview. If you go to Insights and Reports and then choose Insights, you will see this. An overview of your PMax campaign.



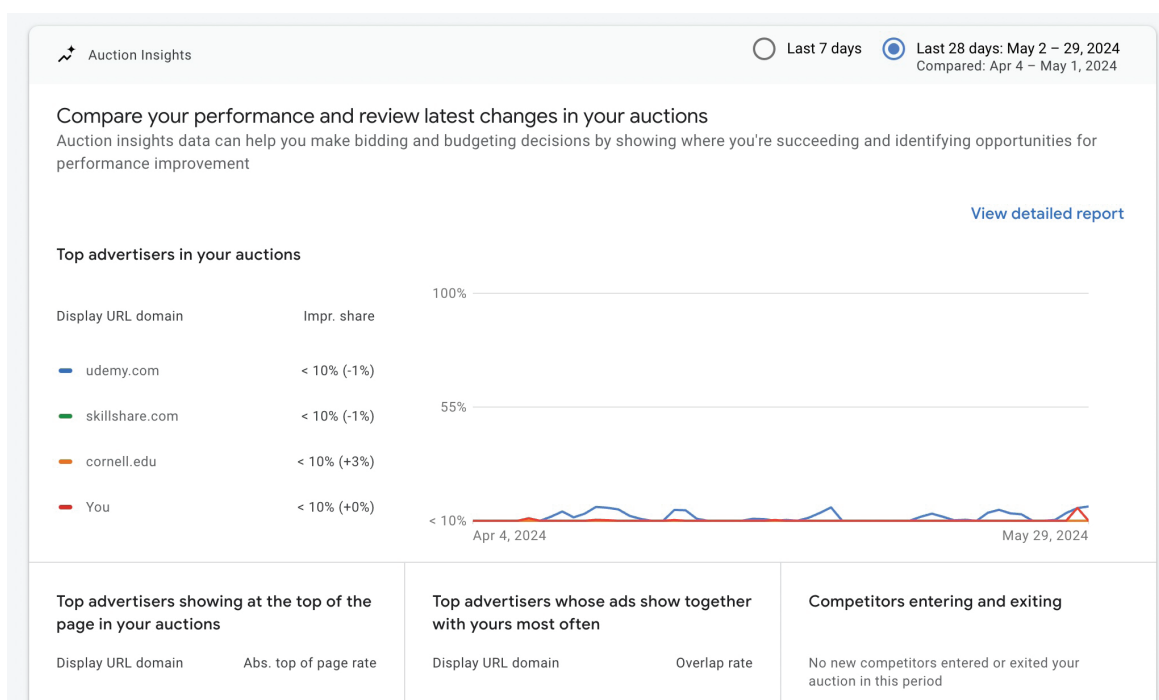
You can see how it is performing in terms of conversions, cost, and CPA. It's good for a quick glance, especially at the start when you want to see those first conversions.

If you scroll down, you will see Performance highlights. It shows if there were any significant changes. If you have products, you can click on different types to see additional information.



This overview is good to notice anything strange. It might be that the conversions go up or suddenly drop (common to PMax), then you have to check if there was anything changed on the website. Maybe some products are out of stock or something is not working. Other than that, hard to get any deep insights from this.

Next up, we have something familiar from Search campaigns – auction insights. Does exactly the same thing. It shows other advertisers and how you are doing against them.



If you click on “view detailed report,” you will be taken to a different view with more data on each competitor. If you’re doing Search campaigns, you know what kind of insights you can get. If you’re competing with big boys and you have a low budget, perhaps a PMax campaign for this product category or service is not the best choice. However, always look at conversions.

Now we’re getting to more interesting data. Since PMax also shows up in Google Search, you are provided with search term data.

Search terms insights

Understand the search term categories your ads appeared against and your performance on each category
Top search categories can provide inspiration for your ads and business by revealing what your customers are searching for, the words they use to search, and what categories are growing and declining

Historical data is available starting March 2023

Add filter [View detailed report](#) Download

Search category	Conversions	Search volume	Asset groups
[Redacted]	27.00 (+55%)	100-1K (+9%)	Details
▼ [Redacted]	8.50 (-19%)	1K-10K (+1%)	Details
[Redacted]	3.50 (-65%)	1K-10K (-1%)	Details
[Redacted]	3.00 (→+1000%)	10K-100K (-9%)	Details

Screenshot by Knopper.com

What I found to be a nice touch is that you can expand each search term to view more terms. This is more interesting data as it shows individual search terms and conversions. You can also click on “details” to get more data.

But this is great as you can single out keywords that are not performing and exclude them. You can also update your Search themes if you see that there are a lot of keywords that are not getting any conversions.

And lastly we have audience insights. You will see a bunch of audiences. In this campaign I don’t see a conversions tab, near clicks and impressions. I don’t have a lot of conversions here. But you might see it in your campaign.

Audience insight

Understand your top audience segments, their performance, and how unique they are for you
 Top audiences can provide inspiration for your campaigns and business by revealing who your customers are and what they're interested in

✓ Your ads are already optimized for these audience segments, and you don't need to take any action based on these insights.

Clicks Impressions

Audience segment	Type	Share of clicks	Index
Ages 65+	Demographics	26.6%	6x
Ages 55-64	Demographics	24%	2.9x
Bachelor's Degree <small>OPTIMIZED</small>	Detailed demographics	41.8%	2.6x
Healthcare Industry <small>OPTIMIZED</small>	Detailed demographics	19.8%	2.4x
Technology Industry <small>OPTIMIZED</small>	Detailed demographics	18.8%	1.9x

Show rows: 5 1 - 5 of 7 < >

How to read this report? You will see click share percentage or conversion share percentage and an index. With clicks it shows what audience drives the most amount of clicks. The important thing to remember that the audience is not exclusive. People can be in several audiences, that's why the percentage is not adding up to 100%.

It will be the same with conversions. You will be able to see what audience resonates with your product. The higher the Index, the better they resonate.

Looking at this, you can find an audience that is not performing and exclude them. For example, in the picture above, I might exclude people who are 65+. This is not my main audience, but I get a lot of clicks from it.

In the same way I could improve my audience signals with additional information. Or even create a different campaign or asset group targeting a more specific audience.

7.10 THE FUTURE OF PERFORMANCE MAX CAMPAIGNS

As the Performance Max platform matures, we can expect a future where its features become more tailored and strong. This will drive ad performance

to never-before-seen levels. At least, this is my hope. I would love to have a deeper and more detailed report.

Improvements in AI and machine learning algorithms are ongoing. They will be crucial to the future of Performance Max Campaigns. These advances will likely enable better audience targeting. They will also improve bid strategies and make campaigns more efficient. Automation will continue to refine itself, minimizing manual input while maximizing campaign outcomes. Whether it's good or bad, time will tell.

Also, data privacy is an increasing concern. Cookies are phasing out. As a result, Performance Max Campaigns are poised to lead a privacy-first approach in digital advertising. Using first-party data and privacy-centric models will help businesses. They will get effective targeting and measurement. And, they will do this while following strict data protection standards.

It was first added to Smart Shopping as an enhancement. Since then, Performance Max has grown into a full solution. It can serve ads across all of Google's ad channels.

Google's AI is getting better at understanding diverse signals, asset combinations, and ad formats. Performance Max campaigns will now reach potential customers more efficiently.

Personalization is another area where Performance Max is in lockstep with current trends. The ability to use audience signals to tailor ad experiences is key. It matches the growing demand for custom customer engagement. As a result, you can craft campaigns that resonate on a deeper level, improving their chances of converting customers.

My only concern is Google keeping it as a black box and not allowing us to see more data and have more control over campaign targeting and settings. Similar to Search campaigns. At the end of the day, it's our money, and we understand our business better than AI, at least for now.

8. REMARKETING CAMPAIGNS

Have you noticed that when you visit a website, you start seeing its ads “following” you? Sometimes, it can be a general type of message, and sometimes, you see the exact product you were interested in while on that site. That’s what remarketing is all about.

Repeat marketing, also known as remarketing or **retargeting**, is simply a way to reach users who have already visited your website. The terms “remarketing” and “retargeting” mean the same thing. One is derived from the word “marketing”, and the other from the word “targeting”. You either re-market something to existing users or retarget them on a specific platform.

Remarketing and retargeting are used interchangeably. There is a small difference but I feel like the lines are very blurry.

Retargeting, in the classic sense, involves targeting users who have interacted with a website but have not made a purchase, using cookies to display ads on other sites they visit. This is where third-party cookies come in.

Remarketing is about re-engaging existing customers through email, paid ads, or other media platforms, encouraging repeat purchases or upselling.

Retargeting campaigns are just Display campaigns. Only the targeting is different since you are targeting a user who was on your site. For that reason, these campaigns need a different approach. That’s why a lot of people talk about it as if it were a different type of campaign.

Using browser cookies, Google knows which users have visited which page, so it can show your advertisement to specific users. For example, if a user came to your page and visited the men’s shoes category but did not buy anything. You can create a campaign that will target only these users, eliminating the rest. In

this case, you will create very accurate ads that will be more interesting to your user, thus increasing your chance of getting that user back on your website. Retargeting gives you a second chance to engage the user, increasing the likelihood of conversion.

Not all users convert on the first visit, and sometimes it takes 2, 3, or even 10 visits before a user decides to become your customer. Retargeting allows to recovery of those who left. This is another chance to convince the user that your product or service is the best choice for them.

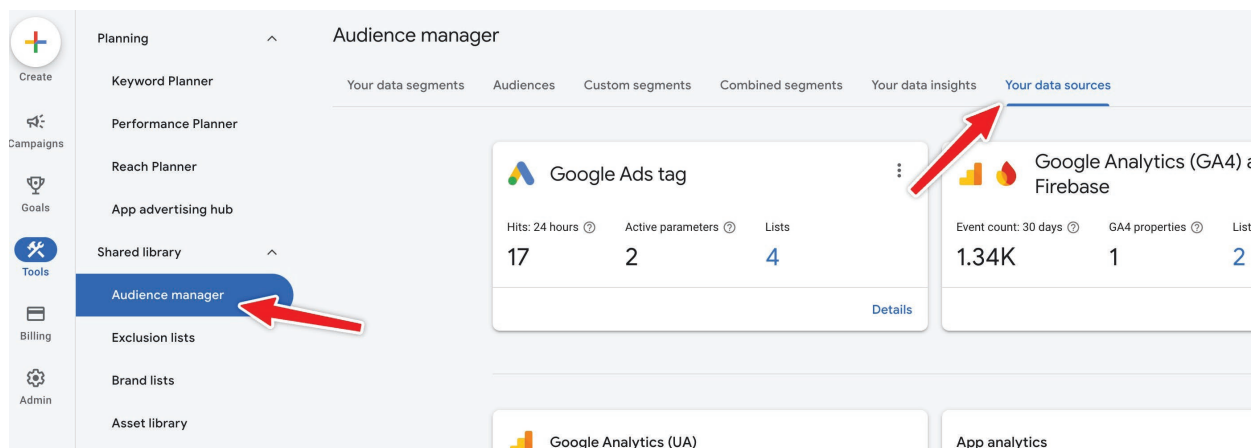
To create retargeting campaigns, you'll first need to create audiences or lists.

8.1 HOW TO CREATE A REMARKETING LIST?

Remarketing campaigns don't come out of the box with Google Ads. You will have to create an audience. You are working only with **people who visited your site**, and you only know best what kind of audience you want to create.

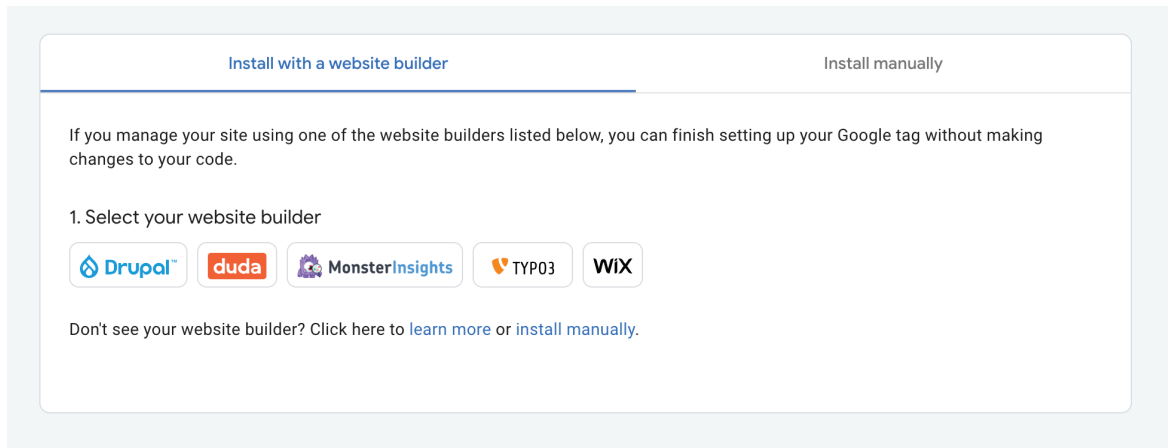
But before we go into how to create an audience, we need to add a Google tag to your website. This is not the same as the Google Analytics tag that you might have.

Click on *Tools* and then find *Audience manager*, go to the last tab. This is where you will find your Google tag.



You might see your tag already created, so you don't have to do anything. This

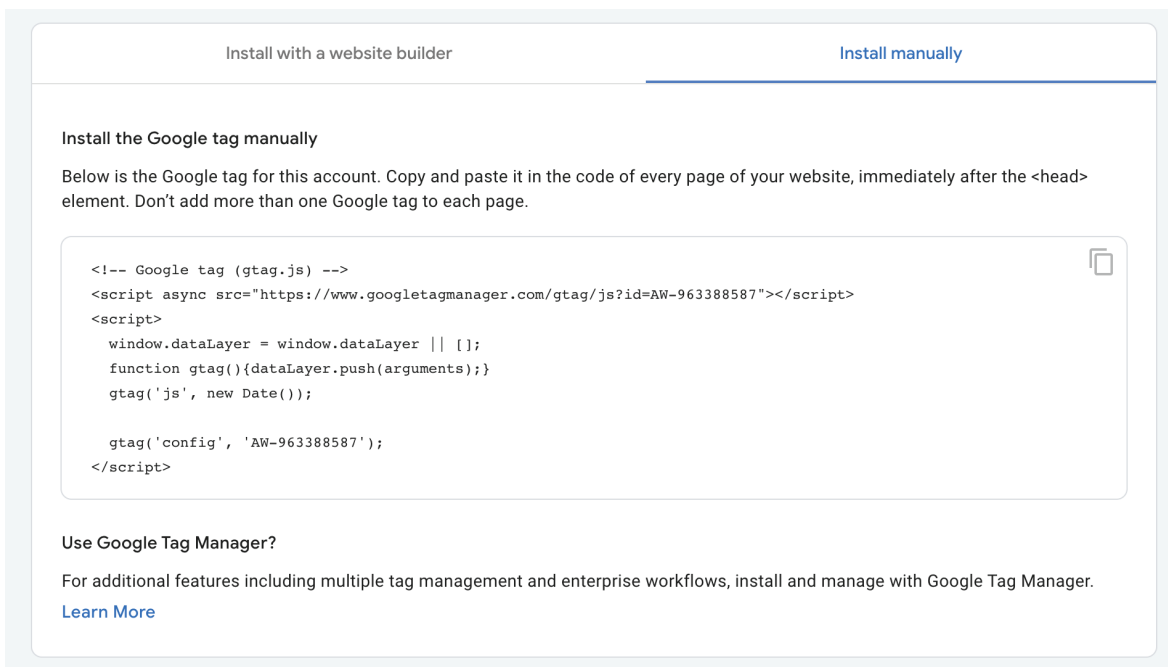
might happen if you were working with an account created by someone else. Otherwise, click on *Installation instructions*.



The screenshot shows the 'Install with a website builder' tab selected. It contains the following text: 'If you manage your site using one of the website builders listed below, you can finish setting up your Google tag without making changes to your code.' Below this is the heading '1. Select your website builder' followed by five buttons: 'Drupal', 'duda', 'MonsterInsights', 'TYP03', and 'WIX'. At the bottom, it says 'Don't see your website builder? Click here to [learn more](#) or [install manually](#).'

You can either install the tag with one of the website builders or add it manually. If you use one of the listed builders, choose that and follow the steps.

If you want to add it manually, click on the other tab, and you will see a tag that has to be added to EVERY page of your website.



The screenshot shows the 'Install manually' tab selected. It contains the following text: 'Install the Google tag manually' followed by 'Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.' Below this is a code block with a copy icon:

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-963388587"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-963388587');
</script>
```

 Below the code block is the heading 'Use Google Tag Manager?' followed by 'For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.' and a 'Learn More' link.

The easiest way to do it is to give it to your developer. If you don't have one, you might use Google Tag Manager. If you don't have that, you will have to dig around in your content management system (CMS) to see if it can add a third-party script or something similar.

Most CMS, like WordPress, have an additional field somewhere in the settings that allow placing a snippet. Worst case scenario Google about it. There should be many articles or videos on how to do it with your particular CMS.

After adding this tag, Google Ads will know what pages your users visit.

Now, we can create our audiences.

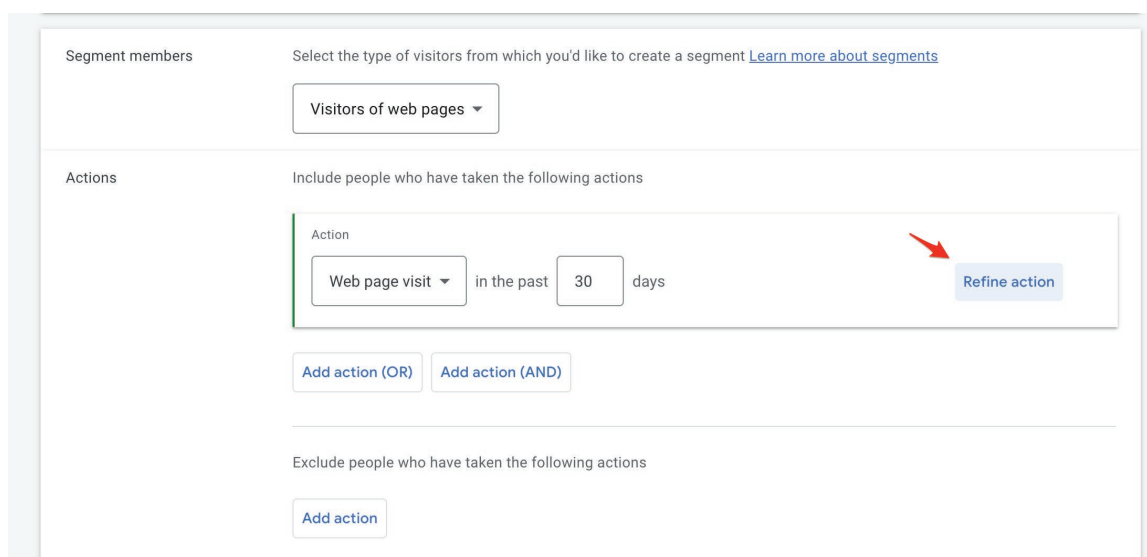
The most basic audience is everyone who visited your site. Usually, Google creates it automatically. It's not a bad audience, but this could be too generic if you have a lot of traffic. If you are selling a niche product or service, most likely, this audience might be enough.

The reason is that Google needs a minimum amount of people in that audience for the ads to start showing. A minimum of 100 active visitors or users within the last 30 days. If you create an audience that is too narrow, your ads will never be shown.

Let's go through an audience creation process, and then we will cover the most common audiences.

In the *Audience Manager* (under Tools), find Audiences.

You might see some audiences already created. Click the blue plus icon to create a new audience and select *Website visitors*.



The screenshot displays the Google Ads Audience Manager interface. At the top, under 'Segment members', there is a dropdown menu set to 'Visitors of web pages'. Below this, the 'Actions' section is titled 'Include people who have taken the following actions'. A single action is listed: 'Web page visit' in the past 30 days. A red arrow points to a 'Refine action' button next to this action. Below the action list are two buttons: 'Add action (OR)' and 'Add action (AND)'. At the bottom, there is a section for 'Exclude people who have taken the following actions' with an 'Add action' button.

Name your segment to reflect your audience, so it is clear and understandable—for example, the men’s shoe category.

Below, you can select all pages, but if you click *Refine action*, you can specify rules.

The screenshot shows a user interface for refining an audience. At the top, under the heading 'Action', there is a dropdown menu set to 'Web page visit', followed by the text 'in the past', a text input field containing '30', and the word 'days'. Below this, a light blue bar contains the text 'This action must match every parameter below'. Underneath this bar, there is a dropdown menu set to 'Page URL', followed by another dropdown menu set to 'contains', and a text input field containing '/mens-shoes/'. To the right of the input field are a plus sign and a close button (an 'X' in a circle).

I chose the *Page URL* that *contains* “/mens-shoes/.” Google will use this rule to group people under this audience. Everyone who visited a page containing “mens shoes” will be added to that audience.

I can also add additional rules to narrow my audience if I think this one is too broad. But in this instance, I want to create an audience of people interested in “mens shoes.” Because I then want to create an ad featuring my new collection of men’s shoes and show those ads to the audience I created.

Since this audience is not a “cold” audience, it has been on my website, browsed around, saw my logo and etc. They are familiar with my business therefore will be more likely to buy that new collection.

This way I can create any number of audiences I like.

If you don’t have an ecommerce store you can create an audience of people who visited “About us” page or “Contact us”. Presumably, these people might be more interested in your products or services than those who did not visit those pages.

You can take any page or a combination of pages to create an audience you think has a higher chance of converting. Remember, not everyone converts on

the first visit. Your job is to find those who expressed some interest and show them different ads, different offers, and different products, or just emphasize your advantages.

The power of retargeting campaigns depends on the audience you build and the offer you present to that audience. Think carefully about what group of people you want to retarget and what you want to say to them.

For example, people come to your landing page from search ads. Some of them converted, some not. You can create an audience who visited that landing page, excluding people who converted. But think about what you want to say in the ad. Should you repeat the same message? They did not convert in the first place; why would they do it now? Or maybe offer them a different product?

Now, let's go through more common audiences.

Converters (purchasers)

This is one of the first audiences I create. These are the people who bought something, signed up, or did anything that I consider a conversion.

Two reasons why:

- › I can target those people to offer additional services or products;
- › I can exclude them from other campaigns and not bother them again since they are already my customers.

Google will create that audience automatically if your conversion tracking is set up.

Category visitors

This is what we talked about above during the creation process. I identify categories on the website to target those users. It can be clothing categories, service categories, and so on.

Cart visitors

If someone visits your cart, that most likely means they have added a product to

the cart, which is a strong signal. You don't just randomly add products to your cart, right? I can retarget those people if they have not completed a purchase.

When creating this audience, you have to add two rules. You will add a page such as/cart, which will mean that users visited your cart. But you will also have to exclude people who purchased. This means you have to add another rule where you exclude your "thank you" page.

Important page visitors

It depends on your website and what page you consider important. For a company that does not sell anything online, it might be the "Contact us" or "About us" page or even "where to find us." This is an indication that people are expressing more interest in your company.

It also might be a Sales page or a Brochure page. Your goal is to identify users that are more engaged through your content. You will get many users who will never buy anything from you. And you want to retarget those who have a higher chance of converting.

Email subscribers

Even though you can send emails with offers to people who subscribed, I found that by using remarketing, you can also make sales and increase engagement.

Used search on your website

People who use the search on a website are usually a lot more engaged and have a higher conversion rate. You should utilize them in your remarketing campaigns as well.

Blog visitors

If you have a blog, you should create an audience that reads your blog and try to come up with an offer for that audience. They also have a higher chance of converting.

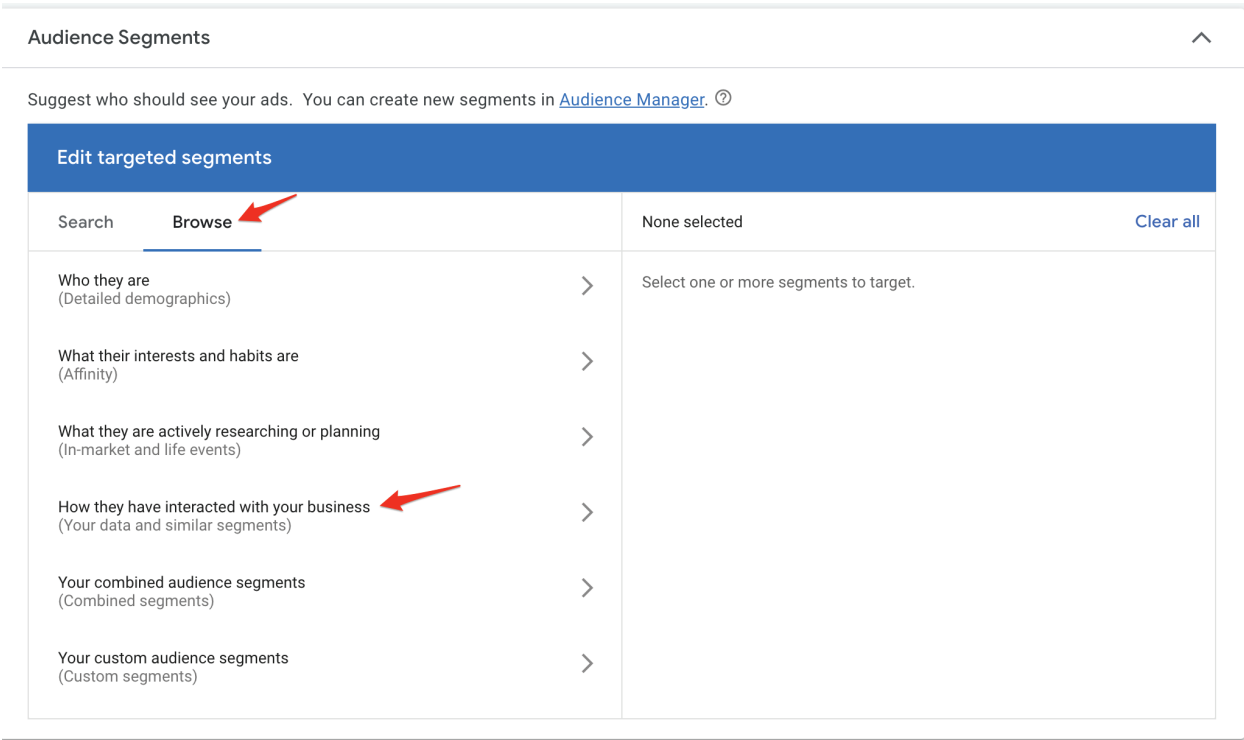
The list is endless. You can create hundreds of lists based on your page visitors' actions. And it sometimes looks overwhelming.

Start with essential lists and see how they perform. Remarketing can be a great way to increase sales, but that does not mean it always works. You will have to go through several campaigns to find what is working for your business.

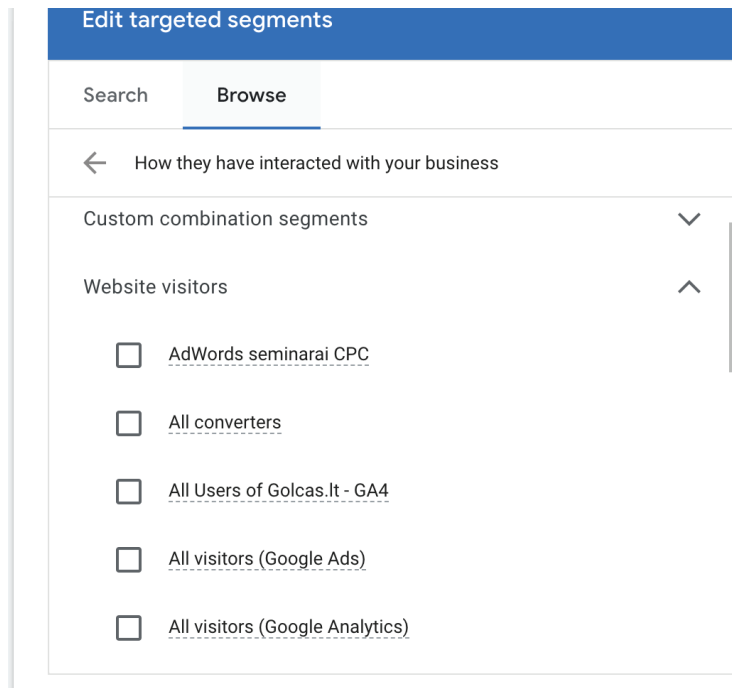
8.2 CREATING REMARKETING CAMPAIGN

We added a tag, created an audience, and let’s create our first campaign. I said this is the same as creating a display campaign so that I won’t repeat the same steps. You can revisit them in the 4.3 chapter.

The difference is when you select your target audience. With remarketing, you have to select the *Audience* segment, click *Browse*, choose “How they interacted with your business,” and then select Website visitors.



You will see the lists that you created earlier.



Select the list you want and continue creating your campaign. This campaign will only target the audience you created.

You can also optimize remarketing campaigns the same way you do with display campaigns. We will discuss optimization in Chapter 10.

I recommend always separating regular display campaigns from remarketing campaigns. Theoretically, they are the same, but in practice, they are different.

I also recommend having different ads for your remarketing campaigns. Since you know your target audience, you can be a lot more creative and tailor those campaigns to them.

If you work with several countries, separate remarketing campaigns by country or language.

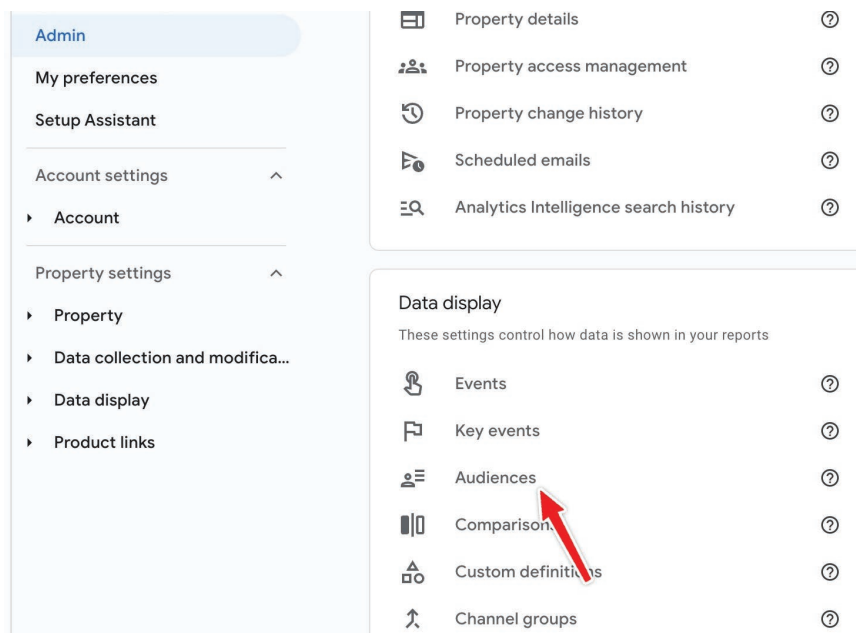
8.3 CRAFTING RETARGETING AUDIENCES IN GA4

You can also create audiences in your Google Analytics account and use them in Google Ads campaigns.

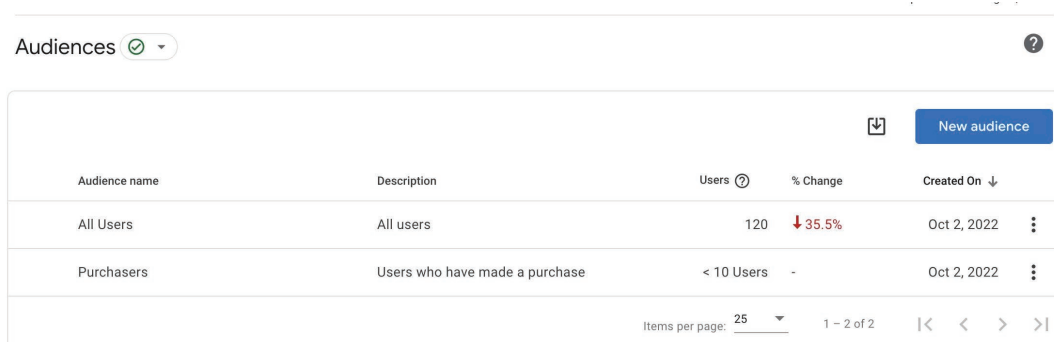
You need to have both accounts linked. Once you do that, your created audiences in GA4 will automatically be available in Google Ads.

I must mention that usually two are created automatically: “All users” and “Purchasers”. Ideally, you would want to create your own.

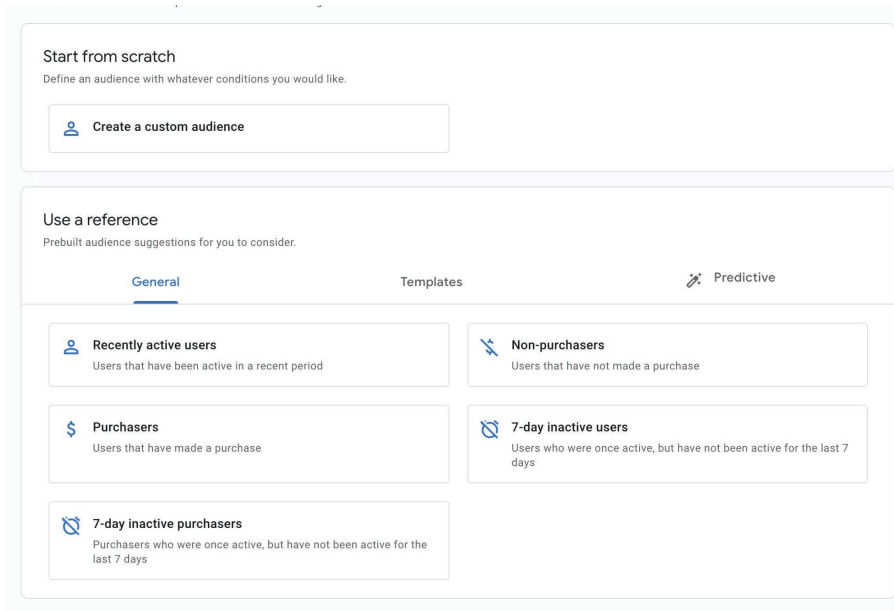
After linking your accounts, you should be in your Admin area. Find Audiences.



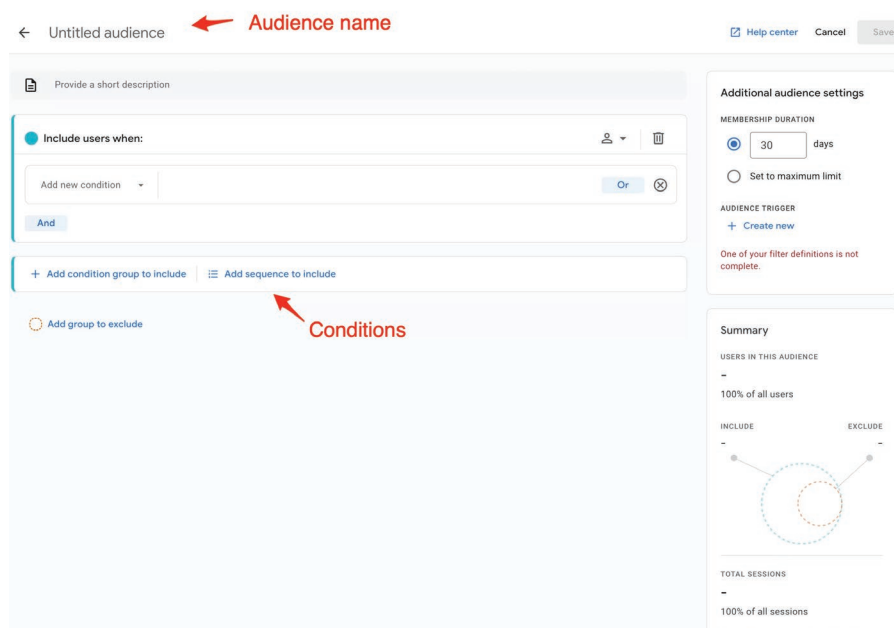
You should see this screen with one or two audiences created. There might be more if someone else created them. This is where you will see all your created audiences. Now click on Create new.



Google will offer you the ability to create prebuilt audiences. Those are fine to use, but I prefer to use my own.



Click to create an audience from scratch. You will be taken to a page that seems overwhelming, but it's not. Let's unpack.



First is the name. I would recommend having some naming convention—for example, *[GA4] Product viewers [non-purchasers] [30d]*.

I specify GA4 at the start because I may have more audiences in my Google Ads account. Some of them would be created through a Google Ads account, and some of them may be custom. Naming it that way helps me identify where

I created that audience. But you can skip that, as you might have created all your audiences in GA4.

Next comes the main audience name who I want to target. In this case, all users who viewed a product. And I also add that I exclude people who purchased anything. Usually, you should exclude all purchasers or converters. You don't want to show ads to people who bought from you. It might be annoying for them.

The last is the audience membership duration. The default is 30 days. What does it mean? Each user can be assigned to an audience for a specific time. After that time, that user is no longer part of the audience and won't see your ads. You don't want to keep people in your audience for a long time. You want to optimize that.

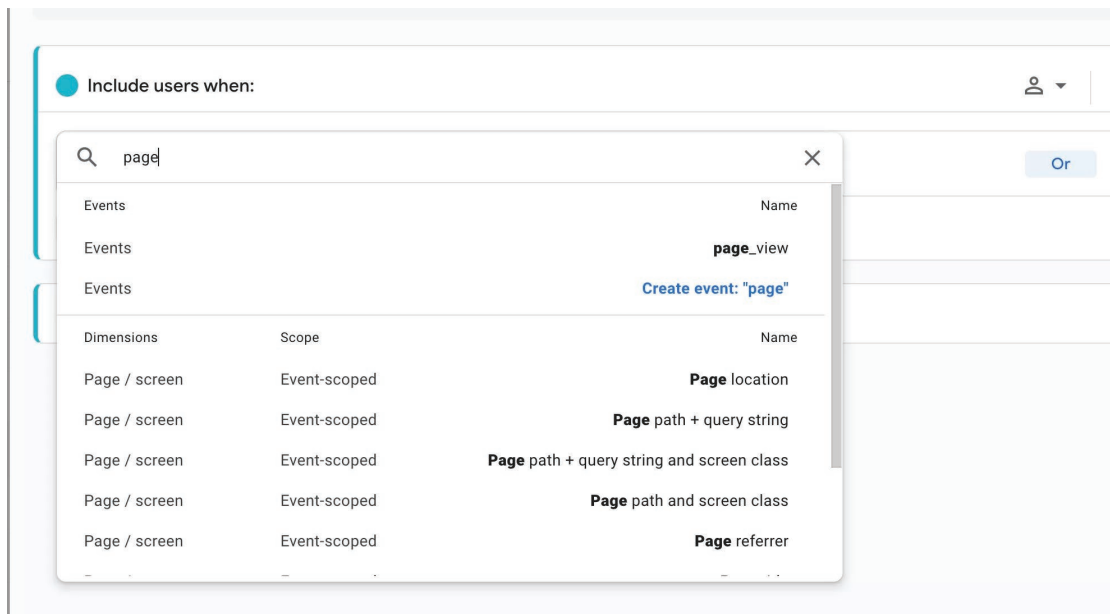
The membership duration time depends on the product or service. Usually, it is derived from your data. But if you're new, use the default.

Otherwise, you can use a simple formula (ish). If the product is expensive, users need more convincing, meaning longer membership duration. For cheaper products, this can be reduced to 7 or 14 days. This means that if the product is cheap or people tend to buy it right away, there is no point in showing ads to them for 30 days. A week might be enough. They will either buy or not, and showing more ads will likely have no effect. You will just be spending money.

The name does not affect anything. This is for you so you know what users are in this audience. So name it as you please.

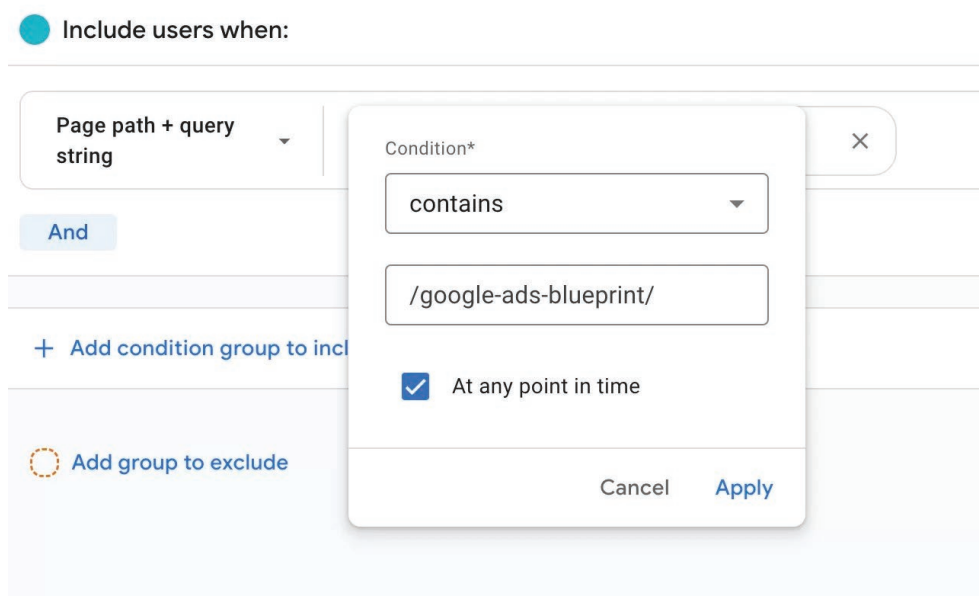
Let's get our hands dirty. Click on Add new condition. You should see a list of various dimensions and events. This is where you have to select your condition. Ideally, all your dimensions are in GA4, but sometimes, you might need to add extra events as they are not collected by default.

For the sake of simplicity, let's create a simple audience. I will use my blog as an example. I want to create an audience of users who visit my book page. Since I know the URL, it should be easy.



I use search to find the dimension that I need. There are several, but I need the one where I can specify the **page path** (/google-ads-blueprint/).

Once I select it, I can add a filter. Otherwise, it will match all pages. So I select *contains* and enter my path.



Now, you can click *Apply*. After that, you can check your right column where it says Summary. It will show you how many users and sessions this audience has. This is a great way to see if you've done everything right. Because if you see 0, it means either there are no users matching your filters or you made a mistake.

This is a simple audience based on one condition: a page path. You can create as many audiences as you want, but remember that for retargeting to work, you need at least 100 active users in your audience. For YouTube and Search campaigns, it's 1000 active users.

For the best performance with display campaigns, you need a couple of thousand users.

Now, let's look at more advanced techniques.

9. CONVERSIONS

Let's talk about a very important part of Google Ads and probably ads in general. Conversions.

What is a conversion? This is just an action (usually the most important action) that you want the user to take on your website. A sale on the website is probably the easiest conversion to grasp. The main goal of every eCommerce store is to sell their products or services online.

But if you have a website that does not sell anything, then your conversion is not a purchase. Most likely, it's signup or registration. A simple form that users fill in to get in touch with you.

For example, you sell something that requires a lot of consideration, maybe expensive software, cars, or trucks. This type of sale usually takes time and, more often than not, requires calls and meetings offline. So, in this case, you might just track sign-ups through Google Ads even though this is not your most important action (sale is).

I do have to mention that basically all types of conversions can be recorded and passed to Google ads, but the level of complexity differs. So, for now, let's just stick to something simpler to understand and track.

So why conversions are that important?

Look at the set of columns and data.

↓ Clicks	Impr.	CTR	Cost
157,040	1,547,923	10.15%	€15,361.92
32,277	137,831	23.42%	€1,022.78
22,036	126,308	17.45%	€4,637.26
19,032	27,244	69.86%	€317.12
9,235	13,667	67.57%	€166.09
8,456	30,063	28.13%	€638.99

You see the usual statistics like clicks and impressions. It's hard to understand if the campaigns are good or bad.

Sure, they get clicks, and you can look at CTR to understand how people click on your ads and if they like them. But it's not the good CTR that brings value to the business. It's what users do on your website that ads value. And especially if they do something you as a business deem valuable - a conversion.

So, if we look at the second set of columns, we will see a better picture.

Clicks	Impr.	CTR	Cost	↓ Conver	Cost / conv.
437,895	2,458,946	17.81%	€118,386.15	37,521.00	€3.16
22,851	38,792	58.91%	€7,644.58	5,705.00	€1.34
19,163	33,069	57.95%	€5,870.05	3,581.00	€1.64
18,531	30,002	61.77%	€2,738.77	3,326.00	€0.82
7,648	11,880	64.38%	€1,097.48	2,031.00	€0.54
27,530	196,237	14.03%	€19,962.27	2,009.00	€9.94
14,216	21,476	66.19%	€5,500.98	1,979.00	€2.78
8,296	12,061	68.78%	€187.85	1,576.00	€0.12

We see all the conversions each campaign brings. And you can see how much each of those conversions cost.

Now, you can make a lot better decisions about your campaigns. You can increase or decrease the budget for the ones that perform well, bringing conversions at a lower cost. This way you see the direct impact the campaigns have on your business.

We then can add another layer, a value (or revenue) those conversions bring.

Clicks	Impr.	CTR	Cost	↓ Conver	Cost / conv.	Conv. value
437,895	2,458,946	17.81%	€118,386.15	37,522.00	€3.16	12,258,778.06
22,851	38,792	58.91%	€7,644.58	5,705.00	€1.34	548,542.94
19,163	33,069	57.95%	€5,870.05	3,581.00	€1.64	<u>275,527.88</u>
18,531	30,002	61.77%	€2,738.77	3,326.00	€0.82	67,599.03
7,648	11,880	64.38%	€1,097.48	2,031.00	€0.54	33,351.58
27,530	196,237	14.03%	€19,962.27	2,009.00	€9.94	<u>160,034.49</u>
14,216	21,476	66.19%	€5,500.98	1,979.00	€2.78	43,190.02
8,296	12,061	68.78%	€187.85	1,576.00	€0.12	15,301.50

This is very useful for eCommerce businesses as they have many items that are priced differently, but you can assign a value to any conversion and measure it as well.

If you see how much value (revenue or sales) each campaign generates, you can calculate the return on your investment (ROI). You can tell if the money you spend on ads helps you bring in more money.

You can assign any action on your website to be a conversion and usually fall under one of these types:

- › Purchase
- › Sign up (registration)

- › Click on a button
- › Visit a page
- › Download
- › Email Subscription

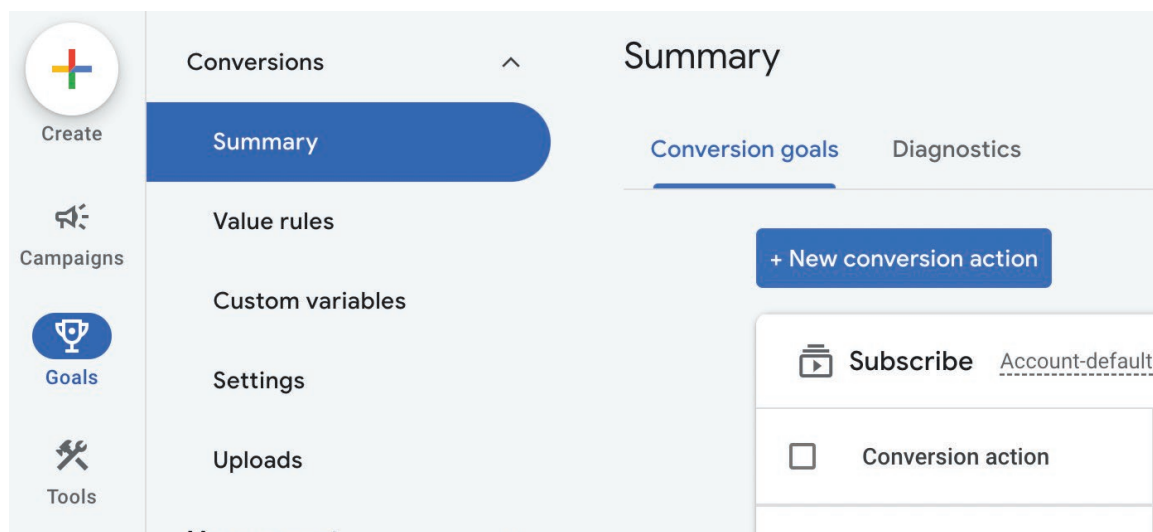
It depends on your business, so you will be the one deciding what you want to track as a conversion. Because conversions will show if the ads are working for your business or not.

9.1 HOW TO CREATE A CONVERSION

Now that we know that conversions are very important for your campaigns let's look at how you can create conversions for your account.

There are two ways how you can do that. You can either import them from your Google Analytics account or other third parties, or you can manually create a conversion and add a code snippet to your website. First, let's look at how you can manually create a conversion.

Click *Goals* on your left.







You will be presented with four selections: website, app, phone, or import conversions. At this point, we need to select a website.

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)

Select the kind of conversions you want to track. ⓘ

<p>Website</p>  <p>Track actions on your website</p>	<p>App</p>  <p>Track actions on your app</p>	<p>Phone calls</p>  <p>Track calls from your ads or website</p>	<p>Import</p>  <p>Import data from Google Analytics or another source</p>
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Next, Google will ask you to enter your website, and it will scan it and try to find any existing conversions. If it finds any, it will recommend importing, which you can do, and we will talk about it in the next chapter.

Enter the URL for the website where you want to measure your conversions


Scanning your website will determine if it's already set up to measure conversions. You may also see suggestions for conversion actions you can create to measure conversions on your website.

[Scan](#)

[Save and continue](#) [Cancel](#)

For now, let's imagine you don't have any conversions created. Scroll down further and select *Add conversions manually*.

Create conversion actions manually using code



Set up conversion actions manually:

- If you use transaction specific values, transaction IDs, and/or other custom parameters.
- If you want to measure clicks on buttons or links.

If you choose this option, you will need to add an event snippet to your website code

[+ Add a conversion action manually](#)

After selecting to add conversion manually, you will have to select the conversion category.

Goal and action optimization

Select the Goal category for this action

Purchase

^ Conversion action optimization options

For this goal, choose if this is a primary action for bidding optimization and reporting, or a secondary action used for observation.

Primary action used for bidding optimization

Secondary action not used for bidding optimization

✔ "Purchases" is an account default goal. This action will be optimized for, and reported in the "Conversions" column by default, and any time the "Purchases" goal is used in your campaigns.

You can use these goals / categories to group your conversion actions and segment your campaign reports.

The conversion names or categories are self-explanatory, so I don't think you'll have any problems here. Just select a category that is closer to the conversion you are creating, for example, a purchase or a registration. This is just the name. It won't impact your campaigns.

After selecting the category, click on a blue link that says *conversion action optimization options*.

This part is very important because you have to choose which of the conversions is your primary action. You can have many conversions in your account, so it is best to select one that is primary and the rest would be secondary.

For example, you can have a purchase conversion and another conversion that is an e-mail subscriber or a registration. Your primary conversion is a purchase, and your e-mail subscriber should be a secondary conversion. This is important because, by default, all campaigns are **optimized toward your primary action**.

Select which conversion you are creating, and let's move on.

The conversion name will be prefilled depending on the category you selected, but you can edit it and input any name you like. It doesn't change or impact anything in the account. It only helps you understand what kind of conversion it is.

Conversion name 8 / 100

Purchase

Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales"

Value Measure the impact of your advertising by giving conversions a value

Use the same value for each conversion
Each time a conversion happens, the same value is recorded.

Enter the value that should be used for this conversion action

Euro (EUR €) ▾

15

Use different values for each conversion

Don't use a value for this conversion action (not recommended)

If you track leads, enter the average value from each lead.

If you only sell one type of product, enter the value of each sale. For example, if you sell only one product for \$20, assign a value of \$20. For each sale, Google Ads will record a value of \$20.

[Learn more](#)

Conversion value is important if you can track it. You can use either the same value for each conversion; for example, if you have an e-mail subscriber or registration, you can usually assign the same value to all the conversions. If you have an e-commerce store where each purchase has a different value, then you can select the second option that says to use different values for each conversion. The last option is not recommended, so you never leave the value empty.

Next, we have *count*, which tells Google how to count your conversions.

If you select **every**, then Google will count all the conversions that happened, even those done by the same user. So, a good example of that is a purchase because you want to know every purchase that happened, and it doesn't matter if that was done by the same user or not.

If you select **one**, then Google will only count one conversion. A great example of that is registration because you usually have one registration per user. Or a newsletter subscriber.

Count Select how many conversions to count per click or interaction

Every
Recommended for purchases because every purchase is valuable.

One
Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.

You are tracking leads. Someone clicks your ad and enters their information twice on your website. Only 1 conversion is reported per click.

[Learn more](#)

The last settings should be left as they are because it's a bit more advanced options.

Click-through conversion window	30 days	▼
Engaged-view conversion window	3 days	▼
View-through conversion window	1 day	▼
Attribution model	Data-driven Recommended	▼

I'll just go through them quickly, but you don't have to remember everything now.

The conversion window is just a window of days that Google will calculate that conversion towards this specific action.

For example, the first *click-through conversion window* means that if someone clicked your ad on day one, visited your website, and did not convert but came later after seven days through a different channel and only then converted, that conversion will be attributed to that first ad (on day one). The same goes for engage-view or view-through conversion windows. It is basically how many days Google takes credit for conversions after one of these actions happened.

For your *conversion attribution model*, you can leave a data-driven. The only thing you should remember is that you might see non-rounded numbers in your conversions column.

You might see 1.5 conversions or 0.8 conversions. This is weird because conversion is a round number; it either happened or it didn't. That is because you selected the data-driven attribution model, which means that Google will calculate smaller parts of conversions that were attributed to a keyword or ads. This gives you more information and insights into the performance of the keywords. The keyword might not have driven "the whole" conversion, but it might have had an impact on a conversion later, which means it gets a little bit of credit.

It might be confusing, but you can ignore anything after the dot. Otherwise, just select a different attribution model, like the last click, which is easier to understand and is used quite often.

Once you're done with the settings, click save, and you'll be taken to a screen where you have to select how you're going to add your tracking code. Google needs to "know" that the conversion happened, which means that a specific script or code snippet will have to be added to your website.

Edit your website code Email instructions to your webmaster Use Google Tag Manager

Select the framework your website code uses

To add the tag and snippet, select the framework your page uses and follow the instructions.

HTML

Copy and paste the Google tag on your website

Below is the Google tag for this account. To establish a connection between your website and Google Ads, copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Global site tag (gtag.js) - Google Ads: 963388587 -->
<script async src='https://www.googletagmanager.com/gtag/js?id=AW-963388587'></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-963388587');
</script>
```

Copy Download

If you know what you are doing, you can add it manually. Google gives you a piece of code that you can insert at the point where conversion happens.

Let's say after someone purchased something, and they're on a thank you page, or after someone signed up, or after someone subscribed to a newsletter.

I recommend using Google Tag Manager (GTM) to do it. And we will discuss how to do it in the next chapter.

But if you don't know what you're doing, and I mean you're not a developer, you can send instructions to your developer by selecting a different tab.

9.2 USING GTM WITH GOOGLE ADS

9.2.1 HOW TO SET UP GOOGLE TAG MANAGER?

Get a GTM account [here](#). You will need your Gmail. Once you sign up, you will be given a snippet of code to add to your site. I know, I said you don't need

a developer. But this is the only snippet you will have to add. And there are plugins for that as well.






For example, if you use WordPress, you can install this plugin and it will adding GTM a lot easier. For other content management systems there should be plugins as well. Just go to a plugin store and do a search on “GTM” or “Google Tag manager”.

After you create your account, you will be asked to name the container and select the platform. Most likely website. Your account can have many containers, which are usually just different websites. So if you have several websites (platforms), you only need one GTM account.

Container Settings

Container name

Target platform

	Web For use on desktop and mobile web pages
	iOS For use in iOS apps
	Android For use in Android apps
	AMP For use in Accelerated Mobile Pages
	Server For server-side instrumentation and measurement

After that, you will be prompted with the snippet of code you have to place on your site.

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

1. Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->  
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':  
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],  
j=d.createElement(s),dl=l!='dataLayer'?'+l':'';j.async=true;j.src=  
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);  
})(window,document,'script','dataLayer','GTM-WW52XSC');  
<!-- End Google Tag Manager -->
```

2. Paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->  
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-WW52XSC"  
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>  
<!-- End Google Tag Manager (noscript) -->
```

If you do have a developer, send them this. If you don't, you can use a plugin as mentioned above or add the tag yourself. Obviously, you need to know how to do it.

Some plugins won't require the whole snippet, just your GTM ID.

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

1. Paste this code as high in the **<head>** of the page as possible:

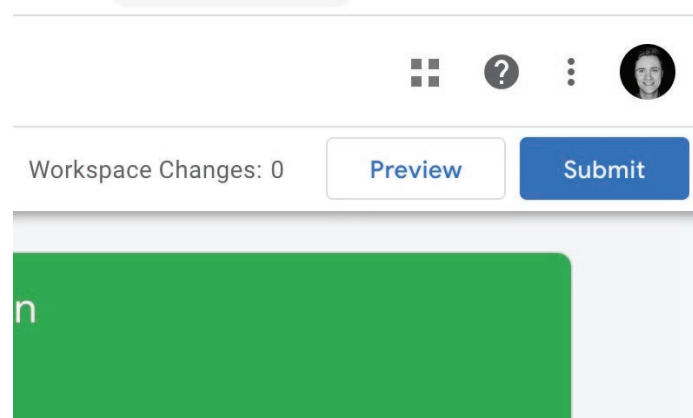
```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl='!dataLayer'?&l='!':'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-WW52XSC');
<!-- End Google Tag Manager -->
```

2. Paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-WW52XSC"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

Just so you know, all snippets look the same, except for the highlighted part, which is the ID. You can copy that and enter where required.

Once you're finished, just hit Submit in the right-hand corner and then Publish.



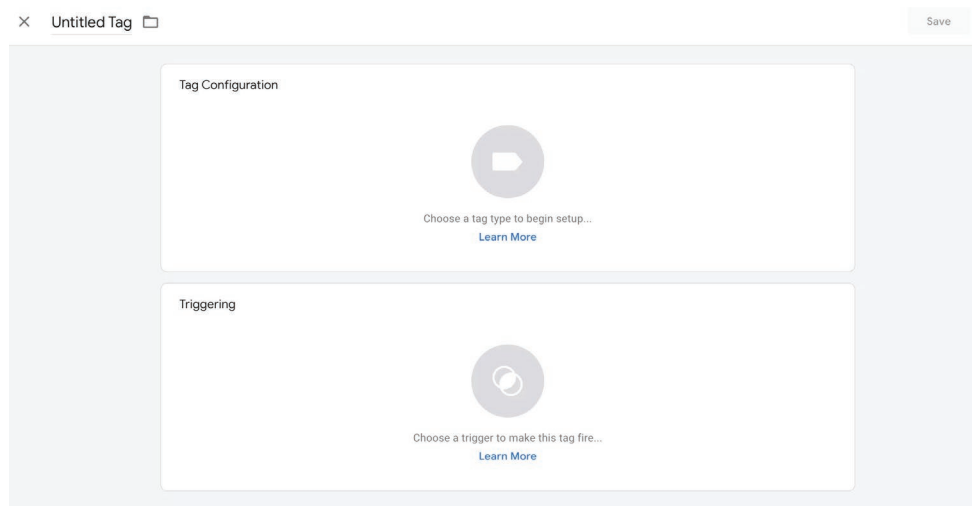
You will be asked to name each version you publish. Ideally, you should enter something that will help you understand what you have published. For example, if I just added Google Ads conversion tag, I would name this version "google ads tag". It is optional but helps if you publish often. One other benefit

of GTM is that you can revert to any previous version. Sometimes, when you add something, you might “break” the website, and it stops working, then you can revert quickly. Trust me, it will happen to you sooner or later.

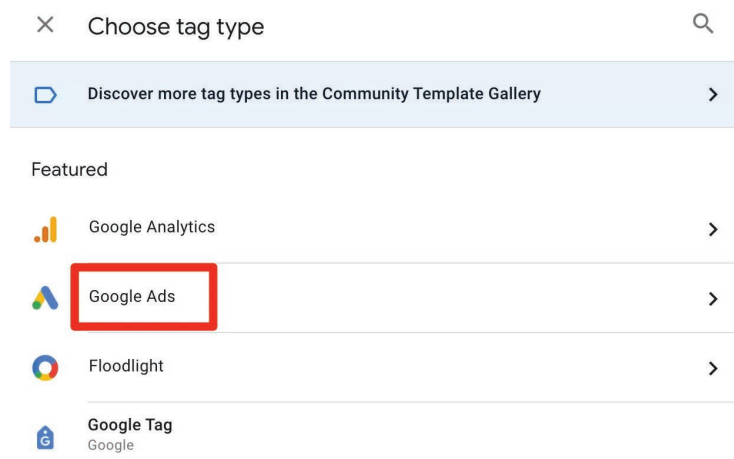
You have GTM live, and now you can install the Google Ads conversion you created earlier.

9.2.2 HOW TO ADD GOOGLE ADS CONVERSION IN GTM?

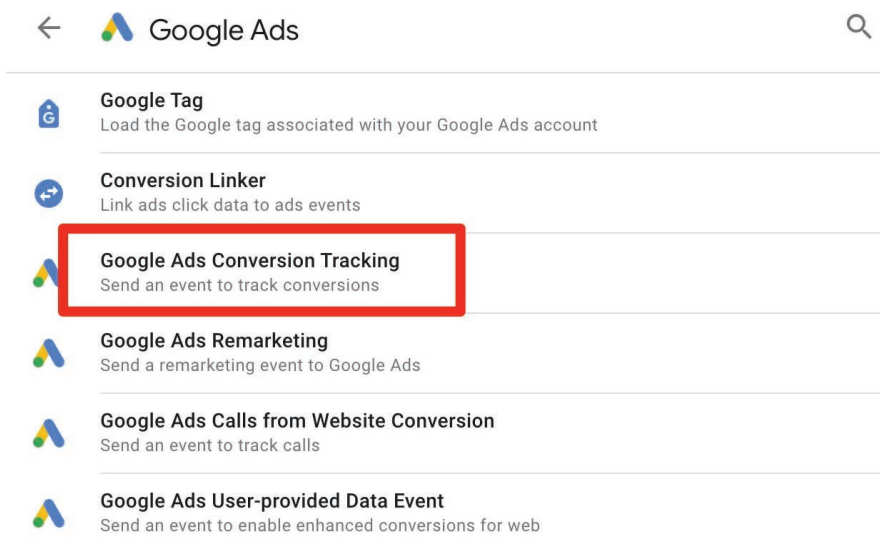
In the account, click *New*. A tag configuration window will appear. Naming the tags is up to you, but I recommend having some rules on how you name them. For example “Conversion – Google ads – Email subscriber”. I name the action (conversion), then the platform or the source (Google Ads), and then the name of the conversion (email subscriber). It’s easier for me to see what the tag is all about. And if I have a lot of tags, it’s easy to search.



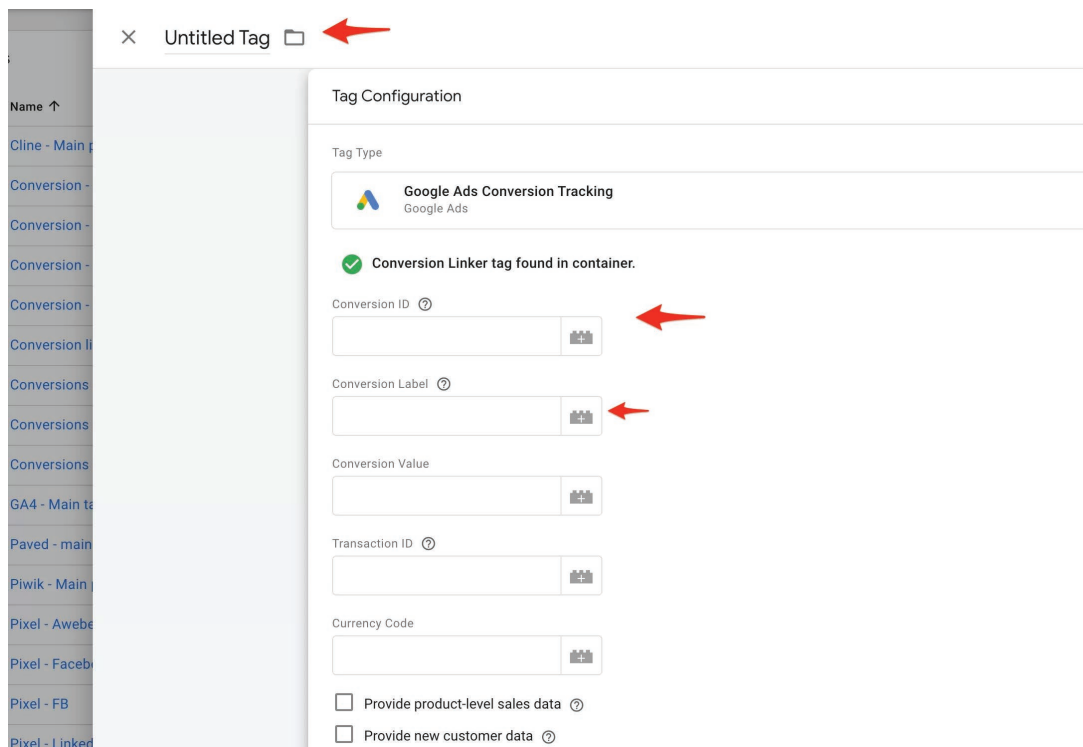
Click on Tag configuration. Select Google Ads from the list.



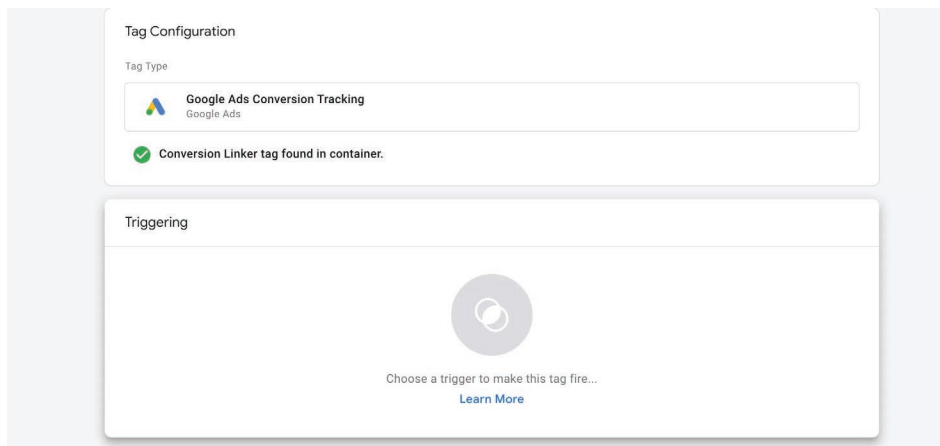
Then, Conversion tracking.



Now, you have to fill in the conversion ID and label from your Google Ads account.

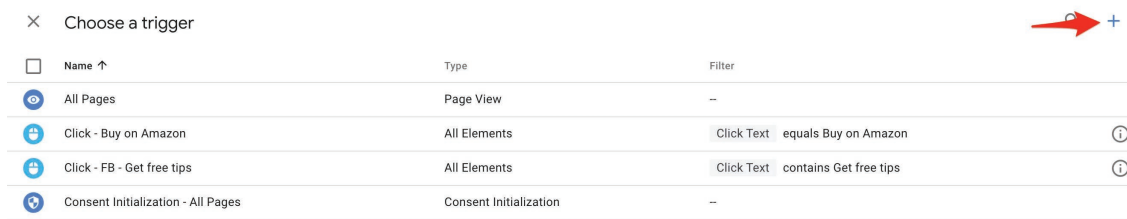


After this, scroll down and you will see a Trigger section. This is the rule that allows GTM to know when to fire (execute) that tag.



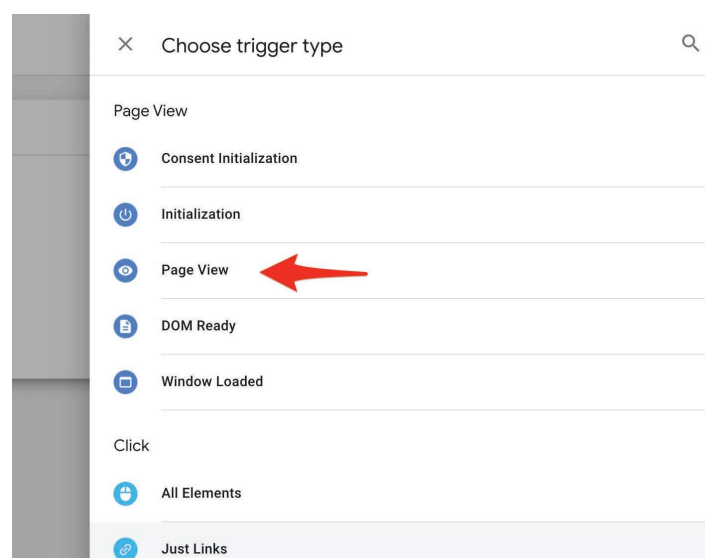
Ideally, it's a thank you page where users are redirected after they sign up. In my case, I have a page www.ppcdigest.com/thank-you-for-subscribing. And I can use it as a trigger. Which means that when a user lands on this page, this tag is fired and the conversion event is sent to Google Ads.

Click to choose a trigger, and then select a blue plus icon to add new.

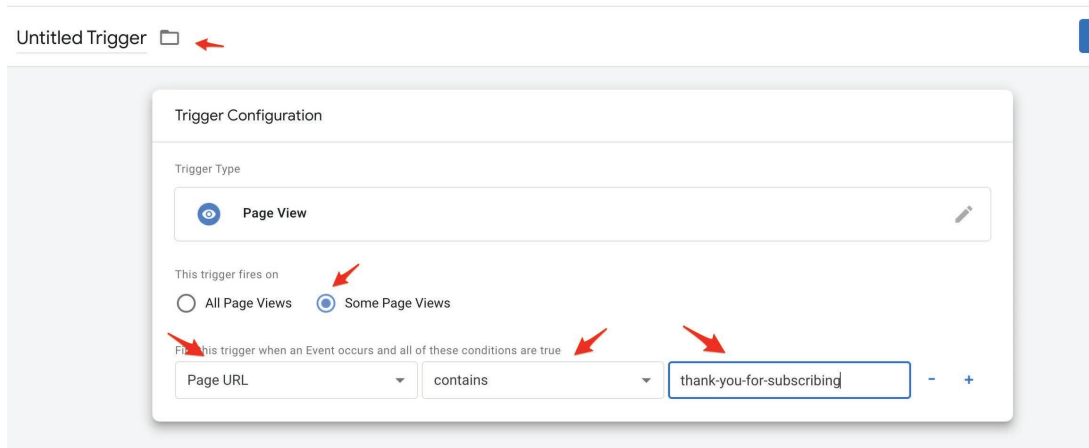


You can create a trigger based on a lot of things, including any events or clicks on your website. GTM is quite a powerful tool.

Let's select page view as a trigger.

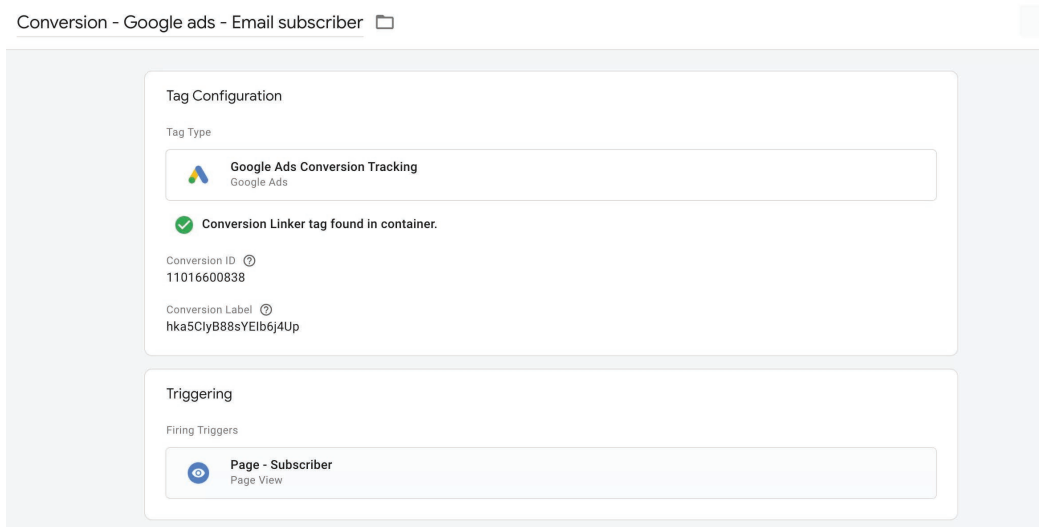


After selecting page view, you will need to specify your thank you page.



You have to name the trigger so you know how or when it triggers. Also, you can use the same triggers for many tags. You don't have to create new ones. Then from the first drop-down, select Page URL, then Contains, and enter your thank you page. Click save.

This is how a complete tag looks like:

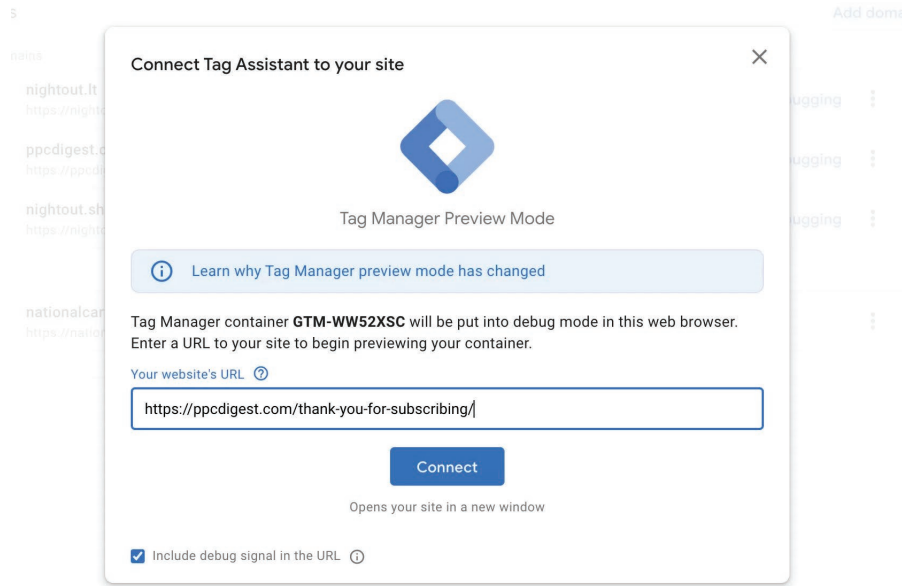


Don't forget to publish each time you create a tag or when you're done creating many tags. Hit Submit and then Publish. Now your tag is live and should be working. I said should be, because now we need to test if it works.

Testing our implementation

When you're in the main view, click Preview near Submit button. Google will

ask you to enter your URL. It can be your website, or a specific URL. In my case it's my thank you page.



Google will open another tab with your specified page, and all the testing will happen there. You should see a notification at the bottom that Assistant is connected.

You're in 🔥

As Steve Jobs used to say, "There's one more thing."

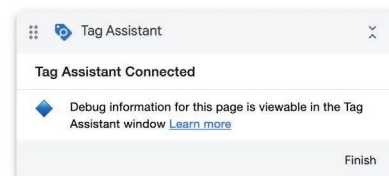
We need to ensure you're getting my emails *right into your main inbox*.

Reply to the email you will get shortly with a simple "HI"

This will keep my emails out of spam.

Thanks!

Rokas



Now get back to another tab which was opened, alongside your GTM tab. It's where Google will show you what tags were fired.

The screenshot displays the Google Tag Manager interface. On the left sidebar, a list of events is shown, with 'Container Loaded' highlighted in blue and a red arrow pointing to it. The main area shows the details for the 'Event: Container Loaded', including an API Call and the output of the GTM container. The output is divided into 'Tags Fired' and 'Tags Not Fired' sections. The 'Tags Fired' section lists several tags that were successfully executed, including GA4, Facebook Pixel, and Google Ads conversion tags. The 'Tags Not Fired' section lists tags that were not executed, including Facebook Pixel and Google Analytics tags.

At first, this all might be overwhelming. But you only need to know a few things. On your left, you see different events. Once you start clicking and navigating on your site, all of these events will appear in that left sidebar.

In my instance, my tags were fired on Container load, which is when GTM was loaded. In your case, it can be a click, a page visit, etc. But you will have to go through those events on the left clicking them and see on the right which tags were fired. As you can see I have bunch of tags that were fired during this event, including my Google Ads conversion email subscriber.

And you can also see some of the tags that were not fired.

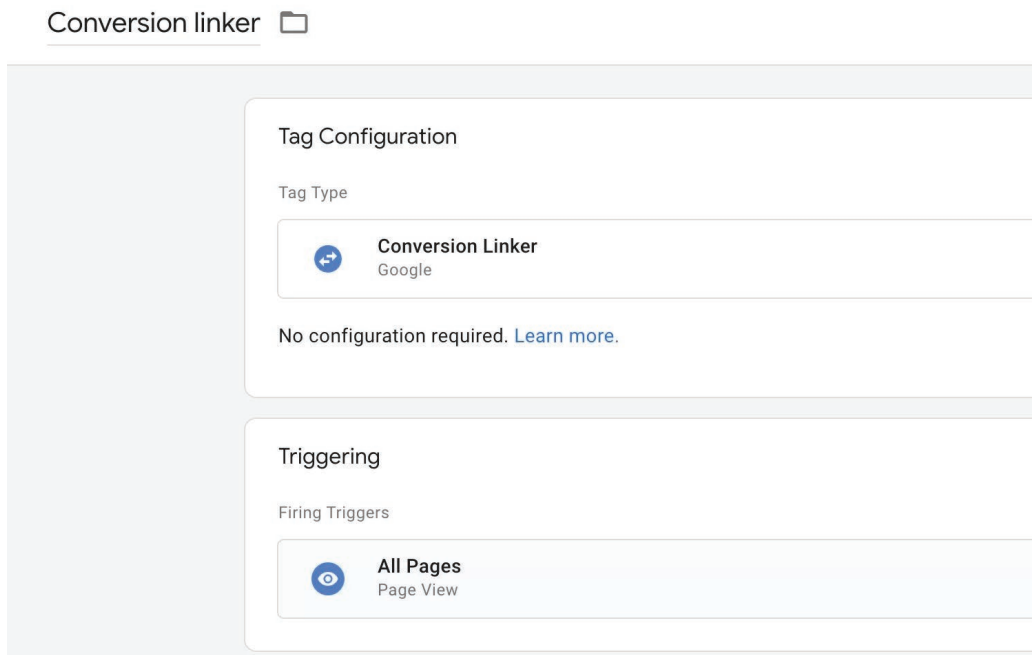
If you see that your tag was fired, then it should work. Check your Google Ads account after 24hrs and you should see numbers coming in.

GTM is pretty friendly tool, once you get the hang of it. But it does look intimidating at the start. I felt the same way and it even look a lot more “scary” back when it launched.

Adding Conversion linker

You might have notice a small notification asking you to add Conversion linker. This is important as Conversion linker stores click information from your ad. So you should always create it. And it's very easy.

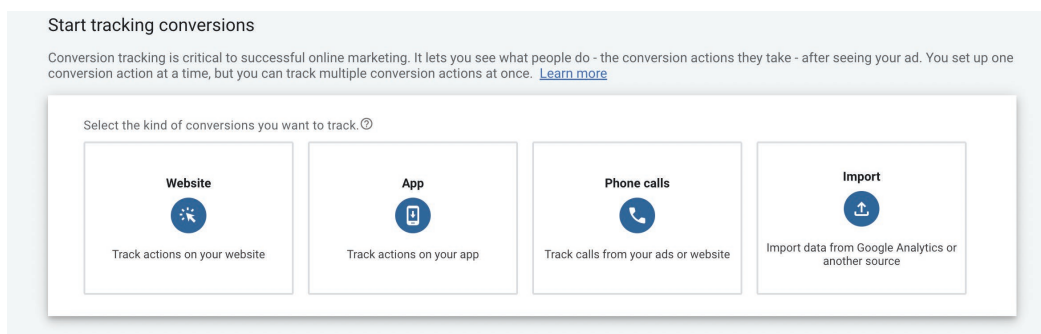
Click new tag, find Conversion linker, set a trigger to fire on All pages.



No additional setup is needed.

9.3 IMPORTING CONVERSIONS FROM GOOGLE ANALYTICS

The second method of adding conversions to your account is by importing them. Go into *tools in settings*, select conversions, and when you see an option, select to *import* a conversion.



Once you click that, Google will give you a choice of where to import those conversions. Most likely, you will have a conversion or a goal created in your Google Analytics account.

Select what you want to import:


- Google Analytics (UA) ⓘ
- Google Analytics 4 properties ⓘ
- Third-party app analytics
- Salesforce
- Other data sources or CRMs

These options let you import conversions from another source into Google Ads.

You can import conversions from a linked account, or select "Other data sources or CRMs" to upload conversions in a file or with the API.

[Learn more](#)

Select one of those, and Google will give you a selection of calls and transactions that you have in your Google Analytics account.

 Add filter

<input type="checkbox"/> Name ↑	Type	P
<input type="checkbox"/> Transactions	Transaction	G U
<input type="checkbox"/> Book purchase	Goal	G U
<input type="checkbox"/> Download Blueprint	Goal	G U
<input type="checkbox"/> Email subscriber	Goal	G U
<input type="checkbox"/> Google ads course	Goal	G U
<input type="checkbox"/> Save the spot	Goal	G U

As you can see, I have five goals that I have created in my analytics properties and one transaction. If you have an e-commerce store and proper tracking setup, Google ads will know it and allow you to import the conversion, which is a transaction. If you have a regular website that is not an e-commerce site,

meaning doesn't sell anything online, you can create a goal in your Google Analytics account, and that goal can be imported into Google ads, becoming a conversion.

Importing is a lot easier as it doesn't require to add any code snippets, but you have to have Google Analytics which I assume most people do.

Once you select one or all of the goals, click import, and the job is done.

10. CAMPAIGN OPTIMIZATION

Sooner or later, after your campaigns are live, you will have to come back and check the results. There is no way that you won't have to come back. This is not a set-and-forget thing. You will have to log in and review keywords, ads, settings, etc., to get the results you want.

I would say the part that you have already read is the easy part. The hard part comes next.

It is difficult to say how much time you need to spend on your Google ads account. For a very niche business, you might only need to come back once a week. For others, every day.

Even though you can optimize ads and keywords separately and this is what you will do for sure. Don't forget that they work together. Sometimes you need to rewrite just ads, and sometimes, you will need to separate keywords into other ad group and create new ads. When optimizing always have in mind that everything has to work together. Don't look at them as isolated things to improve.

Always have a goal towards which you optimize. Is it a cost per conversion, revenue, or a number of clicks? Remember that if you start with a specific number of keywords and a daily budget, at some point, you will reach a limit. This means that for a certain budget, you can get a certain number of clicks or conversions. You have to either increase the daily budget, add more keywords, expand to other countries, etc.

Make sure you know what is happening on the account. Even if you're not changing anything, just log in at least once a week to see how things are. Clicks, impressions, budgets, conversions, ads. Google does send you emails about certain events, like "ads stopped running," but when you are learning, it is

more useful to see things for yourself. Notice patterns, and trends, understand your keyword search volume, how the weekend impacts it, and so on.

Ok, now let's dive into specifics.

10.1 SEARCH CAMPAIGN OPTIMIZATION

10.1.1 OPTIMISING YOUR ADS

I mentioned before that the ad is the only visible part from your account. So it does play an important role. Let's look at what can you do to make the ads better.

First, make sure you see the correct columns when you're working with ads. You have to see impressions, clicks, and CTR, as well as conversions, cost per conversion, and conversion rate.

↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:	Cost / conv.	Conv. rate
19,451	75,560	25.74%	€0.31	€6,032.34	737.00	€8.18	3.79%
2,672	13,595	19.65%	€0.27	€710.21	67.00	€10.60	2.51%
1,397	7,954	17.56%	€0.29	€399.95	40.00	€10.00	2.86%
696	3,365	20.68%	€0.35	€244.98	28.00	€8.75	4.02%

Then, check which ads have the highest CTR and how it compares to other ads. CTR shows the percentage of people who viewed your ad and clicked on it. The higher, the better.

Try to understand the differences between low and high-performing ads. Don't worry if you don't see anything. It's not often something that stands out. Pause ads with low CTR and try to create variations from the high-performing ad.

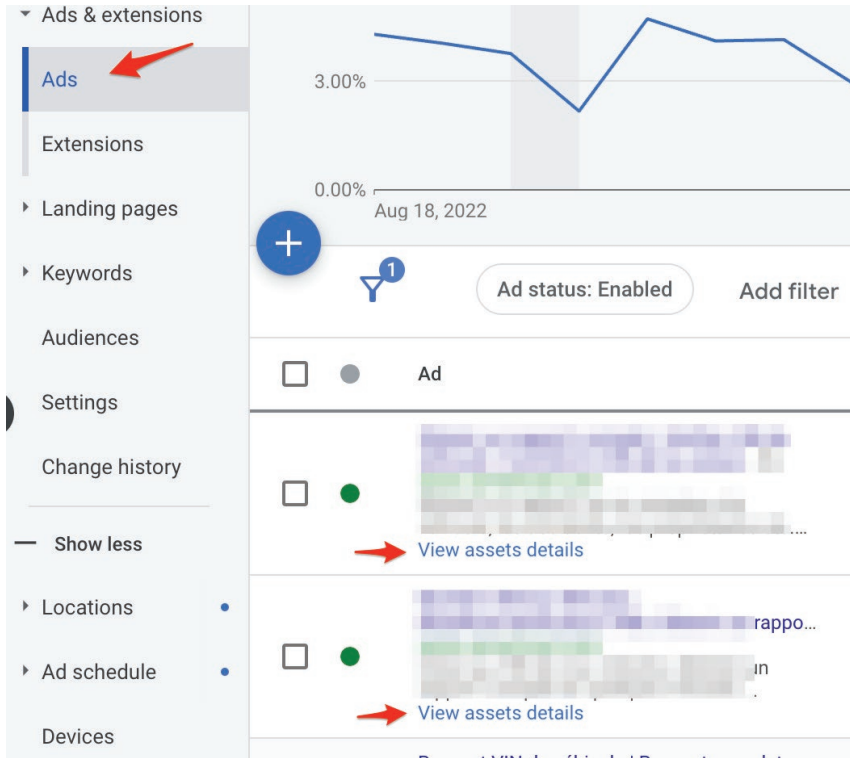
But don't forget to look at the total clicks. If the volume of clicks is too low, you can't draw a definitive conclusion. Try to get at least 100+ clicks per ad. I would go for a 300+. For some ads, it won't be a problem since they might be in the ad group with high-volume keywords. They might get thousands of clicks within a week. For other, more niche keywords, it might take longer to accumulate a larger amount of clicks.

Look at conversions and conversion rates. This is important because some ads might have a lower CTR, but when you look at conversions, it shows that people are more likely to convert when coming from this specific ad. There might be something about the ad that makes them more ready to perform a conversion. Maybe it is more hard selling, or maybe it's more genuine. This is what you will have to learn to spot.

CTR shows how much people love the ad. And by love, I mean love clicking it. Always check conversions. This is your bread and butter. Don't accidentally pause a good converting ad.

Current responsive search ads allow you to create many headlines and descriptions. But that doesn't mean you can create an ad and leave it as it is forever.

Let's check how those headlines and descriptions called assets are performing. Click on a campaign, then go into the ad group and click on ads.



Under each ad, you should see a link “View assets details”. It will take you to the list of your assets. In the first columns, you should see each of your headlines and description. Then it will give you the Performance rating and impressions.

Asset type	Position pinning	Performance	↓ Impr.
Description	None	Good	74,213
Description	None	Good	67,784
Headline	None	Best	60,613
Headline	None	Good	43,145
Headline	None	Good	30,136
Headline	None	Good	11,888
Headline	None	Good	3,102
Description	None	Good	2,336
Headline	None	Good	1,618
Headline	None	Learning	597
Headline	None	Learning	368

Find assets that have a rating of Best or Good. In the above example, there is only one headline that is “best”.

If you see “learning” next to assets, Google still has to rate it.

Ideally, you should have only “good” and “best” assets. Try to figure out why some of them are “best” and the others “low”. What makes one or the other headline better? Does it contain your keyword? Or maybe it contains other “magic” words like “sale,” “discount,” and “clearance.” Try to spot what is different about best-performing ads and replicate it.

Even though you can create many headlines and let Google rotate them to find the best-performing ones, you can also create several ads. What I usually do is clone a good ad and change a few headlines. Just to see how it will perform. Sure, it’s more work, but I learn faster and understand the behavior of those users better.

I know that it’s a bit of a tedious task to create many ads and make them unique. And then optimize them to create even more variations. I’ve created probably tens of thousands of ads and trust me, it can be a daunting task. It will get easier with time.

10.1.2 DEVICES

Google Ads allows you to control on which devices your ads show up, and you can adjust the bidding. It is usually a great way to control costs and optimize conversions.

Let’s look here:

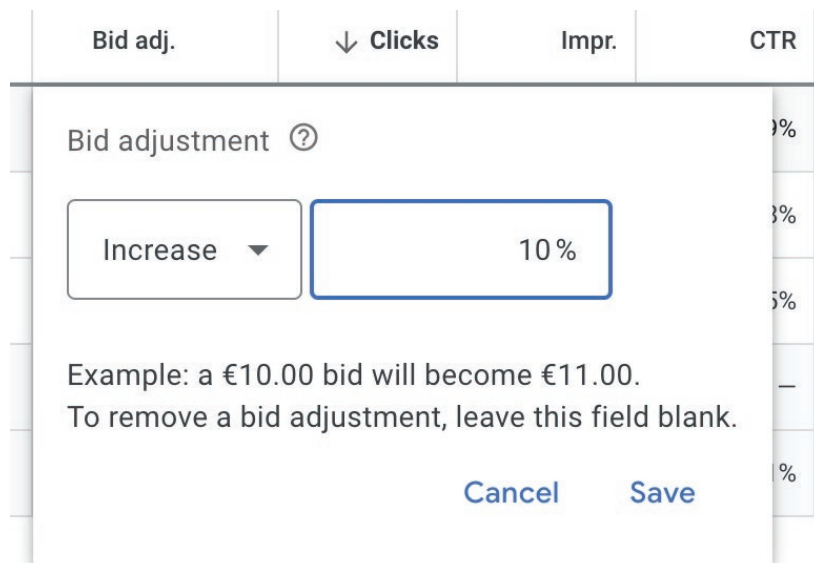
Device	Level	Added to	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Mobile phones	Campaign		– ☒	18,937	123,862	15.29%	€0.69	€13,146.06	1,304.00	€10.08	6.89%
Computers	Campaign		– ☒	10,147	77,585	13.08%	€0.75	€7,628.15	678.00	€11.25	6.68%
Tablets	Campaign		– ☒	112	1,126	9.95%	€0.53	€59.57	9.00	€6.62	8.04%

I can see all the information on how all device categories are performing. Sometimes all devices will perform equally well, in this case, you don’t have to change anything. But often, they will show different results.

In the example above, the differences are not big. Sure, mobile device conversion is a bit better, and the price per conversion is lower. But both prices are fine for me. They are both below what I want to pay.

I could increase the bid for mobile devices by 10-20% since they are performing better and see if I can get more conversions.

All I have to do is find the *Bid adj.* column and click near the Mobile phones category.



I can either increase or decrease by a percentage amount. If I enter 10% it means that from now on all my bids will be higher if users search for my keywords on mobile phones.

I always advise looking at conversions and the cost per conversion to make decisions. Your main goal is to eliminate traffic that is costing you more than you wish to pay for a conversion.

If your mobile conversion rate is very low, your website may not be fully optimized for mobile purchases. I would advise taking several phones and trying to go through the whole purchase process. It doesn't matter if you sell something or not on your website. Just try to accomplish the main goal you want others to accomplish.

The next step is to go from campaign to campaign and check device bidding to understand if there are differences and if you need to adjust them.

You can adjust bids on the ad group level as well, but I would recommend starting on the campaign level. Besides, in order to start adjusting bids on the ad group level, you need a lot of clicks.

10.1.3 BIDDING STRATEGIES

We covered everything about the bidding strategies in Chapter 3. But I wanted to emphasize something.

There is no best bidding strategy! Despite what some people say out there.

There is the best bidding strategy for your business or maybe even for just one campaign. But in order to find that out you should test different strategies.

I always recommend starting with manual CPC and then testing other bidding strategies to find what suits you best.

You can do that with Google Ads' built-in testing tool, which we will cover later in this chapter.

10.1.4 KEYWORD OPTIMIZATION

Keywords are the essence of your campaign. A lot of your time will be spent working with keywords. Adding new ones, optimizing existing ones.

It is important to understand that you don't have to add new keywords if you don't see the need. Maybe you have all the keywords you wish to bid on. Make sure to check out the Pyramid technique chapter to understand if you can expand your keywords without increasing costs too much.

When looking at keywords, ask yourself:

- › Are the keywords getting clicks?
- › Are they getting conversions?
- › What is the cost per conversion?
- › What is their impression share? Can it be increased?

Keywords are getting clicks

If the keywords are getting clicks, then you should look if they are converting. If it's just clicked you want, fine. But it's not the clicks that pay your bills, it's conversions.

Keyword	Match type	Status	Conversion:	Cost / conv.	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Search impr. share	Search abs. top IS
[REDACTED]	Phrase match	Eligible	304.00	€10.54	3,395	22,701	14.96%	€0.94	€3,204.60	90.55%	22.18%
[REDACTED]	Phrase match	Eligible	286.00	€9.33	3,114	19,812	15.72%	€0.86	€2,668.52	90.80%	24.43%
[REDACTED]	Phrase match	Eligible	30.00	€11.15	676	6,366	10.62%	€0.49	€334.51	70.66%	24.34%
[REDACTED]	Phrase match	Eligible	203.00	€10.76	1,269	5,558	22.83%	€1.72	€2,183.53	96.32%	56.62%
[REDACTED]	Phrase match	Eligible	41.00	€12.01	722	5,300	13.62%	€0.68	€492.51	88.16%	22.23%
[REDACTED]	Phrase match	Eligible	40.00	€11.09	557	3,649	15.26%	€0.80	€443.76	87.41%	14.70%
[REDACTED]	Phrase match	Eligible	47.00	€11.23	580	3,517	16.49%	€0.91	€527.70	91.85%	30.53%
[REDACTED]	Phrase match	Eligible	23.00	€10.75	363	2,739	13.25%	€0.68	€247.30	68.25%	16.30%

You will see a list of keywords. Start with the best ones because you want to make sure that they are getting all the attention they deserve.

Check if you can increase the bid and get more clicks if that keyword converts well. From the example above, I see that all keywords convert at a similar price. I also see some keywords that have lower conversions than others. Then I go and look at the *impression share*, which tells me how many impressions I can still get.

Most of the keywords have 80% and above, which means there is not a lot left. It might get expensive to get the rest of the impressions, and my price per conversion might increase.

One keyword has 70% and 30 conversions. I might increase the bid for this one to see if I can get more impressions, which will lead to more clicks and conversions.

Depending on the search volume, I might get back in a few days to check it or in a week. Don't just increase the bid and forget about it.

This way, I go through all the keywords, checking how many clicks they get, if they convert, can I increase the bid and etc.

Once you're done with your best words, go to your worst. The ones that have a lot of clicks and no conversions or a few conversions with a high price. Way more than you want to pay for it.

If the keyword is important to your business, first try reducing the bid. Maybe cheaper clicks might bring cheaper conversions. Otherwise, you can pause the keywords altogether.

Sometimes, you can give a keyword more time. But only if you can tolerate the costs. It happens that when a keyword is active for more time, it will start getting more conversions. But that is mostly due to users' behavior. For example, travel bookings are something you consider longer than, say, a 10\$ bracelet. So, you might perform searches several times throughout the week. If you pause your keyword just after two days, it might not show up when the same user searches for it again after several days.

But again, I emphasize that this is not a rule for all keywords. You have to understand the business itself.

Keywords not getting any clicks

If the keywords are not getting clicks:

- › Check the bids. Maybe they're too low
- › Check the search volume of those keywords.

Maybe no one is searching for them

- › Check the ads. Are they approved without limitations
- › Check the quality score to see if it's not too low.
- › Check the campaign settings to see if everything is as it is supposed to be: country, language, targeting, etc.

Keywords getting clicks but not converting

If the keyword is getting traffic and not converting, but it is one of your main keywords, check your landing page. It might be that it is not optimized well for conversions. This is out of the scope of this book, but I'm sure you can Google some of the conversion rate best practices for your specific business. I'm not advising you to follow them all, but if you are new to this, it will give you a starting point.

Remember that it is your website (landing page) that converts the user, not your Google Ads account.

Another reason could be that you started or added later keywords that are not your target audience. This happens a lot, especially at the beginning. Go through all of the keywords that get traffic and don't convert, and ask yourself "will the user find the answer on my website?"

Next, take a look at your keyword match type. Maybe you started with a broad match type? Then, change it to phrase match. If you started with phrase match, try the exact match. Don't be afraid to change match types and see how it impacts your traffic and conversions.

Conversions are too expensive

If you are getting conversions, but they are too expensive, first try reducing the bid. You might get fewer conversions but at a more suitable price.

As described above, the landing page could also be a factor here. If it's not optimized, fewer people will convert, thus increasing your price per conversion.

Getting conversions or reducing the conversion price is basically what optimization is. All of the mentioned optimization methods work.

You can reduce mobile traffic or change the bid strategy. At the same time, reducing the bid or creating more ads improves your landing page.

All of the methods work together and separately. There are some best practices, but for the most part, you will have to find yourself what works for your business.

10.1.5 NEGATIVE KEYWORDS

Negative keywords are words that you **don't** want your ad to show up with. You might wonder why then we talked so much about picking the right keywords to target. The reason is that unless you have only exact keywords in your ad group, your ad will show up for a broader spectrum of keywords than what you have.

We talked in detail about keyword match types, and if you're still not sure about them, please go back and read that chapter again.

Broad and phrase match keywords, will bring traffic from various other keywords. Even if you started with phrase match, there is still a chance a person enters a few additional words after your phrase match keyword.

For example, if you have the keyword "womens shoes" as a phrase match, your ad might show up if someone searches "blue womens shoes" if you have blue shoes, great. But what if you don't and you still want to keep your phrase match keyword? You want the ad not to show up when someone adds the word "blue" to any of your keywords. In this case, you use the negative keyword "blue" in your ad group.

When creating a structure, you can add negative keywords to that Excel sheet. Only if you know exactly what keywords to add as negative. I just list the negatives below my good ones. You can do it however you want as long as you know what are the negatives.

Otherwise, I would recommend starting with phrase match and checking the search term report to find negatives there.

If you do, however, know the keywords at the start, all you have to do is to write them as you did with your good keywords, but add a "-" in front of them, like this:

Add Keywords

To build a list of relevant keywords, add ideas below. Keywords can trigger you

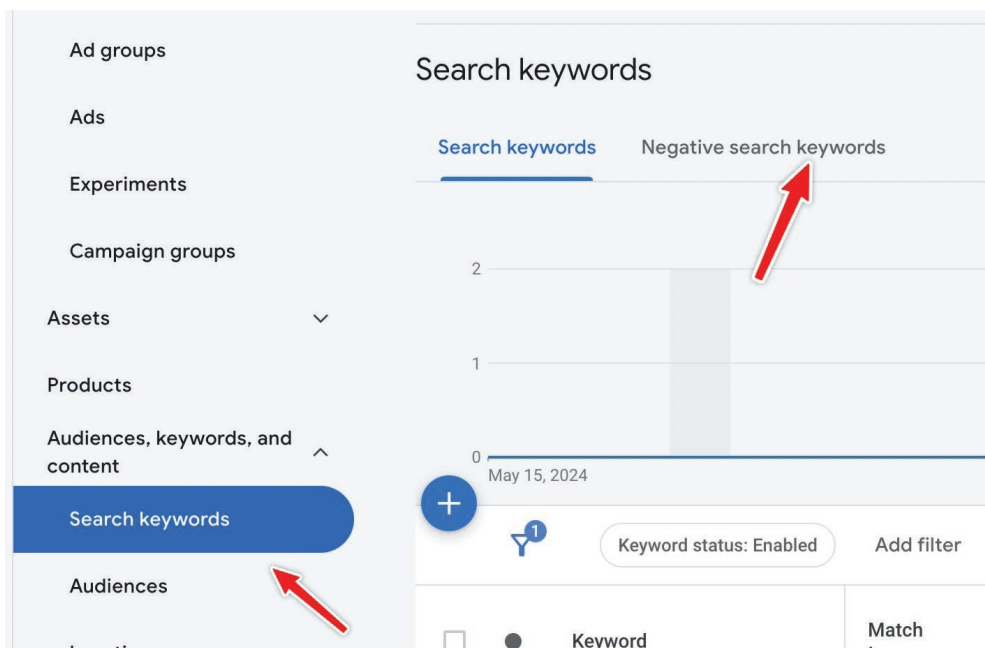
Ad group: iPhone 10 > iPhone 10 cases

"best iphone cases"
-samsung phones
-galaxy

You can add all the keywords together or add negatives later after you create your campaigns. It is up to you.

Remember, those negative keywords can be added to an ad group level or a campaign level. If you add it at a campaign level it will affect all the ad groups in that campaign.

You can find all of your negative keywords by clicking *keywords* and then selecting *Negative keywords*.



You can remove negative keywords if you added them by accident or for any other reason. Just like with your regular keywords, select the ones you want to remove and click *Edit*.

10.1.6 SEARCH TERM REPORT

Remember when we talked about keyword match types and I said that if you have any match type except the exact, your ad might show up even though the user searched for a phrase that did not exactly match what you have? Like phrase match or broad match.

Look at the table again. If you have this keyword, then your ad might show up for more searches.

Broad match	Phrase match	Exact match
mens brown leather belts	"mens brown leather belts"	[mens brown leather belts]
mens brown leather belts price	mens brown leather belts price	mens brown leather belts price
new mens brown leather belts	new mens brown leather belts	new mens brown leather belts
mens brown leather belts selection	mens brown leather belts selection	mens brown leather belts selection
mens brown leather belts	mens brown leather belts	mens brown leather belts
leather belts	leather belts	leather belts
designer leather belts	designer leather belts	designer leather belts
womens leather belts	womens leather belts	womens leather belts
expensive unique brown leather belts	expensive unique brown leather belts	expensive unique brown leather belts
mens belts	mens belts	mens belts

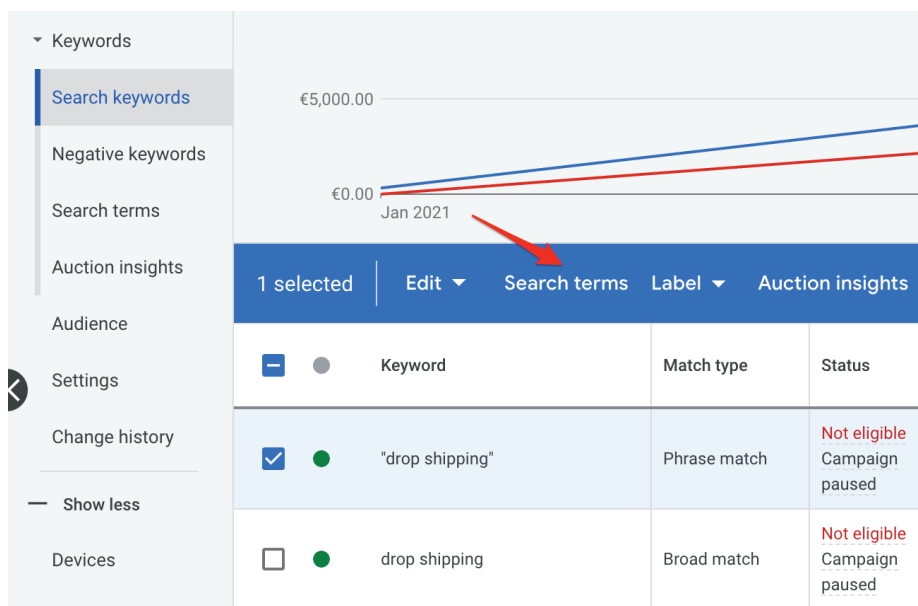
But when you look at the keyword in your ad group, all the clicks on those “extra” keywords will be lumped under one keyword as this is what you added to your account.

The search term report shows what specific keywords users entered that matched your keyword, and the ad was shown.

It might sound confusing. Say you have the keyword “*sony LED tvs*” as a phrase match. If a user enters “*cheap Sony LED TVs,*” your ad will show up because this search matches your keyword.

Search term report sort of “unpacks” your keyword to show what users have entered into their Google search when your ad was triggered.

All you have to do is go to your ad group select one or all keywords in that ad group and click on *search terms report*. And here you can see all the variations.



These are all the variations of users' searches that matched my main keyword and triggered my ad. Now, you have even more insights into how people search.

<input type="checkbox"/> Search term	Match type	Added/Excluded	Cost / conv.	↓ Cost	Clicks
Total: Filtered search terms			€335.18	€10,725.77	1,550
<input type="checkbox"/> drop ship	Exact match (close variant)	None	€345.29	€345.29	60
<input type="checkbox"/> how does dropshipping work	Phrase match (close variant)	None	€183.67	€183.67	25
<input type="checkbox"/> how to do drop shipping	Phrase match	None	€58.97	€176.92	23
<input type="checkbox"/> dropshipping stores for sale	Phrase match (close variant)	None	€0.00	€113.86	15
<input type="checkbox"/> dropshipping ideas	Phrase match (close variant)	None	€83.46	€83.46	14
<input type="checkbox"/> dropshipping stores	Phrase match (close variant)	None	€0.00	€80.79	11
<input type="checkbox"/> drop shipping ideas	Phrase match	None	€75.29	€75.29	10
<input type="checkbox"/> drop shipping sites	Phrase match	None	€0.00	€71.08	10

Furthermore, you can include or exclude these keywords. And this is where the fun begins. This is the most important part of the search report.

Finding negative keywords

First, you want to look for keywords that are not related to your business - negative keywords. As you comb through all the keywords, try to spot phrases that you don't want to bid on. Then, you just simply select them and click here to add them as a negative keyword. This tells Google not to show your ad when users enter this exact search query.

The screenshot shows the Google Ads interface for January 1, 2021. On the left is a navigation menu with options: Search keywords, Negative keywords, Search terms (selected), Auction insights, Audience, Settings, and Change history. The main content area shows a table of search terms. At the top of this area, there is a blue bar with the text '1 selected' and two buttons: 'Add as keyword' and 'Add as negative keyword'. A red arrow points to the 'Add as negative keyword' button. Below this bar is a table with columns: Search term, Match type, and Added/Excluded. The table contains the same data as the table in the previous image. A red arrow also points to the checkbox for the search term 'how does dropshipping work'.

This is a big and tedious task. But you have to go through all the keywords, find all the negative keywords, and exclude them.

Upon completion, you should see costs going down and maybe the price per conversion lowering as well. Because now you're not paying for keywords you don't want. This cleanup of your keyword list needs to be performed constantly. How often depends on your keywords, niche, budgets etc. You will notice that after a while you don't see any bad keywords popping up, which means you probably removed all or most of them.

If you have a lot of broad keywords, that get a lot of clicks, you should be doing this at least weekly. If the keywords are more niche and you don't get as many clicks. Monthly should be ok.

Finding new keywords

In the same way, you eliminate keywords, you can also find new ones to bid on. As we talked about before it is hard to list all your keywords when creating campaigns. So search term report is a great source for new keywords.

The process is similar. If you see keywords that you are not bidding on but are great for your business - add them to your ad group.

There is only one thing to remember - make sure that the keyword you are adding works well with the ones already in the ad group. And that the ad matches the new keywords as well. If either of those doesn't work together, create a new ad group and put those keywords there creating new ads as well.

My advice is not to start adding all the keywords, try to focus first on the ones that get a lot of clicks. Because your current keyword is still matching those searches, so you're kinda covered here. The reason you want to add them is that then you can adjust the bidding for those keywords - more control for you.

Sometimes, you want to create new ads because the current does not match those keywords perfectly. This, again, gives you more control.

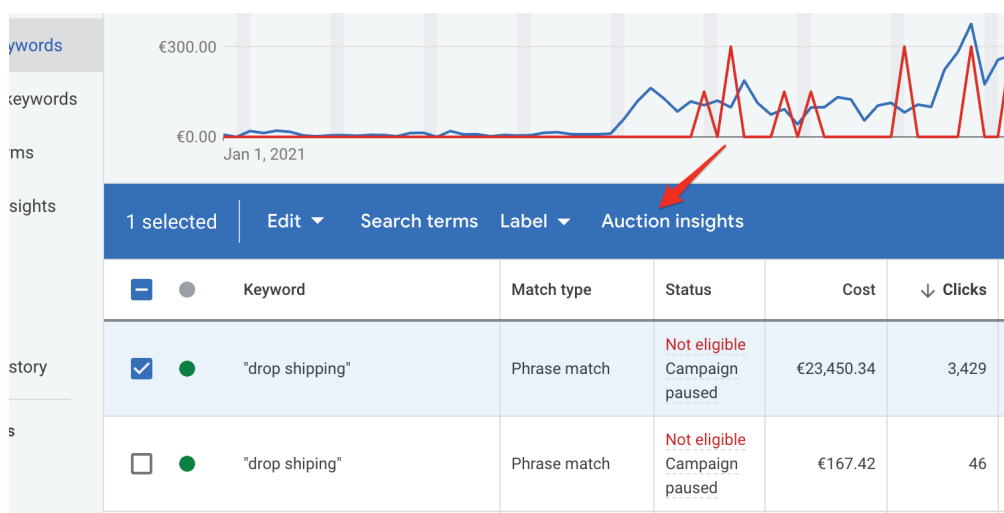
10.1.7 Auction insights

Google Search Ads are based on auction, which means there might be several advertisers bidding for the same keywords. Some keywords have less competition as they might be too niche or have low traffic. But for popular keywords the competition is fierce.

What if I told you that you can see who else is bidding on your keywords? This is what auction insights are all about.

You can select a keyword and find out who else is bidding on that keyword and how you stack up against them.

Go to your ad group, select a keyword, and choose *auction insights*.



You will see a list of websites that bid on that keyword, along with metrics. Let's go over them.

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	64.95%	—	—	85.76%	24.94%	—
shopify.com	59.26%	67.16%	86.56%	89.62%	77.03%	27.19%
adobe.com	26.72%	35.97%	27.04%	81.24%	7.37%	58.63%
wix.com	17.39%	22.17%	21.99%	64.98%	5.09%	61.78%
fierr.com	16.34%	21.78%	18.37%	51.98%	3.41%	62.35%
printify.com	14.25%	19.06%	26.02%	57.10%	8.13%	61.73%
spocket.co	< 10%	12.21%	15.23%	40.68%	3.97%	63.74%
cjdropship.com	< 10%	9.63%	11.92%	36.47%	4.10%	64.21%
top10ecommercesitebuilders.com	< 10%	8.66%	24.95%	65.00%	2.14%	63.55%
printful.com	< 10%	10.53%	28.90%	59.47%	7.06%	62.97%

The first one is the impression share and we already talked about it. You can see how many of all the searches you have and how many go to your nearest competitors. It shows with whom you're competing the most, as your ads most likely show up together.

The second column shows exactly how often your and competitors' ads overlapped.

The position above rate shows how often competitors' ads were shown higher when both of your ads were shown.

Then we have the top of the page and the absolute top of page rate. One shows how often your ad was in the top positions. The second shows how often it was in the first position.

The last column shows how often your ad ranked higher in the auction than another advertiser's ad or if your ad showed when theirs did not.

The combination of all of these metrics helps you see who you are competing against and how successful you are.

If a lot of big brands are bidding on your keyword, most likely, it will be too expensive to compete, or you will have to work your ass off.

Don't try to optimize for these metrics. Your goal is not to have all the impressions or outrank your competitors. Your goal is to make money on your ad spend.

10.1.8 Locations

You can target any country or several in your campaign. The only thing you need to know is that locations are added at the campaign level. You can't add them to ad groups. This means that if you want to target two different countries, you can either add both of them to one campaign or create two similar campaigns for those two locations.

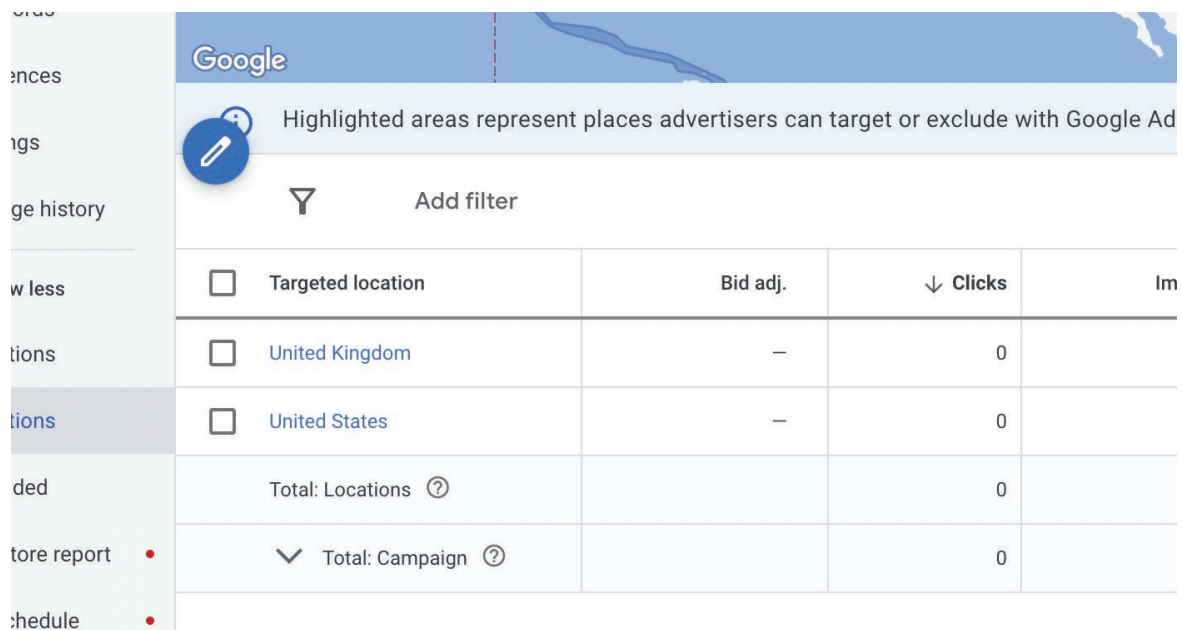
This is where it gets more interesting.

Always use one location per campaign.

Don't put several locations under the same campaign, as it is harder to optimize.

You have control over the bid adjustment for each location, but that's it. You can either increase or decrease bids. But that means you can't control each individual keyword.

So, if I take a country and input a percentage by which I want the bids to be increased, Google will just take all the keywords and increase the bids if the user is from that country.



The screenshot shows the Google Ads interface for location targeting. At the top, there's a map of the United States with a blue highlight over the country. Below the map, there's a text box that says "Highlighted areas represent places advertisers can target or exclude with Google Ad". Underneath that, there's a filter icon and the text "Add filter". The main part of the screenshot is a table with the following columns: "Targeted location", "Bid adj.", "Clicks", and "Im". The table has two rows for "United Kingdom" and "United States", both with a bid adjustment of "-" and 0 clicks. At the bottom, there are two summary rows: "Total: Locations" and "Total: Campaign", both with 0 clicks.

<input type="checkbox"/> Targeted location	Bid adj.	↓ Clicks	Im
<input type="checkbox"/> United Kingdom	-	0	
<input type="checkbox"/> United States	-	0	
Total: Locations [?]		0	
Total: Campaign [?]		0	

The downside of this is when you go to your individual keywords and change the bids there, you have to remember that the adjusted bid is on the country level. See, it's a bit confusing. And the more countries you have in one campaign the more complicated it becomes.

If you want to advertise in several countries, you have to create a campaign for each of them. It will be a lot easier.

Breaking down one country

Now let's take it to the next level. You can break down each country further. This gives you even more control.

Take the US for example. Break it down by state. This way, you will be able to adjust bids at the state level to maximize conversions.

Take a look here.

<input type="checkbox"/> Targeted location	Bid adj.	Conversions	Cost / conv.	↓ Clicks	Impr.
Total: Locations ^②		934.00	€179.53	37,634	1,001,613
<input type="checkbox"/> California, United States	0%	137.00	€193.43	6,022	158,686
<input type="checkbox"/> Florida, United States	–	74.00	€198.66	3,277	88,404
<input type="checkbox"/> New York, United States	–	61.00	€228.72	3,096	80,825
<input type="checkbox"/> Texas, United States	0%	67.00	€206.22	3,093	91,182
<input type="checkbox"/> Georgia, United States	–	42.00	€168.29	1,589	42,621
<input type="checkbox"/> New Jersey, United States	–	35.00	€199.43	1,577	38,059
<input type="checkbox"/> Illinois, United States	–	37.00	€157.94	1,310	36,260
<input type="checkbox"/> Pennsylvania, United States	0%	34.00	€170.95	1,292	33,012
<input type="checkbox"/> North Carolina, United States	–	31.00	€159.31	1,105	29,875
<input type="checkbox"/> Virginia, United States	–	34.00	€129.73	1,011	27,016
<input type="checkbox"/> Michigan, United States	–	30.00	€143.99	952	24,562

We have several states and I already see that some conversions are more expensive than others. So I can easily reduce the bids for that state and increase them for the other states to try and get more clicks.

And you can go even further. Use cities to break down states. If you have enough traffic, you will notice that some cities might not convert as well. Besides, both states and cities might have different costs per click. Quite often, LA and New York are more expensive. Will it be the same for your product? I can't tell. But you can find out yourself by breaking down the country into states and cities. With detailed control, you can save your budget and direct it to better-converting locations. This strategy is good when your budget is sensitive, and you want the biggest return on your spending.

You can even go down to zip codes. This is also great if your business serves in a particular location. Having this detailed location targeting gives you the ability

to exclude locations that would either never convert or you would not be able to serve them.

I understand if it all seems like a lot. And it is. You don't have to start in as much detail as this. You can just start with a country, or if you're in the US, pick a state or several. Locations are just one part of it. Also, don't forget that the more detailed you go (bidding on a city level instead of a country), the fewer clicks you might get because you're limiting the audience. So, if your keywords are already quite niche, you might not get as many clicks as you want. Again, the location is just one option; you have to control the traffic and spending.

10.1.9 Scheduling

Another great way to control your budget and try to get the most out of it is to control when your ads are shown.

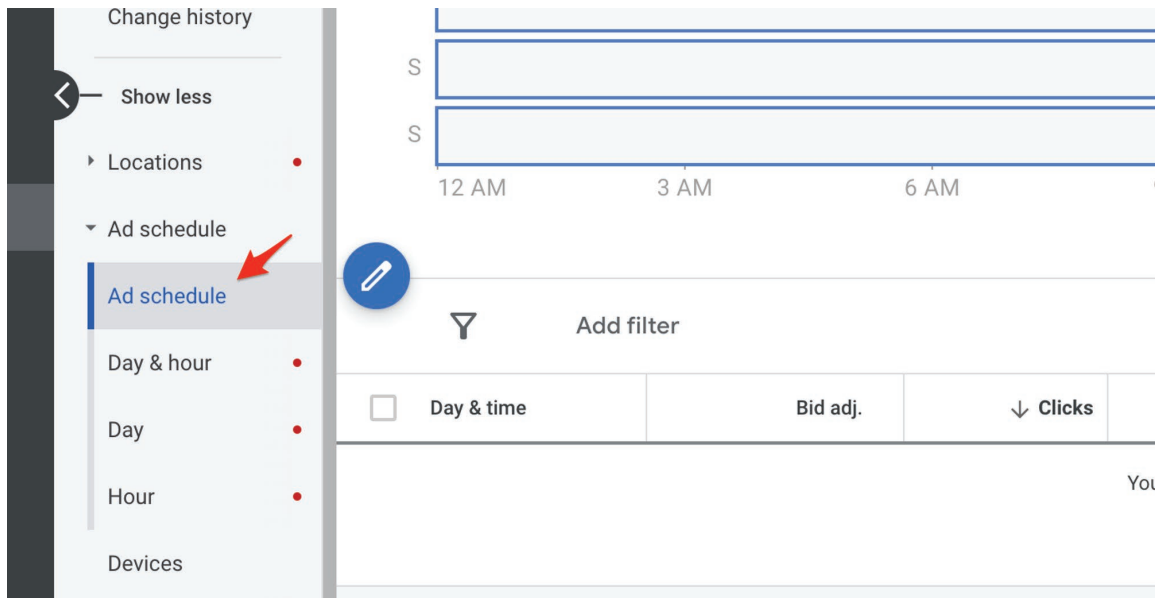
Before we talked about locations, where your ads can be shown. Now let's talk about the day of the week and time of day.

You see, you can manage your campaigns in a way that they are shown only on certain weekdays and/or certain times of the day.

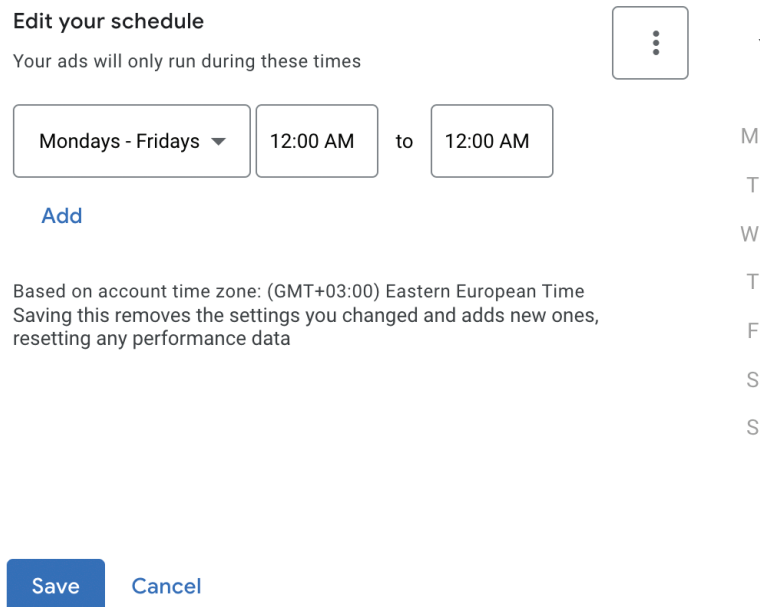
Let's start with weekdays. In general, you want your ads to be shown all the time. But it's not always the case.

Say your business doesn't work on weekends. You're not going to log in every Friday to pause campaigns and every Monday to make them live again, would you? That's just a waste of your time.

You can use scheduling for that. Set your campaigns to run only on Mondays to Fridays. Select your campaign, find *Ad Schedule* in the settings, and click to create a new schedule.



Then, from the drop-down select Mondays-Fridays, or any other days, when you want your ads to run.



Now, your ads in that campaign will run only on workdays.

On the other hand, you might see that some days perform better than others, like here.

<input type="checkbox"/> Day & time	Bid adj.	Conversions	Cost / conv.	Conv. rate	↓ Clicks
<input type="checkbox"/> Tuesdays, all day	0%	175.00	€169.87	2.64%	6,617
<input type="checkbox"/> Wednesdays, all day	0%	165.00	€174.26	2.63%	6,272
<input type="checkbox"/> Mondays, all day	0%	162.00	€162.60	2.76%	5,872
<input type="checkbox"/> Fridays, all day	0%	103.00	€242.00	1.90%	5,407
<input type="checkbox"/> Thursdays, all day	-20%	115.00	€165.79	2.36%	4,865
<input type="checkbox"/> Saturdays, all day	0%	106.00	€181.51	2.46%	4,305
<input type="checkbox"/> Sundays, all day	+20%	124.00	€158.28	2.89%	4,296

So you might just lower the bids on these days without turning them off. Here, you just use bid adjustment and enter the percentage. The budget that you save might be relocated to better days.

It's not a hard strategy to understand, it just gives you a lot more flexibility. Ad scheduling works on a campaign level. So you can play with that as well. For example, one campaign can run on the weekdays, and then you can run another campaign on the weekend only. Maybe advertising better prices or faster service during the weekend.

Obviously, you don't have to use it if it doesn't make any sense for your business. But in the past, it helped me a lot when working with smaller budgets, when the goal was to deliver a good return on spend.

Let's move on to the time of day. This is similar to the day of the week; instead of days, you can run or stop your ads based on the hour of the day.

Like before you have to ask your self "does it make sense for your business?". If it doesn't you will be just wasting your time on setting this up.

If your business gets clients primarily in the evenings maybe you want to double down on those times. For example, increasing bids from 6-10 pm. The rest of the time you have normal bids, and then they increase during your specified times, giving you better exposure.

You might ask why we're talking about this if usually people want to run campaigns all the time. If you have a decent budget you want to be visible all the time as much as possible. But there are many different businesses with different budgets, and these strategies will give you the ability to compete with big brands. You will just have to outsmart them and bid only when it makes the most sense for your business.

Imagine a local flower shop in downtown NY. Would you target the whole US all the time? Probably not. You would have the zip code as the location, you would match the working hours and days of that shop for the ads to be displayed. This is how you compete with the big boys.

10.1.10 Dynamic ads

Let me show you a secret setting that helped me generate a lot of sales in the past. This is a feature that is buried in the settings, and many people miss it.

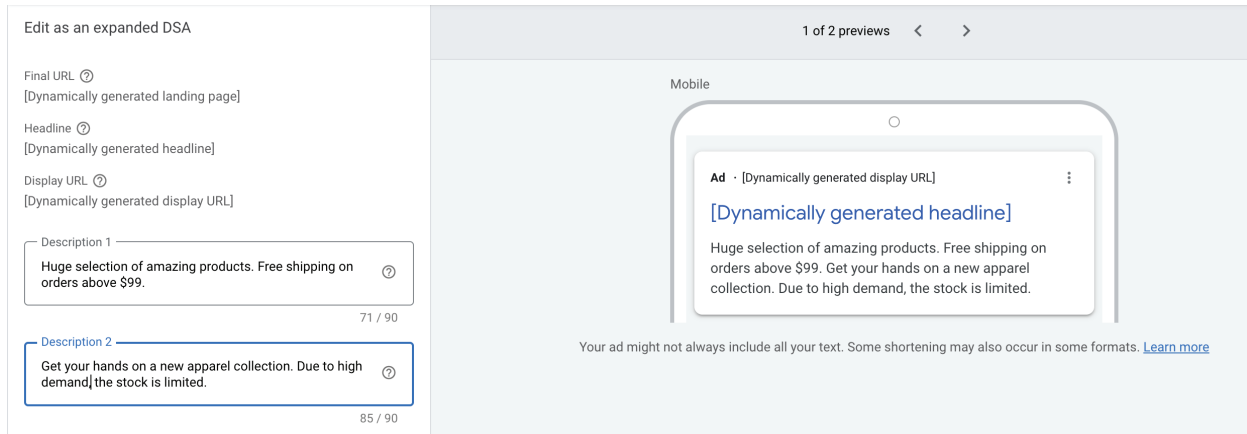
The only downside is that this works best for eCommerce sites, especially with a big inventory. But I have seen the success we content-heavy websites as well.

We're talking about *dynamic ads*. Ads that Google generates by itself based on the content of your website. You only write descriptions of the ads, the rest is generated automatically.

When someone searches on Google with keywords closely related to content on your website, Google will use this content to select a landing page from your website and generate a clear, relevant headline for your ad.

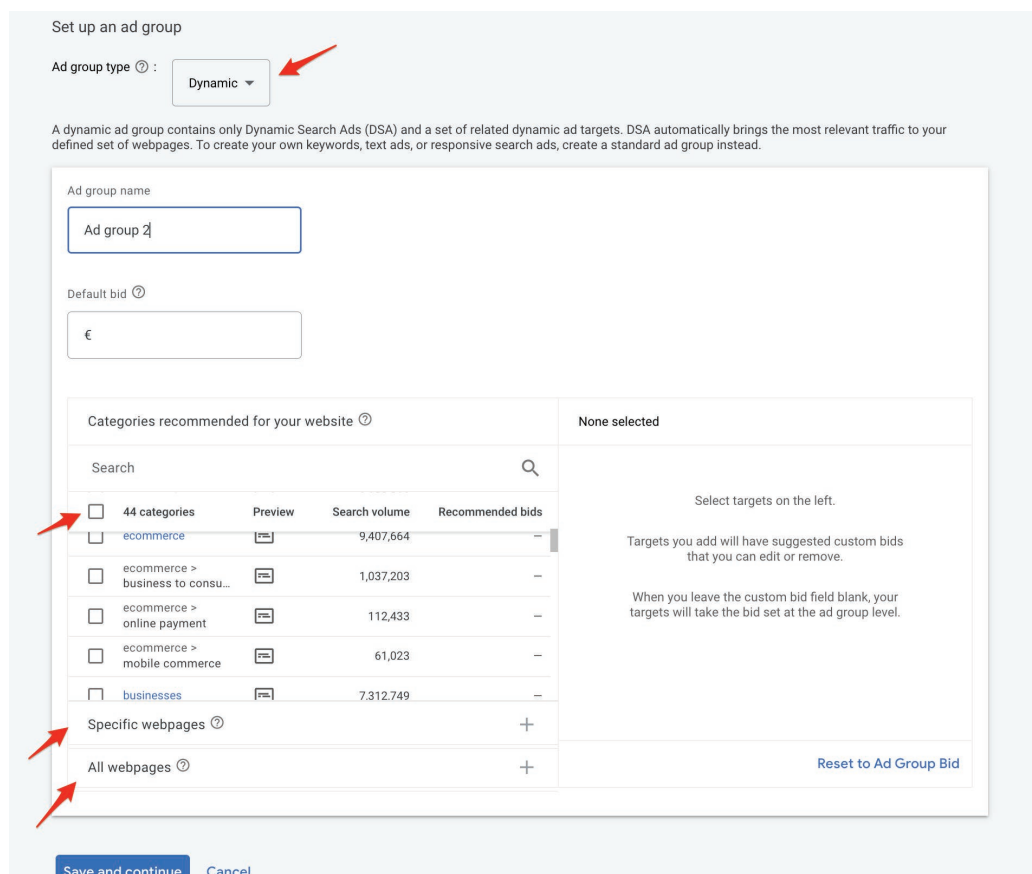
And by content, I mean product titles, product descriptions, blog articles, and so on.

Look at this dynamic ad. For the regular search ad, you had to enter all the headlines and select the landing page based on your keywords in the ad group.



With dynamic ads, you only have to write these description lines. That's it. The rest is taken from your website. You don't even have to select keywords.

When creating your ad group, find a drop-down and switch to dynamic ads.



You will then have to select a category to target. You can do your whole website or specific pages. You can also see that Google has automatically determined some of the categories based on your content. You can use them as well.

You can start by just targeting all your website pages. This means that you're telling Google to take all your products (blog posts etc.) and try to match them to searches on Google. This gives you a broad reach so make sure you always keep an eye on the spending and conversions.

Even though you don't have to think about the keywords and their themes, you still have categories on your website. This means that you can control which categories are subject to dynamic ads. And at the same time, exclude the categories that you don't want to bid on. The reason for this is that some categories will not convert. After some time, you will have just a few categories that convert well.

Search and dynamic campaigns can run together. Let the revenue be the decision-maker here. Just don't leave it running for a long time without reviewing them.

The success of the dynamic ads depends on your website. The website can't change often as it makes it hard for google to index the site and understand what content is there. The power of dynamic ads comes from how well organized is your website.

And as I mentioned above, make sure you have a lot of content (products, blog posts, services, etc.) because Google scans your website and it knows all the pages and keywords. The more information it has the better targeting it can select.

10.1.11 Keyword insertion

It's time to talk about another advanced Google Ads feature - keyword insertion. It dynamically updates your ad text to include one of your keywords that matches a customer's search.

Let's deconstruct that.

Take this ad group, for example. You have all these keywords that are closely related to each other, which means that you can easily create your ad.

Keywords	iphone 14 cases
	iphone 14 cases price
	leather iphone 14 cases
Ads	
<i>Headlines</i>	Stylish iPhone 14 Cases
<i>Headlines</i>	Shop Latest iPhone Accessories
<i>Headlines</i>	Get Your Case Today
<i>Headlines</i>	Designer iPhone Cases
<i>Headlines</i>	Find Your Perfect Case
<i>Headlines</i>	Customize Your iPhone 14
<i>Headlines</i>	Unique iPhone 14 Cases
<i>Descriptions</i>	Explore a wide range of stylish cases for your iPhone 14. Shop now
<i>Descriptions</i>	Find the best prices for iPhone 14 cases. Protect your phone today
<i>Descriptions</i>	Discover our wide range of cases. Premium quality, fast shipping. Buy now
<i>Descriptions</i>	Looking for a leather iPhone case? Check out our premium selection

But you notice that even though the words mean the same thing “*iphone 14 cases*”, there is a keyword that has a material (leather) in the keyword. Of course, you can create a separate ad group for each of these keywords with dedicated ads. But if there are a lot of these keywords and they have low search volume, creating a new ad group for each of them would be a huge task. And it would be hard to manage them.

So before you do that, you can use keyword insertion to see if these keywords work.

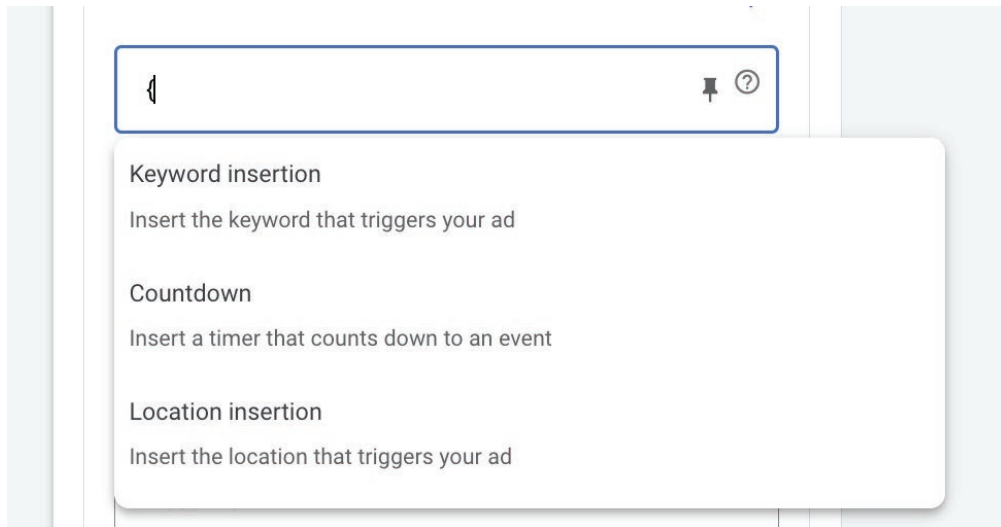
What happens when you use keyword insertion is that one of your keywords that matches the user’s search gets inserted into your ad. Exactly as it is. So, your ad becomes more related and useful.

Sounds cool?

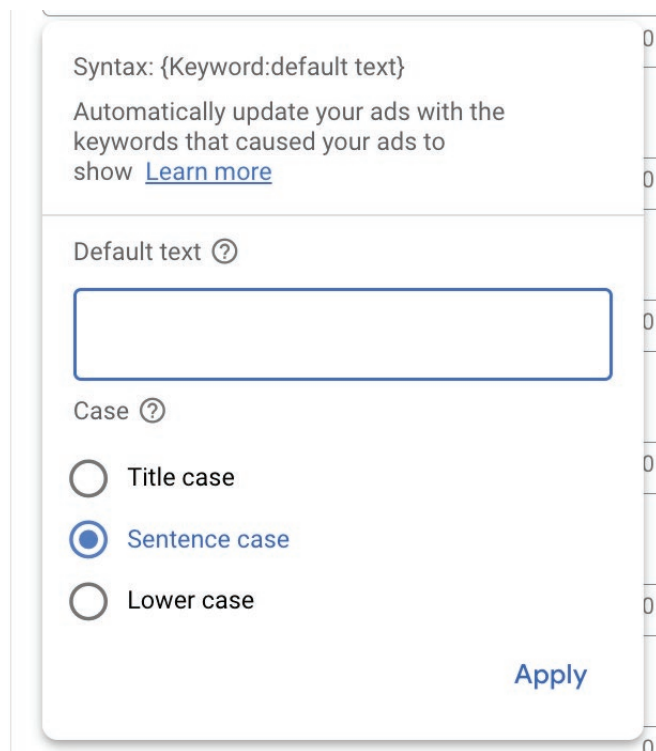
All you have to do is enter this line of text `{Keyword:iPhone 14 cases}` into your

ad. The bold part is just a default text that will be inserted if your keyword is too long or for some reason can't be inserted.

Google makes it, a lot easier when creating this kind of ad. Take a look here:



When creating your regular ad, start by typing “{”, and Google will give you a selection. Click on it.



Now, enter the default text and click apply.

Now if your keyword in the ad group matches users' search, that keyword will be inserted into this ad.

This is a great hack for making ads more relevant as well. If you have several keywords in your ad group, add keyword insertion in the headline. It should increase ad quality.

As you can imagine, the use case for this is very wide. The only thing you should **NOT** do is have hundreds of keywords in the ad group and have keyword insertion, thinking that you can skip the whole structuring this way. Nope.

This is just to help you out with some keywords that have some sort of classifiers like color, size, part number, location, or anything else with the keyword.

10.1.12 A/B Testing

We talked a lot about different optimization techniques. All of these changes impact your campaigns. Sometimes the results are great and sometimes they are not.

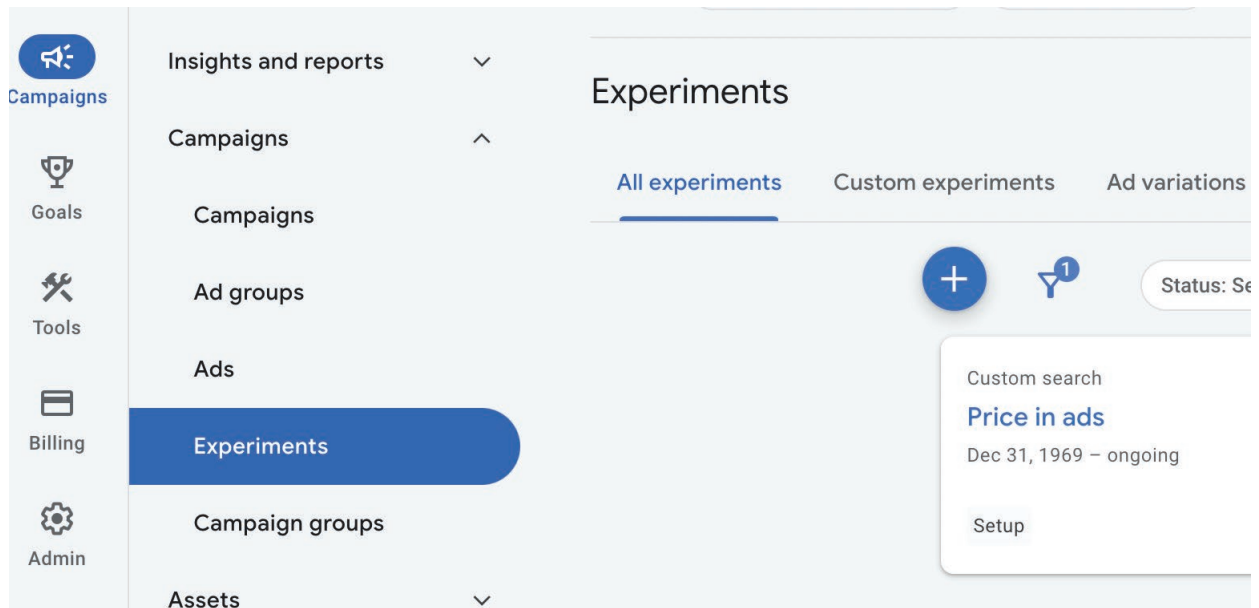
No matter what, you have to make sure you're doing it as scientifically as possible. And for this reason, I recommend optimizing the campaign using a built-in testing tool in your account.

It's called *experiments*. It allows you to A/B test the changes you make.

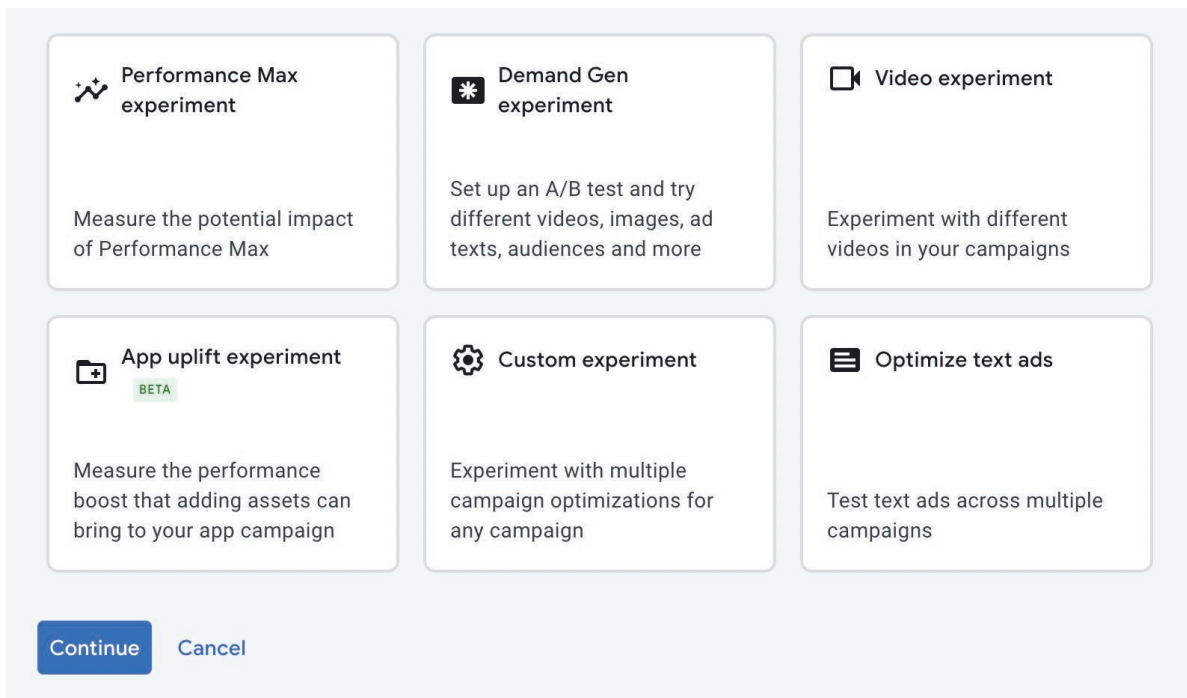
What is AB testing? I won't expand on it too much, but A/B testing is a process when you test your original setting with a new variation. Be it a landing page, ad, bidding strategy anything you can think of. There are plenty of services that provide this capability. But Google ads have their own built-in tool. It's not perfect, but it's a good start.

The reason is simple. This tool allows you to make changes to your campaign and then will show you how the changes are performing compared to your original campaign. This is good because you're not just guessing. You see the impact of those changes.

Go to all campaigns and find *Experiments* in the menu here, expand it, and select *custom experiments*.



Then click to create a new experiment. You should see this:



If you want to test ads across the account, select the first option. However, we're going to test the bidding strategy, so I need to select *Custom*.

Experiment name

CPA bidding strategy

Description (optional)

Campaigns

Base campaign
Select a campaign you want to experiment with

iPhone 10

Select campaigns that don't have shared budgets. [Learn more](#)

⚠ When scheduling the experiment, campaign level conversion goals are not yet copied from the base campaign to the trial campaign. Make sure to manually copy over any campaign level conversion goals to the trial campaign after it is scheduled.

Trial campaign
We'll create a copy of the campaign selected above in the next step, to make the necessary changes for this experiment

Suffix for the treatment name: CPA bidding strategy

iPhone 10 CPA bidding strategy

Enter the name, something that clearly explains the changes. This name will be added to the original campaign name because Google makes a clone of your original campaign.

Now, go and make changes to that cloned campaign. In our instance, we are changing the bidding strategy. Once you're done making changes, click on schedule.

✓ Set up — 2 Make changes — 3 Schedule

Type: Custom search Changes made: None [Schedule](#)

Campaigns

You should see these settings:

Experiment goals Select up to 2 goals. Other metrics will still be available to view. ⌵

Select metric ⌵

Select...

:

Select...

:

Select...

:

Select...

:

Select...

:

Select...

:

Select...

:

Select...

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Select...

:

Select...

:

Select...

Experiment split Select a portion of your original campaign's traffic and budget for this experiment ?

50%

Trial campaign: **50%**
Base campaign: **50%**

⌵ Advanced options

Experiment dates Start date ⌵

Sep 26, 2022 ⌵

End date

None

Duration:

Select a date ⌵

You can select several metrics that you are testing. But one of them has to be conversions or conversion rate because this is usually your main goal. Leave the traffic distribution 50:50. Select the start date and you're done.

Leave it to run for at least four weeks. But it all depends on how much traffic you get. I will simplify and say that if you want to see an impact on conversions, you should aim for at least a few hundred of them per test variant. You can't draw conclusions from just a few conversions, right? You need to make it significant. The more data you have, the more significant your test results will be.

You can come and check it after a few days and just keep an eye on it constantly if you're curious. Here's what you should see when the experiment is running:

Aug 30 – Sep 15, 2022 ⌵

☰ COLUMNS ⌵ EXPAND

Arm	Campaign ⬆	Clicks	Cost	Conversions	Conv. rate	Impr.	Cost / conv.
Base	[0] with code [A/B]	12,711	€971.35	299.00	2.35%	-48,531	€3.25
Trial	[0] with code [A/B] [0] language	13,125	€949.49	369.00	2.81%	51,819	€2.57
Difference ?		+414	-€21.86	+70.00	+0.46%	+3,288	-€0.68
⬆ Difference (%) ?		+3%	-2%	+23%	+20%	+7%	-21%
95% confidence interval ?		[0%, +7%] Inconclusive results	[7%, +2%] Inconclusive results	[8%, +55%] Inconclusive results	[-12%, +51%] Inconclusive results	[+4%, +10%] Statistically significant	[-42%, -0%] Statistically significant

1 - 1 of 1

You will see your original campaign and your trial campaign, along with the statistics. Google also tells you if the results are statistically significant or inconclusive.

If it's inconclusive that means that the changes you made most like have no impact on the results of the impact is just too small to detect.

You don't have to test each small change you make. If you have 10k+ clicks, then maybe, but I usually test something big, like bidding strategy changes.

10.2 DISPLAY CAMPAIGN OPTIMIZATION

Like any other campaign, you have to optimize Display campaigns. It's hard to make them work, so you have to spend a lot more time ensuring you're not losing your money.

I mentioned that display campaigns usually are designed to target a "cold" audience. An audience that is less likely to convert.

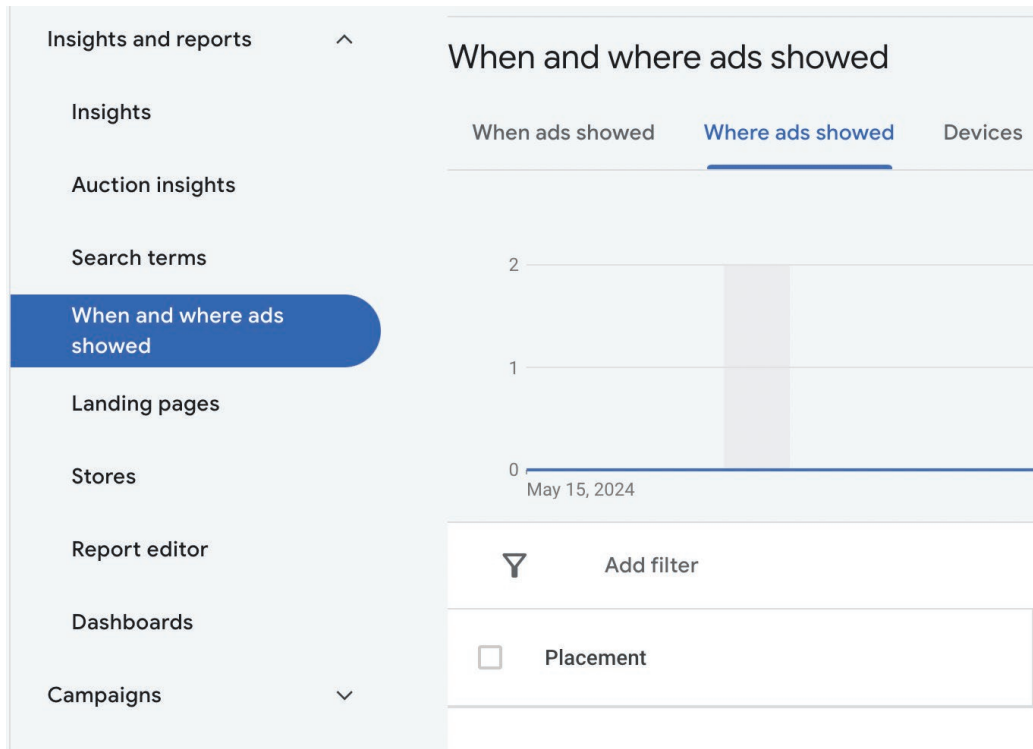
Some of the things we discussed for Search campaigns also apply to Display campaign optimization, like devices, locations, scheduling etc.

So, let's look at what can be done to improve those campaigns.

10.2.1 PLACEMENTS

Placements are the websites on which your ads appeared and possibly got clicked. Google has this massive network of websites that make up the Display Network. Whatever targeting you choose involves a website where your ads might be shown.

You can see which website your ads appeared on and if they were clicked. This means you can remove those placements that don't work for you. Click on your display campaign and the middle menu, then click on *Where ads showed*.



This will give you a long list of all the websites (placements) where your ads were shown. You will see impressions, clicks, conversions, and other metrics that will help you to decide if that placement needs to be excluded.

For example, I see that Youtube had many clicks. I spent 52€, and there are no conversions. Compared to other placements, Youtube does not perform great. So I can select and exclude it for this ad group or the whole campaign.

<input type="checkbox"/> Placement	Type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
<input type="checkbox"/> Mobile App: OLX - Cu...	Mobile application	237	74,591	0.32%	€0.13	€31.09	1.69%	4.00	€7.77
<input type="checkbox"/> youtube.com	Site	498	64,513	0.77%	€0.11	€52.87	0.00%	0.00	€0.00
<input type="checkbox"/> mobile.de	Site	659	56,582	1.16%	€0.11	€73.90	3.19%	21.00	€3.52
<input type="checkbox"/> aktual24.ro	Site	28	14,575	0.19%	€0.10	€2.71	0.00%	0.00	€0.00
<input type="checkbox"/> Mobile App: Weather ...	Mobile application	98	10,265	0.95%	€0.12	€12.21	1.02%	1.00	€12.21
<input type="checkbox"/> stripesurse.ro	Site	18	8,908	0.20%	€0.15	€2.63	0.00%	0.00	€0.00
<input type="checkbox"/> mediafax.ro	Site	56	8,216	0.68%	€0.18	€9.95	0.00%	0.00	€0.00

This way, Google will not show my ads on Youtube, and that saved amount will go towards a better-performing website.

Similar to keywords, you comb through every placement to make sure that there are no websites that just drain your money.

Sometimes, you just want to exclude the website because of its content, which means you don't want your ads (your brand) to be displayed there.

You should do it at least weekly if you have a lot of traffic. Otherwise, monthly might be enough. Don't forget to check the placement report, as you might waste your budget.

10.2.2 FREQUENCY CAPPING

Since Google's display network is extensive, billions of available impressions exist. This also means your ad might be shown to the same audience more often.

But what if you don't want to show your ads to a specific audience over and over again? Especially if they don't convert. At the very least, it's just annoying.

Google has the option to limit that by capping frequency. In other words, you can limit how many times the same users see your ads in a given period.

The question is, how often do users have to see your ad before clicking? It's a tricky question and depends on a product or service.

When you don't have any data to help you out, just start with any number. You can ask yourself, "if a user sees my ad five times a day, is that enough to get the message through?". Then start here. Limit to 5 views per day.

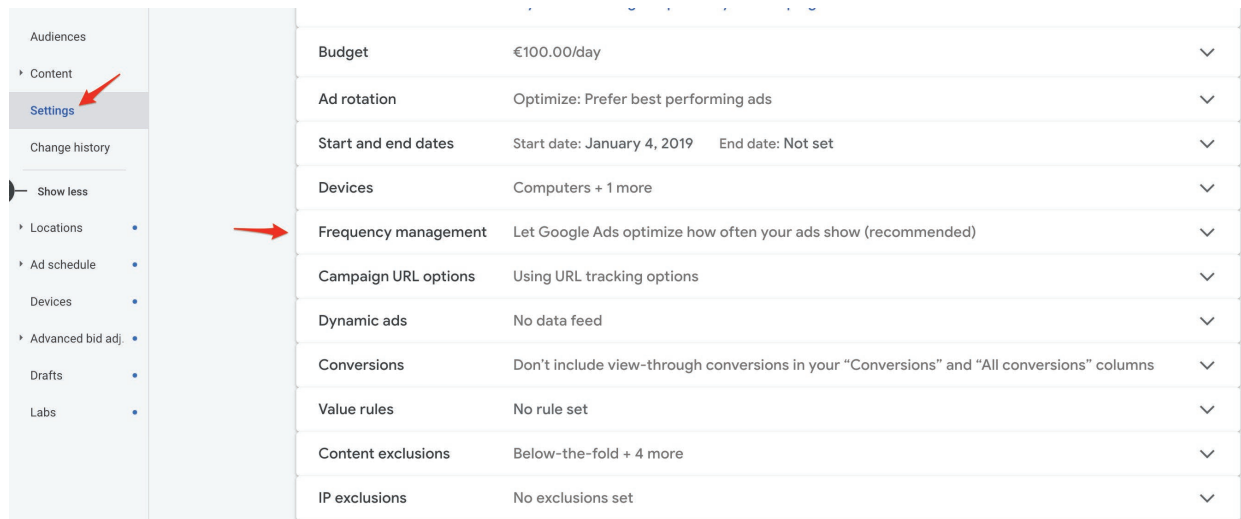
What happens when you do that? Your ads now start showing for a larger audience. Not broader, just larger. Your targeting options still limit Google. But unless you choose a particular audience, you will not show your ads to everyone within your target audience. Most likely due to a limited budget.

Frequency capping helps you reach other people. As soon as people see your ad five times if any budget is left, Google will continue showing it to other people. Thus reaching a larger audience.

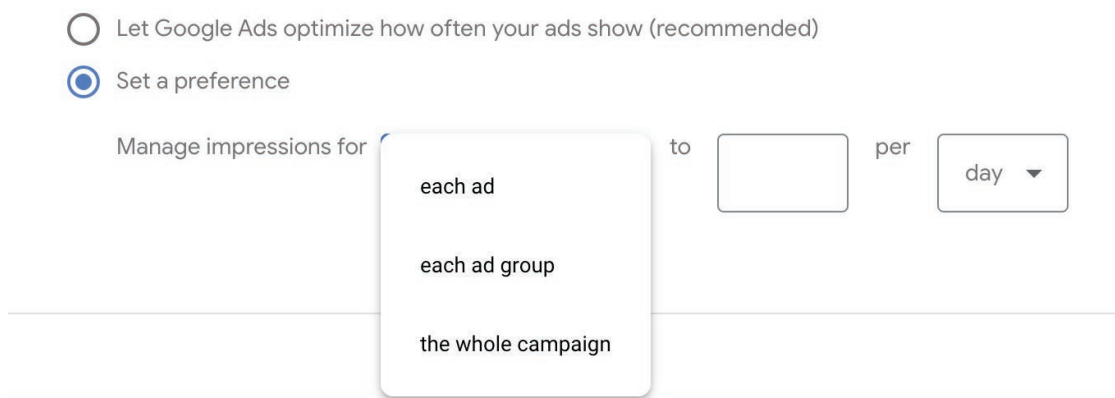
If you limit to just one view, the audience gets even larger. But you risk people not noticing your ad. One impression in the vast ocean of banners might not be enough.

It also saves your budget. If some people don't click your ad after a certain number of clicks, you don't waste any impression on them. Your goal is to find people who would be interested. Remember, it's a cold audience. You are looking for them, not the other way around.

Click on your display campaign and find *settings*. Then click again on *additional settings* to show more options.



Find *frequency management* and expand that option.



Choose to set a *preference*. Now, you can select if the frequency capping is for a particular ad, ad group, or campaign.

I would suggest starting with an ad group. The campaign level is too broad, especially if you have several ad groups in that campaign. The capping will apply to all ad groups.

Since the ad group is the one that contains all the audience targeting options, I usually start with ad group level capping.

Input a number, say 5, and then select the period: day, week, month. I would suggest starting with a day capping. Easier to calculate.

You might notice more placements in the placement report since the ads are shown to a larger audience.

Also, you might get additional conversions precisely for the same reason.

Sometimes you spend less, but that happens only if your audience is very specific. In this case, Google can't find other people to show your ads, so it just limits the impressions to the existing audience, reducing clicks and spending.

If you notice a drastic reduction in your main metrics, it might mean that your chosen capping is too low. Go back and change to 10 (instead of 5).

When starting, I usually start somewhere around 10. I reason that if a user who saw my ad ten times per day did not do anything for an entire week, he may not be interested at all in what I have to offer. And then take it from there.

10.3 YOUTUBE CAMPAIGN OPTIMIZATION

You have created a video, uploaded it to your account, created a YouTube campaign, and got some views and clicks.

The question is, can these numbers be any better? Most of the time, they can.

Optimization is an integral part of any campaign. Be it search or display, optimizing campaigns is an essential part of your job.

The downside of YouTube campaigns is that you should work on the video as much, if not more, as you do on your account. We will go over some of the things you can do in your account to make your campaign perform better. But your video ad is the key.

With Search ads, it is easy to create different ads and see which performs better. Even with display ads, making the banners yourself or asking a designer to produce several versions is easier.

It's different from the video. Not only does it take more time, but it is also more expensive to create several video variations. And even if you have time and resources, coming up with the storyline requires a lot of creative effort.

What I would recommend is to think about variations before you create a video.

I usually come up with a few different ideas. For example, one video can be focused on the product and its benefits (or features). The other would go in the opposite direction, showing more emotions, maybe people being happy after getting the product, and not so much about the product itself. This way, I will know what my audience prefers: a straight-to-point approach or an emotional connection.

Making a few videos in one go saves time and sometimes resources as the price might be slightly lower than making a second video later. Most freelancers (agencies) have a discount on the more videos you produce.

10.3.1 DEVICES

Let's start with devices. These are computers, phones, tablets, and TVs. The latter might be a surprise to you. But no, it does not mean your video will be shown on conventional channels. This includes all internet-enabled smart TVs.

For example, watching Youtube on your TV through a browser. Of course, the number of Internet-connected TVs is increasing, but it will take some time to be a huge channel.

So, the first thing you can do after a while is going to the device report and see what's going on there. Here's what the breakdown looks like across devices:

Device	Level	Added to	Bid adj.	Ad group bid adj.	↓ Impr.	Views	View rate	Avg. CPV	Cost	Conversions	Cost / conv.	Conv. rate
Mobile phones	Campaign		–	None	275,845	74,008	26.83%	€0.01	€888.73	65.29	€13.61	0.07%
Computers	Campaign		–	None	98,909	31,202	31.55%	€0.02	€471.09	44.69	€10.54	0.12%
Tablets	Campaign		–	None	15,640	4,662	29.81%	€0.01	€48.13	3.60	€13.38	0.06%
TV screens	Campaign		–	None	3,810	2,163	56.77%	€0.01	€11.08	0.87	€12.69	0.04%

Here are the questions you should answer:

- › Which device category is bad (poor results) and should be disabled altogether?
- › Which device brings good results and can have higher bid adjustment?
- › Why is a particular category not performing? Could it be related to the website (landing page, product) or the video itself?

You'll often find that the tablet category doesn't perform well. So don't hesitate too long and turn it off. Sometimes you will need to disable the mobile category as well, it all depends on your campaign goals.

From the picture, I can see that all categories perform similarly, so I won't make any adjustments. I could increase the bid for computers, as the cost per conversion is lower, and it may bring more conversions. If you want to reduce the cost for a specific category, click on bid adj., select decrease, and enter a percentage. Google will reduce your cost per click by a specified percentage amount.

If you want to turn it off completely, enter "-100%".

It seems simple enough, but many people forget about it and spend most of their budget on the wrong devices. So you should be smarter and after some time check how clicks, costs, conversions are distributed between devices.

10.3.2 DEMOGRAPHICS

In every campaign, you can choose specific demographics: men, women, their age. This can help you reach the right audience or simply cut costs.

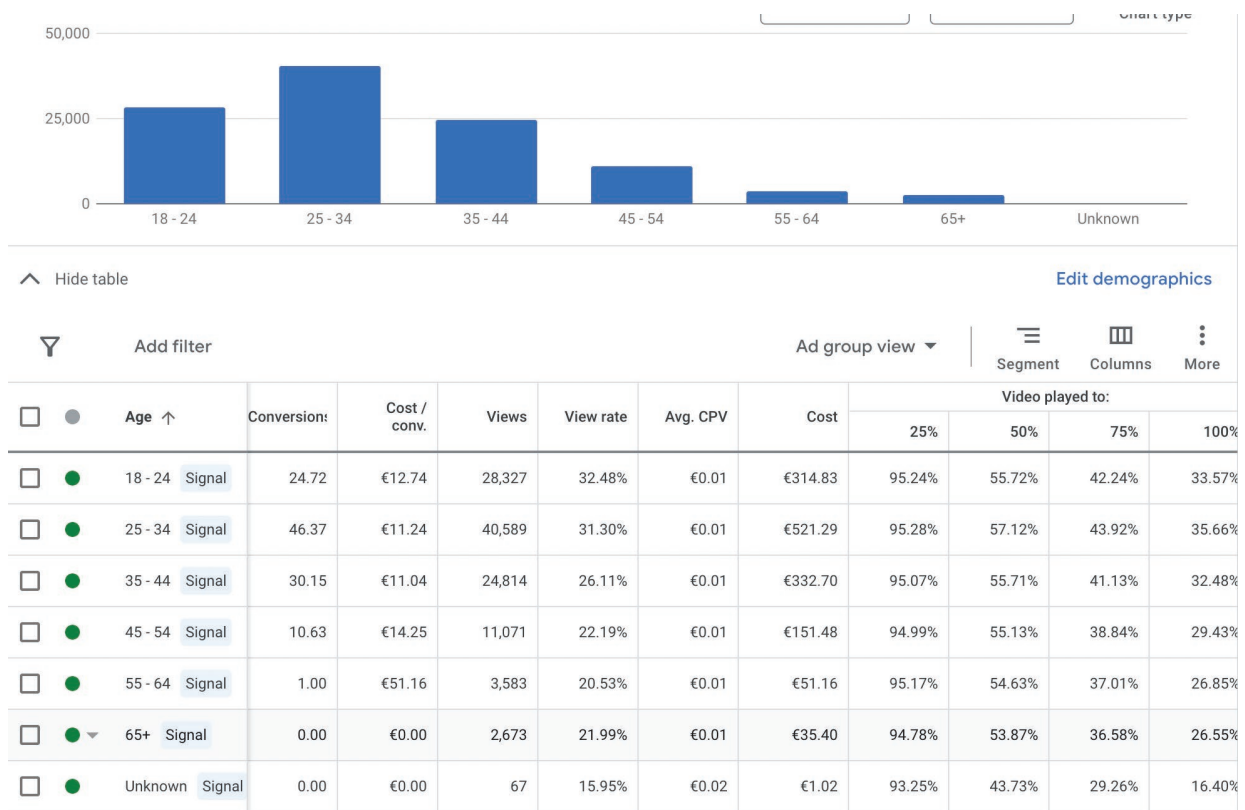
The most important thing to remember is that if you narrow your audience too much, you may not get any or very few ad impressions.

Demographic selections are available for each ad group. Go to your campaign, select an ad group, and click on *Audiences* in the left menu.

Let's start with age. You can choose which age group to keep and which to

remove. You can also increase the cost per click for the relevant category. Everything is done exactly the same way as with devices, using bid adjustment.

I would usually recommend leaving all age groups at the beginning. The exception may be when you know the exact age group of your customers and exclude others, which does not significantly reduce ad impressions.



You will see the distribution of your metrics amongst the age groups. You will even see which group watched your ad longer.

If you spot a group that is not performing at all, you can exclude it. In the picture above, I can see that anyone older than 55 is not converting. So I can exclude that age group. I will save a dime or two.

Also, keep in mind that there is no 100% accuracy here. Demographic information is collected using a variety of factors, and it doesn't necessarily mean that people have indicated their age or gender in their settings (although they sometimes do). All other people that Google isn't sure about fall under the Unknown category.

Gender settings are similar. There's also an Unknown category for when Google can't determine gender.

Generally, most goods and services are suitable for both genders, so you may need to use these settings less often because you want more reach. But sometimes the product is better bought by men.

Gender ↑		Max. CPV	Views	Avg. CPV	Impr.	View rate	Cost	Conv. rate	Conversion:	Cost / conv.
Female	used	€0.03	720,389	€0.01	1,566,611	45.98%	€7,523.82	0.00%	9.67	€778.10
Male	used	€0.03	1,314,272	€0.01	2,911,683	45.14%	€13,621.29	0.01%	106.52	€127.87
Unknown	used	€0.03	33,430	€0.01	114,294	29.25%	€401.57	0.00%	1.00	€401.57

This example clearly shows that this product is more prevalent among men. I can remove the female audience altogether or lower the cost per click to match the cost per conversion.

I recommend not touching these settings when starting your first campaign. After some time, you will see how clicks, conversions, and budgets are distributed. Then, you can decide whether it is worth adjusting something.

10.3.3 PLACEMENTS

After the campaign launch, your video will start appearing on the YouTube network. And since your ad is displayed “on” someone else’s video, you can see what those videos were. Go to insights and reports and find where and when the ads shown.

Like with the Display Network, you see all the sites where your banners have been displayed. Here, you will see YouTube channels or placements. See below:

Placement	Type	Ad group	↓ Views	Avg. CPV	Impr.	View rate	Cost
af: Where ads showed			60,554	€0.02	81,665	74.15%	€1,345.38
WORLDSTARHIPHOP	YouTube channel		625	€0.01	1,183	52.83%	€9.01
DOPE or NOPE	YouTube channel		539	€0.03	1,397	38.58%	€17.67
Channel no longer available	YouTube channel		406	€0.03	526	77.19%	€10.33
youtube.com	Site		375	€0.03	1,010	37.13%	€13.01
YoungBoy Never Broke Again	YouTube channel		277	€0.01	531	52.17%	€3.86
Lyrical Lemonade	YouTube channel		244	€0.01	434	56.22%	€3.47
kevingatesTV	YouTube channel		213	€0.02	385	55.32%	€3.26
VanossGaming	YouTube channel		194	€0.02	421	46.08%	€3.78
SSSniperWolf	YouTube channel		180	€0.02	408	44.12%	€4.31
shane	YouTube channel		168	€0.02	380	44.21%	€3.71
PewDiePie	YouTube channel		152	€0.02	400	38.00%	€3.71

You can see all the YouTube channels where your ad has been shown. You see all the essential metrics: views, costs, conversions, etc.

This is important because:

- › you can see which channels' videos are not suitable for you, i.e., no conversions
- › you can control the content next to which your product is displayed.

Not all YouTube channels are suitable for your service or product. Usually, it's not a problem. However, there are all kinds of content, and sometimes the user may have negative associations if your ad is shown next to controversial content.

If, after some time, you see that channels are unsuitable for your business, exclude them.

Select what you want to remove, then click edit and exclude from the ad group. Most of the time, it's enough to remove from an existing group, but sometimes, you'll find it's worth removing from an entire campaign.

I always recommend reviewing your placements. Otherwise, you might end up wasting your budget. And it doesn't matter if you only save a few dollars per week. In the long run, these costs add up to a hefty amount.

You should review placements weekly if your campaign targets a broader audience and has a bigger budget. Otherwise, once a month is enough


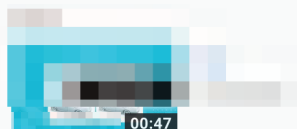
10.3.4 OPTIMISING VIDEO AD

So far, we’ve only talked about what you can do within the account, changing settings, bidding, devices, etc. But what is an essential thing in your entire account? Yes, the video itself (I hope you guessed it at this point).

Your video is what the users see. They don’t care about your settings, costs, and budgets. That’s for Google. The video is intended for users. So it must be important to know how users react to your videos.

You will need to enable additional columns. Go to your video campaign, select an ad group, and go to ads. There, click edit columns and add the *video played to* column.

You can see how many people have watched your video and for how long. Both videos are similar in length. It’s not a long video ad, but more people watch the first video to the end.

Ad	Views	View rate	Avg. CPV	Cost	Video played to:			
					25%	50%	75%	100%
	4,367	17.85%	€0.03	€143.71	32.12%	20.52%	16.58%	13.95%
	3,536	11.47%	€0.04	€149.15	23.76%	13.33%	10.17%	8.19%

Obviously, the shorter the video, the higher the view percentages and vice versa.

Keeping people engaged to the end is certainly excellent. But that doesn’t have to be your goal. About 20% of all viewers watched 50% of the video. And I know

that in the first part of the video, I mention my brand and the product itself. So, in theory, they don't have to watch the whole video.

If you see many people dropping out at a particular percentage mark, you need to ask yourself:

- › How long should the user watch the video?
- › When do I mention my product name?
- › When do I invite people to visit the website or show the logo?
- › Is my video engaging enough? Maybe the beginning should be more effective. There should be more drama, surprises, anything to keep the user engaged longer.

If you start talking about your product halfway through the video, and most of them drop off before that, your introduction may be too long. Skip to the product earlier. Maybe even shorten the whole video. Honestly, no one is interested in your creative aspirations, dialogues, and jokes. This is not the goal of your campaign (if it is, then skip this part).

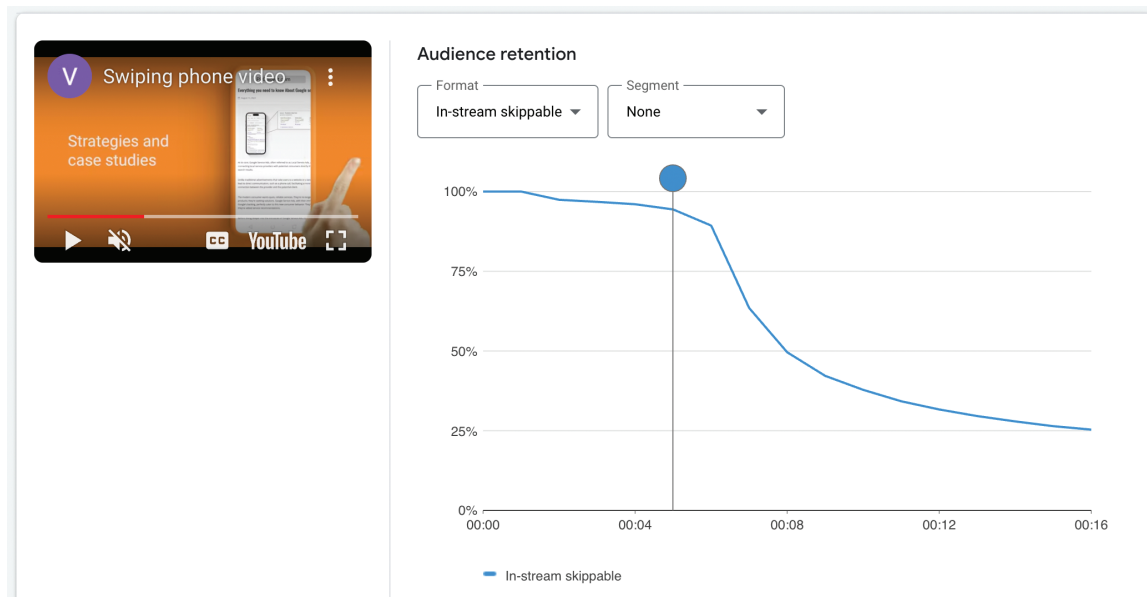
This is often followed by the question, what are good view percentages? My answer is that it depends. If 90% of people watch only 25% of the video, is that good or bad? I would say it's not good, but there are exceptions.

If your video is very long, but you quickly say at the start of it, *"buy this awesome computer and save 20% today,"* and then continue explaining why it is so awesome. You kind of said the most crucial part in the first few seconds. Maybe that's all people needed? They went to the store and bought it. However, the percentages show that most did not watch the video to the end. Is it bad if sales are coming in even though the video is not being watched? Of course not. Should you still optimize it? 100%. You can make it shorter and at least save some production costs.

There can be many different scenarios, and it is your job to understand when and what to do something about it. Whether the video ad is good or bad is determined by context. We can pick out certain things that will universally indicate a problem: very low view rate, very high price, no conversions, etc. But you are not like

everyone else. Remember that. What works for others may not work for you. And video ads are precisely the place where individuality is valued.

Always stop by to check how much of your video is viewed. There is built-in analytics that helps you understand how many users saw the most important elements of your ad. You can find it by going to the campaign, selecting *Videos*, and clicking *Analytics*.



The graph shows how you retain your audience. You can see where exactly people drop off.

In the video above, it's clear that as soon as the skip button appears, users start to drop off. If you notice an additional steep drop-off, then there might be something that people did not like in that particular video part.

Check it, and see if you can fix it.

I also like a little segmentation by gender, age, campaign, etc. Sometimes, it helps to know the difference in video engagement. But use it only if you have a lot of views.

You can find many insights here that will give you additional ideas for improving your video. And the best part is that you can compare old and new videos to see if you're on the right path.

10.4 SHOPPING CAMPAIGN OPTIMIZATION

Let's go over some of the things you can do to make your Shopping campaigns perform better.

10.4.1 SEPARATE CAMPAIGNS FOR PRODUCT CATEGORIES

When starting, you can go with one campaign. Then, within the ad group, add all of your categories so you can see the cost and clicks distribution, and change bids.

After some time, you will notice that some categories perform better than others. You can move them to a separate campaign and separate budget. This way, you will ensure that your best sellers have enough budget.

And the categories that don't perform can be paused or their bids lowered.

For example, I have one extensive campaign with all my products. After some time, I noticed that my pets category was performing exceptionally well. I could increase the bids only for this category. But it will still use the same budget as other categories. And if I increase the campaign budget, different categories might also use it.

The only way is to create another shopping campaign and add only products in the pet category.

<input type="checkbox"/> ● Campaign	Budget	Status
<input type="checkbox"/> ● Shopping	\$15.00/day	Eligible
<input type="checkbox"/> ● Shopping pets	\$50.00/day	Eligible
Total: All enabled campaigns		

Now, I can set any bids I want with the dedicated daily budget. You can repeatedly repeat this step, separating the best and worst-performing product categories.

10.4.2 DEVICES

Shopping campaigns are no exception for device category bidding adjustment. You will likely get most of your traffic from mobile devices. But you have to watch your ROI. If you notice that some of your devices perform worse than others, reduce the bids.

Don't forget to check it after a month or two, depending on your traffic. Any saved amount can be directed to a better-performing device. It might not be much, but if you advertise for a year, everything adds up.

Since we already discussed this optimization method, you shouldn't have trouble finding where to do it.

10.4.3 BIDDING

I mentioned that Google offers a Performance max bidding option for Shopping campaigns. I'm not a big fan of it, but you are welcome to try it. I recommend picking either one or more significant product categories or several smaller ones, so the campaigns have enough product to get traffic and create a separate campaign with new bidding. You can run both campaigns simultaneously or remove the product categories in the older campaign.

By running both bidding options simultaneously, you will spend more money. But you will see how both perform at the same time. It's not an ideal experiment, but this is what we have.

If you don't want to spend more, you will have to pause those categories in the older Shopping campaign and leave them running in the new campaign with a Performance max bidding strategy. The before/after comparison is not 100% apples to apples. If both campaigns were running during that time and no significant events could have impacted the results (Black Friday, Christmas, etc.), then you should be fine.

The third option is just to change the bidding on your original campaign. This is similar to the second method, but you aren't creating a new campaign. You have the historical performance of your current Shopping campaign, and when

you change to Performance max, you should see (or not) changes to your ROI. Just don't jump to conclusions too quickly. Allow at least 4-6 weeks for the algorithm to start working.

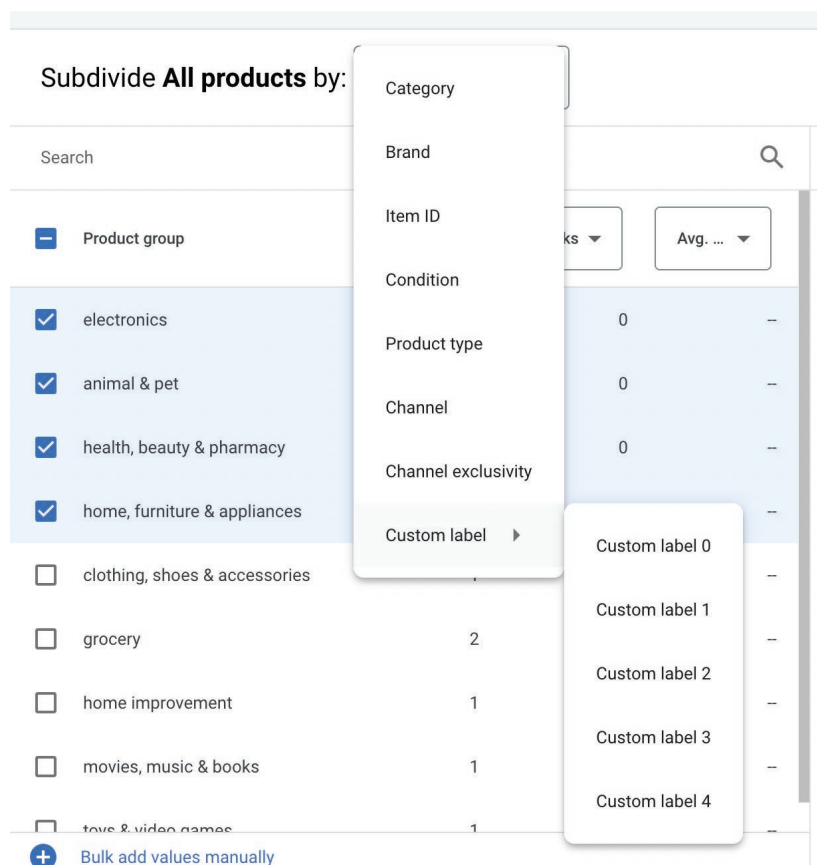
10.4.3 PRODUCT FEED

The product feed is the most important part of your Shopping campaign. Google takes all the information from it.

Make sure it is up to date and has images, descriptions, product names, etc.

But there is another thing you can do with your feed.

Remember this part where you can select how to group or bid?



Right at the bottom, there is a space for your custom labels. Like with product categories or brands, this allows you to group your products according to your specifications. For example, you can have "best sellers," "biggest ROI," "largest margin," "impulse buy," and so on.

You can add it to your feed, and it will also become available here. This additional information will allow you to group your products differently and structure your campaigns accordingly.

For example, your “best sellers” can have the biggest budgets and highest bids. Your “impulse buys” are most likely lower bids but a higher budget.

You can also have product groups that you can exclude. Products with very low margins, maybe products with high shipping costs or just bulky to sell online and ship. I’m sure you can think of more reasons.

These custom labels allow you to manage your feed as you want, making it easy to include or exclude any product.

10.5 PMAX CAMPAIGN OPTIMIZATION

10.5.1 WHEN TO START MAKING CHANGES?

Any campaign sooner or later needs some tweaks to optimize performance. But the question is when, not if. With any automated bidding strategy, machine learning needs some time to adjust to show some results. Tweaking things too soon might do more harm than good.

With PMax campaigns, you don’t want to rush things. I would recommend waiting about 4 weeks. Is it a golden rule? No.

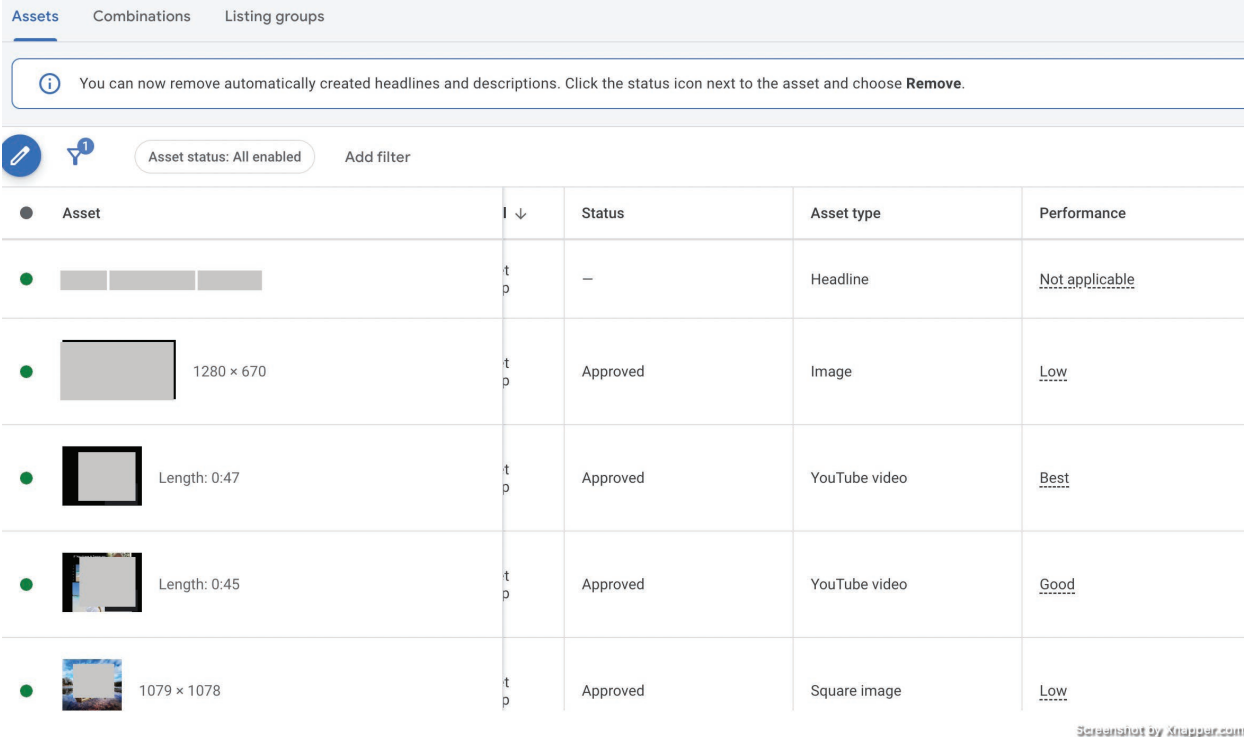
If you have a bigger budget and more conversions coming in, you might see results faster and can make some adjustments earlier. By bigger budgets, I mean 5 digits per month.

PMax campaign results fluctuate heavily, especially at the start. So, you might be tempted to reduce spend or decrease/increase CPA. Don’t do that unless you have plenty of data. Can you tell anything from 30 conversions? Probably not. Keep bidding and budget changes to a minimum. If your account does not have a lot of conversions, I would recommend starting with higher than your normal CPA. Just to give more room for AI.

With eCommerce, you can start with maximise conversion value bidding. But watch your ROAS carefully. If it's performing well you can increase the budget up to 30%. If not, then switch to tROAS. This will put a cap and will try to steer PMax closer to your goal.

10.5.2 USING ASSETS EFFECTIVELY

Google doesn't give a lot of information on assets even though they are quite important. But you can get a rough idea of what is performing. If you go to your PMax campaign, then to Asset group, and click on View details near a group, you will see this:



A list of all your images, text ads, and videos. Take a look at the performance column. You don't have to strive for the "best," but keep an eye on your low-performing assets and try to understand why. You don't have to remove them; just add additional ones based on what you think might perform better.

Poor does not equal bad. It's Google's rating, so look at it with a grain of salt.

Try to add more diverse assets, as long as they are within your asset group targeting. Your audience and product should be your guidelines for assets.

Leave the rest for Google to play with.

If your campaigns are running for a while, it might be a good idea to refresh some of the creatives. Don't forget that ad blindness still exists. After a while, they might just not notice your ads.

Crafting creatives that capture the target audience's attention and communicate your message clearly can result in a higher CTR and better campaign performance.

If you have videos in your asset list, you will have to work on those at some point. There is a lot you can do, but it requires more resources compared to text and images unless you have a video team in your company.

- › experiment with video length
- › try adding influencer videos (if you have them)
- › direct product videos vs. emotional
- › benefits vs. features
- › different CTAs

10.5.3 EXCLUDING NEGATIVE KEYWORDS

You will want to exclude some keywords, just as you do with Search campaigns. However, it's not that easy.

There are two ways you can do it:

- › Ask Google reps to exclude negative keywords. You can fill out the form in the account by clicking the help icon and Contact us.
- › Add negative keywords at the account level. But this has a limit of 1000 keywords. It might be for most accounts, but not for all.

There is no easy way at the moment. I hope Google will change that soon.

10.5.4 WORK ON YOUR PRODUCT FEED (ECOMMERCE)

If you don't have an eCommerce store, you can skip this part. If you do, you must know that your feed is the most important part of your PMax campaign with product feed.

There are some things you can do in your Google Ads account. But a lot of your focus should be on optimizing your product feed.

Feed optimization goes beyond the PMax campaign, but I will list what I would recommend doing with your product feed.

- › Start from the most important part – the product title. Since everything in the ads is basically from your store feed, optimize your product titles and descriptions to include relevant keywords and convey essential information to potential customers. Ensure that your titles are clear and concise while your descriptions provide valuable details about the product. Avoid keyword stuffing, as this can negatively impact your ad performance.
- › Pricing. Add a sales price attribute (if applicable). Play around with different prices.
- › Product category. Properly categorize your products using Google’s product taxonomy to improve the relevance of your ads and help customers find your products more easily. Accurate categorization can also lead to better-targeted ads, higher click-through rates, and increased conversions.
- › Images. Use high-resolution images that accurately represent your products. Clear, visually appealing images can significantly impact click-through rates and conversions. Be sure to follow Google’s image requirements and recommendations for size, format, and background. This will improve not only your shopping ads but also your e-commerce store. Win-Win.
- › Add other optional product attributes to enrich the feed.
- › Add custom labels to your feed. This will help you better segment your product feed into different asset groups.

Check what your competitors are doing and how your products compare to them. Google shows a lot of products, so yours has to stand out. Use the title, images, description, and other attributes to achieve that.

As for the campaign, view the detailed report as discussed above and check if you can create a different asset group for certain products to improve performance. Maybe something that resonates better with those specific products. Exclude poorly performing product categories or products.

10.5.5 SEGMENTING AUDIENCES

Can you create a new asset group to better cater to a specific audience? If yes, do it.

By segmenting audiences based on detailed customer knowledge and audience signals, you can bolster conversion rates and amplify ROI. Segmentation allows you to tailor messaging and creative assets more precisely to different audience subsets, which in turn, increases ad relevancy and persuasiveness. For instance, different messages might resonate with new customers versus returning ones, and segmenting them can help address their unique needs and pain points.

You have to remember that there isn't a lot you can control in PMax. Audience and creatives are your best tools.

Some ideas you can try:

Loyalty Segments: Differentiate messaging for new, returning, and loyal customers. It's harder for new accounts unless you upload emails of your existing customers and create an audience.

Value-Based Segments: Focus more on spending on users who historically bring higher value. This is a great strategy to focus on money-makers if you need good ROI (cash flow). Later, you can expand into new audiences.

Lifecycle Stages: Tailor messages for users at different points in the customer life cycle. If your purchase journey is longer and consists of various stages, you could cater your campaign to a specific stage.

Cross-sell or up-sell: If you have a wider range of products and a lot of purchasers, you could create audiences based on what users bought and try to offer additional products or services.

10.5.6 HOLIDAYS OR SEASONAL TRENDS

This is no different from other campaigns. It's not a secret that during Black Friday,

competition grows and prices go up. You have to think ahead and decide how you want to handle that. Increase or decrease the budget, update assets etc.

Don't forget other holidays or seasonal trends like summer or winter, especially if you're an eCommerce business. Bikini sales might spike during the summer. Be ready for that in advance.

I would recommend to start preparing at least a month in advance and launch your campaign before the trend hits. At least 2-4 weeks. Don't forget that AI needs time. You don't want your campaign to start showing good results at the end of the holiday season, right?

11. WHAT'S NEXT?

Get as much experience as you can. I'm sure you know this, but Today a lot of people think that everything can be achieved very fast. They want results the next day.

If you're starting out as a freelancer, offer a free service so you could learn. Be upfront with the client; tell them that you're learning, and that's why the service is free. You will get experience quicker. Make sure to let all your friends and family know what you're doing. A lot of first clients come from your closest circle.

Later, sign up for [Fiverr.com](https://www.fiverr.com) or [Upwork.com](https://www.upwork.com). You will start getting some gigs.

If you're working for a company and already have an account, avoid trying out everything. Start small. Get familiar with Search, as this will drive the best results. Start with several keywords, and once you see traffic and conversion, expand your list. Then move to retargeting campaigns, and only then to top of the funnel campaigns such as Youtube or Display.

I always say that each business is unique, therefore the approach to creating campaigns for that business is unique as well. Sure, there are basic things you do. But businesses have different keywords, budgets and goals. They also have different websites, eventhough the product or service might be very similar or the same.

Build a strong foundation first and then lay additional information on top of it. Knowledge is key here. Find the blogs about Google Ads you like and follow them. There are plenty of great experts in this area who have different approaches to working with Google ads. Once you have a strong foundation, you can start experimenting and maybe come up with your own unique method.

Good luck!

P.S. I also have a weekly blog at [PPCdigest.com](https://ppcdigest.com). And you can email at rokas@ppcdigest.com if you have questions or want to share your feedback on the book.