

Google Ads Cheat Sheet

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Basic campaign setup

- Always select “Create a campaign without a goal’s guidance”, so there will be more settings
- Campaign Type Search ¹
- Give a meaningful name to the campaign
- Disable "Search Network" and "Display Network"
- Choosing Location targeting
- Choose Language targeting
- Set a daily budget for the campaign
- Choose bidding strategy ²
- Give a name to the ad group
- Set a default bid
- Enter keywords ³
- Write the text of the ad ⁴
- Create ad extensions ⁵
- Enter payment information
- Analysing and optimising ⁶

¹Campaign types

- **Search** – text ads are shown in Google search in response to a user request
- **Performance Max** – banners are displayed on sites on the Internet, Gmail, and Google Maps according to the user's interests
- **Display** – banners are shown on websites on the Internet and Android/iOS applications by user's interests or on pages with specific text
- **Shopping** – products ads are shown in Google search in response to product queries
- **Video** – ads are shown on YouTube based on the interests of users or specified channel
- App – Campaign to advertise your own apps for Android/iOS
- Smart – minimum settings, shown all over the Internet (not recommended)
- Local – only for drive customers to a physical location throught Google Maps
- Discovery – banners are shown in Gmail and YouTube according to user's interests

²Bidding Strategies

- Maximise clicks – only if you need a quick start of advertising, in general – not recommended
- Maximise conversions – only with accurate tracking of all conversions for a quick start of advertising, then go to ↓
- **Target CPA** – with accurate conversion tracking
- Maximise conversion value – in the presence of profit tracking from orders
- Target return on ad spend – with order profit tracking and marginal ROMI
- Target impression share – not recommended, extremely uneconomical
- **Manual CPC** is the best option for detailed optimization and minimum ad cost

³Keyword selection

- Choose selling keywords (buy..., order..., price...)
- Avoid generic keywords with no explicit search intent
- Enclose keywords in quotation marks – “” to avoid irrelevant impressions
- Spread words with different meanings in different ad groups
- Start with a small number of keywords
- Google itself knows how to decline and take into account different word forms and word order

⁴Selling ad

- Try to use keywords from the group in the ad title and text
- In the title, a short name and the main advantage of the product/service
- The text of the ad should concisely state all the advantages
- The target URL should lead to the most relevant page of the site
- Do not use other people's trademarks in the text without the permission of the owner
- You should fill in all available fields for the text in the ad
- Use as many ad extensions as possible ⁵

⁷Quality score

- 1. Expected CTR**
 - Compliance of the ad with the request
 - Position on the search results page
 - Ad visibility at a cursory glance
- 2. Ad relevance**
 - The presence of keywords in the ad
 - Deep work with keywords
 - Breakdown of keywords into groups
- 3. Landing page experience**
 - The presence of keywords on the page
 - META tags in the page code
 - Behavioral factors

⁵Ad Extensions

- **Sitelink** – links to other useful pages of your site
- **Callout** – additional information in the ad text
- **Structured snippet** – descriptions of products/services, divided into categories
- Image – the ability to use images in the ad (not always available)
- Call – adds a "Call" button on mobile devices
- Lead form – fields for obtaining client contacts (not always available)
- Location – displays your address after verification in Google My Business
- Affiliate location – points of sale of your products (not available everywhere)
- **Price** – shows the cost of your products or services in the ad
- App – adds a link to your Android/iOS app
- **Promotion** – adds information about discounts to the ad

⁶Campaign Optimization

- Raise your Quality Score ⁷ up to 10 to save on every click
- Regularly check the "Search terms" report and update your negative keywords to remove unwanted queries
- Move ineffective keywords to new groups and create more relevant ads for them
- Continuously test different ad texts to improve performance
- Set up conversion tracking to know which ads bring orders, not just clicks
- Protection against click fraud

Adjust bids for

- Keywords depending on their conversion to order
- Regions, cities, districts that bring more orders
- Time of day and day of the week when the highest number of orders
- For devices (mobile, tablets, PC) with more orders

Quality Score (QS) vs Cost Per Click (CPC)

QS		CPC
10	<div></div>	discount 50%
9	<div></div>	discount 44,2%
8	<div></div>	discount 37,5%
7	<div></div>	discount 28,6%
6	<div></div>	discount 16,7%
5	<div></div>	_____
4	<div></div>	penalty 25%
3	<div></div>	penalty 67,3%
2	<div></div>	penalty 150%
1	<div></div>	penalty 400%

Example. In one niche, other things being equal:
- At quality 10 we pay \$1 per click
- With quality 5 we pay \$2 per click
- With quality 1 we pay \$8 per click

Glossary of terms

CTR (Click-through rate)- the number of clicks on an ad divided by the number of impressions

Location targeting - where people should be who will see your ads (country, region, city, district, radius around a point on the map)

Ad group - contains one or more ads and focused on one set of keywords

Daily budget - the amount you are willing to spend for advertising per day (Google has the right to exceed it by 2 times)

Keyword - instructions for selecting search queries for which to show your ad

Conversion - business-critical action that a user performs on your site (purchase, order, view prices, ...)

Negative keyword - a word, if present in a search query, your ad will not be shown

Search term - word or phrase that people use to find your product or service on Google

Quality Score (QS) - score from 1 to 10 that Google assigns to each keyword. Enabled under Keywords: Columns → Edit Columns → Quality Score

Impressions - how many times your ad was shown to users.

Default bid (Max CPC) - the maximum amount you are willing to pay for each click on your ad

Cost Per Click (CPC) - The amount you pay each time a person clicks on your ad

Language targeting - what language should devices or users queries be in

Keywords

Search keywords

Negative keywords

Search terms

Auction insights

Audiences

Content

Settings

Change history

Suggested

Locations

Experiments

Keyword

Status

Max. CPC

Clicks

Impr.

CTR

Avg. CPC

Cost

Conversions

Cost / conv.

Quality Score

Search impr. share

Include missing columns
(Quality Score, ...)

Change the default bid

Quality score

Market reach of your keyword ads

The cost of attracting 1 order

How many orders were

Real CPC

CTR

How many people saw the ad

How many people clicked through ads

Policy violations, if any

Change Keyword

View people's search terms

Comparison with competitors

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Quality Score	Search impr. share
Not eligible	Campaign paused	UAH1.75	10,643	40,093	26.55%	UAH1.75	8,652.76	6,621.00	UAH2.82	—	83.40%
Eligible		UAH0.57	13,839	100,599	13.76%	UAH0.57	7,829.92	4,372.00	UAH1.79	10/10	74.64%
Eligible		UAH0.87	9,968	63,109	15.79%	UAH0.87	8,714.75	4,043.00	UAH2.16	10/10	51.89%
Not eligible	Campaign paused	UAH1.48	5,285	18,946	27.90%	UAH1.48	7,804.86	1,467.00	UAH5.27	—	87.92%
Eligible		UAH0.	3,828	38,872	9.85%	UAH0.	2,725.39	928.00	UAH2.93	—	56.35%
Not eligible	Campaign paused	UAH1.77	3,457	15,103	22.89%	UAH1.77	6,113.33	1,783.00	UAH3.43	—	78.30%
Eligible		UAH1.66	2,623	26,694	9.83%	UAH1.66	4,347.61	1,467.00	UAH2.93	—	87.92%
Eligible		UAH1.55	1,754	6,397	27.42%	UAH1.55	2,725.39	928.00	UAH2.93	—	56.35%

Ads

Extensions

Landing pages

Keywords

Audiences

Content

Settings

Ad

Status

Clicks

Impr.

CTR

Avg. CPC

Cost

Conversion

Cost / conv.

Eligible	12,929	103,698	12.47%	UAH0.56	UAH7,203.15	4,388.00	UAH1.64
Eligible	10,923	71,850	15.20%	UAH0.90	UAH9,779.90	4,397.00	UAH2.22

Adding extensions

Edit ad