



## GOOGLE ADS SEARCH

GOOGLE PAGE 100%

GOOGLE ADS RESULTS 30% (1st spot 15%)

SEO RESULTS + MAP RESULTS 70% (1st spot 30%)

Top of Page Result

1 Abs Top of Page

2

3

4

First Page Results

5

6

7

How to get the 1st abs top of page spot?

Quality Score - CPC - Every Keyword we Target

10/10 -30% on CPC

1/10 +600% on CPC

1. Relevance - Every Keyword you Target = A Different Ad

Ex. PPC Management - PPC Management

Google Ads Expert - Goolge Ads Expert

2. Interest - CTR (clickthrough rate %)

Clicks / Impressions 10 clicks / 100 impressions = 10%

CTR

CTR 15% is a good CTR

3. Landing Page Experience = Relevant ex. Blue Shoes ->

Landing Page Blue Shoes

SEO Rules (title, meta description, fast load 3", server  
300milliseconds)

PLUS. Money (daily budget, PPC / CPC pay per click / cost per  
click)

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GOOGLE ADS "TREE" - 3 LEVELS of GOOGLE ADS

CAMPAIGNS (Type of Campaign, Location, Language, Time /  
Day, Bidding Strategy, Daily Budget)

AD SETS (Keywords, CPC)

ADS (Responsive Text Ads)

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## KEYWORDS

BROAD MATCH - ppc management

### SEARCH TERMS

Ppc management

Free ppc management

Ppc management for free

Ppc free management

Ppc management fraud

Management of ads in bing

Bing ads

PHRASE MATCH - XXX "ppc management" XXX

### SEARCH TERMS

Ppc management - YES

Free ppc management - YES

Ppc management for free - YES

Ppc free management - NO

Ppc management fraud - YES

Management of ads in bing - NO

Bing ads - NO

EXACT MATCH - [ppc management]

1. You Know where your money goes

2. Budgeting (predict the cost)

Ppc management - YES

Free ppc management - NO

Ppc management for free - NO

Ppc free management - NO

Ppc management fraud - NO

Management of ads in bing - NO

Bing ads - NO

## NEGATIVE KEYWORDS

Search Terms for keywords you don't want

"Free"

"Fraud"

"Bing"

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Keyword Planner by Google

Google Ads

If you have a new account with no ads running = you will not see the results we are going to see.

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Conversion Rate %

Converted / Visitors

2 conversions / 100 visitors = Conversion Rate 2%

Conversions = Sales, Forms, Calls, etc.

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USP - Unique Selling Points

Why I should select your services / products?

15 years of Experience

16.000 learned Google Ads from me

Conversion Oriented

PPC Management with 15 Years of Experience and 16.000 richer clients. Get in Touch Today!

PPC Management to make your Campaigns achieve their Goals. 16.000 Happy Clients.

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Extensions - Account Level, Campaign Level, Ad Set Level

Sitelinks - more links to your website 2-4

Callout Extensions - More USPs to your ads 2-4

Call Extension

Image Extensions