Steve's

Google Ad Advantage

Setup & Optimize Google Ad Campaigns For Maximum Profitability

By Steve Longoria

Legal Stuff

Income Disclaimer:

This document contains business strategies, marketing methods and other business advice that,regardless of my own results and experience, may not produce the same results (or any results) for you. I make absolutely no guarantee, expressed or implied, that by following the advice below you will make any money or improve current profits, as there are several factors and variables that come into play regarding any given business. Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control.

As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense.
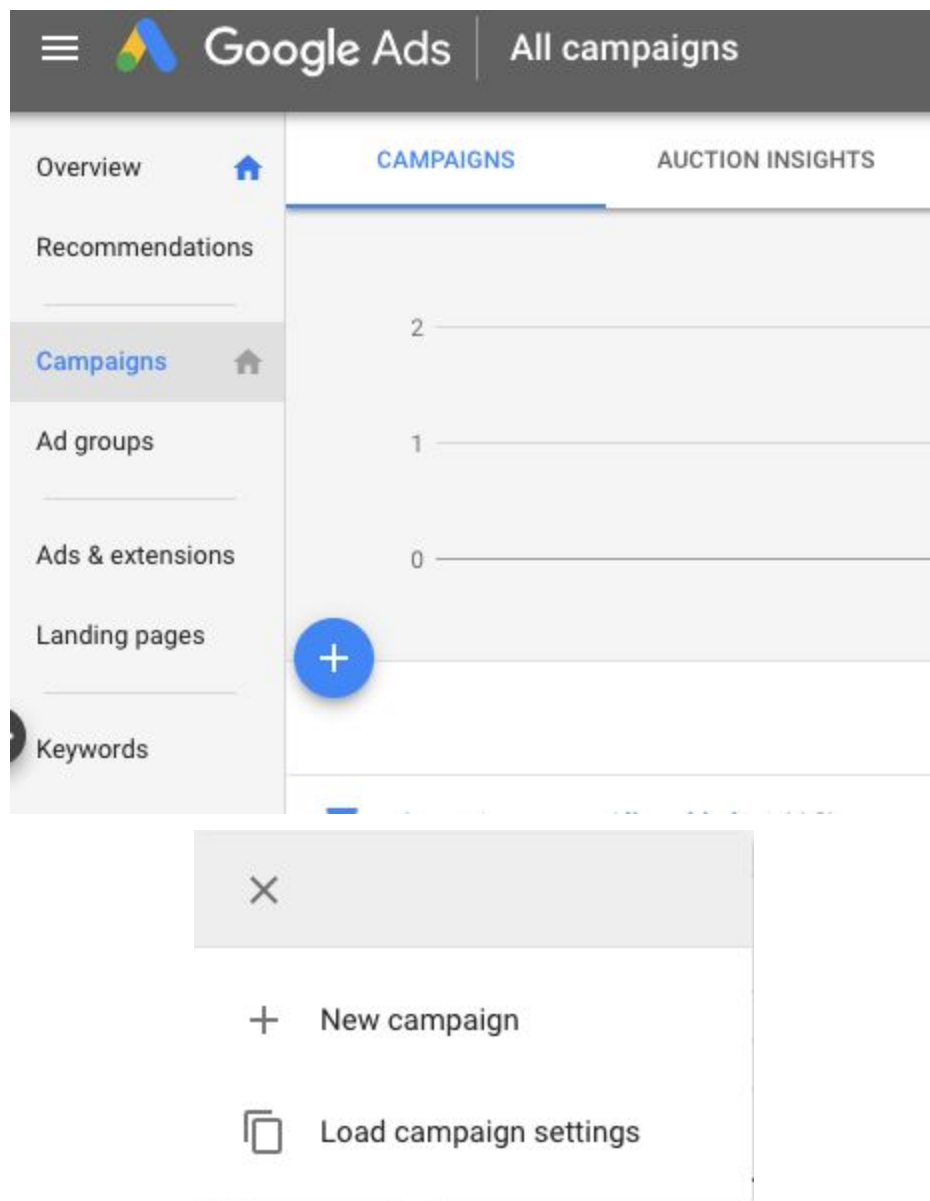
Liability Disclaimer:

Let's get to it!

I'm going to assume you already have a Google Ad account. If you don't, simply [go here](#) to sign up for one.

1. After logged into your Google Ads account, click the big blue button with a plus sign on it to create your first campaign:

2. For the goal of the campaign, just select "Website Traffic" for now. We'll still be tracking conversions and potentially sales depending on what kind of business data your able to provide on your end.

3. Select "Search" campaign type:
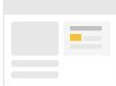
4. Enter campaign name, go ahead and use "Property Management":

5. Select "Search Network" under the Networks Section:

6. Add your locations. I recommend adding the zip codes you service instead of just adding the city you service. Why? Over time you'll notice certain zip codes are performing better than

others, generating a better cost per lead or better cost per sale. When you add your locations on the granular zip code level, you can then later make bid adjustments on the zip code level. Don't worry if you're confused by this right now, just know that this is an important step in maximizing your campaigns ROI over time!

Make sure to hit "Target" next to each location:

Once you have all of your zip codes targeted, hit the save button:

Don't forget to click on "Location options" and select "People in your targeted location" under Target and keep Exclude option set to "People in, or who show interest in your excluded locations":

8. Choose your language:

9. Enter your budget. I recommend at least $20/day for best results.

10. For your 'deliver method' you keep it at Standard:

11. Under the bidding section, click on "Select a bid strategy direction" near the bottom:

Once you see the 'bid strategy' options go ahead and click on the dropdon menu and select "Manual CPC". We're selecting this because we want full control of the bidding process, we don't want Google's algorithms to try and make adjustments for us because we're going to analyze the data ourselves and make better adjustments manually, more on this later:

12. For ad rotation select "Do not optimize: Rotate ads indefinitely":

13. In the ad schedule section try and setup the schedule as granular as possible, just like how entering zip codes in the location section will allow us to make bid adjustments on the zip code level, entering your schedule in 2-3 hour chunks will allow you to later make bid adjustments for every 2-3 hour chunk. Again don't worry if you're confused by this right now, just know that this is an important step in maximizing your campaigns ROI over time!

Once done setting up the ad schedule go ahead and keep the remaining settings on default and click continue to proceed to the next step; creating an ad group and ad!

14. Name your ad group and ad your keywords. Ad group type should be "Standard".

We want to keep the keywords as tightly themed as possible. No more than 25-30 keywords per ad group. I like to break up 2 ad groups to start, one with 'property management' keywords like you see below and another with 'property manager' keywords. $20 is a good starting bid,

depending on your area you may need to bid more to get some action. Overtime as we get clicks and conversions we'll be able to make bid adjustments to maximize your ROI with the campaign.

Click SAVE AND CONTINUE to proceed to the next step of creating an ad:

15. Write your first ad! You want to test out at least 3 different versions of your ad from the get go because you never know which one will outperform the other. As you notice certain winning ads emerge, you should pause the failing ads and test new copy based on the winning ads.
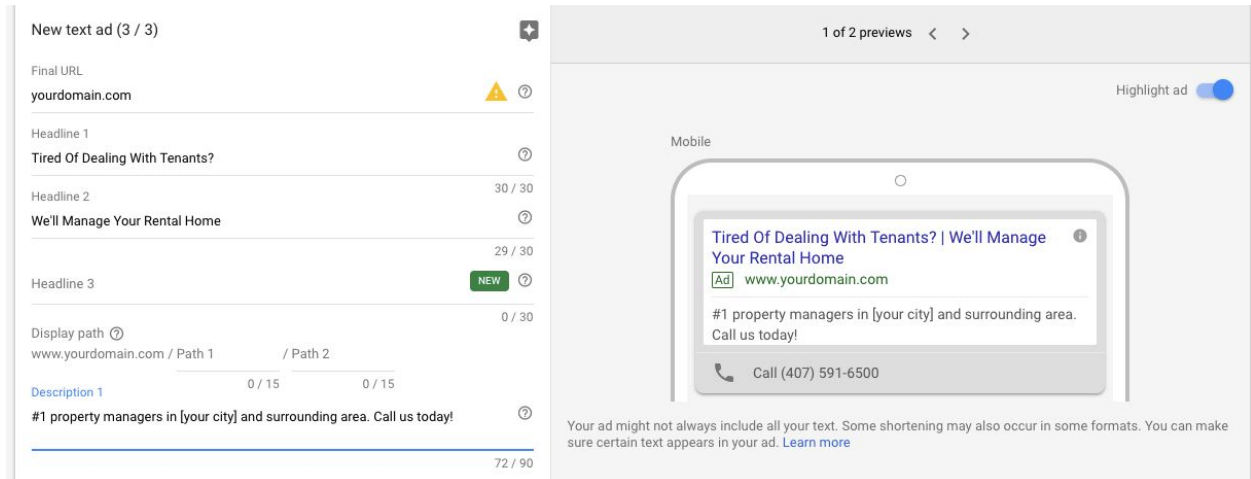
16. Now that the campaign is setup and our first ad and ad group are created, let's go ahead and setup the conversions by clicking on the wrench in the top navigation bar with the label "TOOLS" and then selecting "Conversions" under the MEASUREMENT heading:
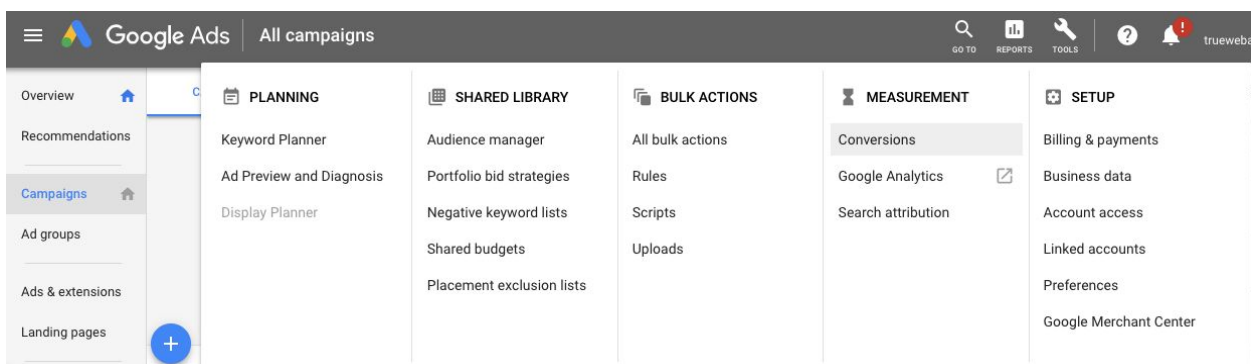
Click the big purple button with the plus sign:

Select "Phone Calls" for the kind of conversion we're going to setup:

Select "Calls from ads using call extensions or call-only ads" and click the CONTINUE button:

Give your call conversion a name and select "Lead" in the dropdown of the Category section:

You can enter a value if you'd like, or just select "Don't use a value" for now:

For the count, just select "One" and call length let's put 5 seconds to give us as much data as possible:

Select 60 days for the conversion window:

Make sure you have "Yes" selected for including in Conversions and "Last click" selected for the Attribution Model and click the CREATE AND CONTINUE button:

17. Create a call extension by clicking on the "ads & extensions" section on the left hand side:

Then click on EXTENSIONS tab:
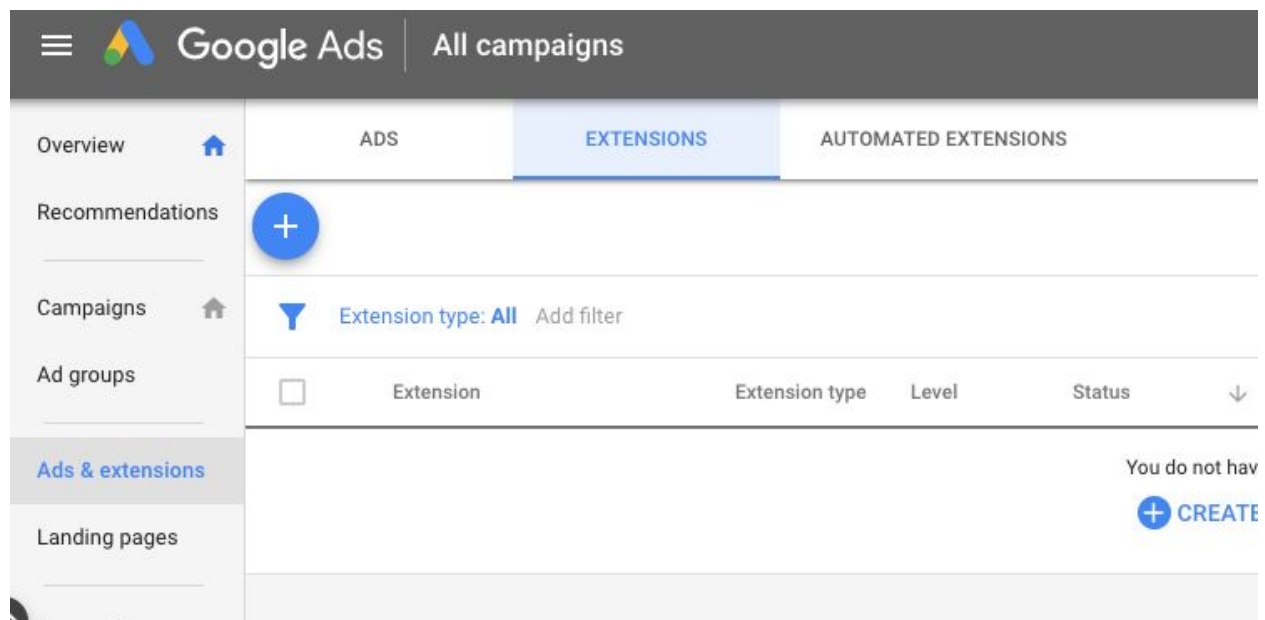
Click on the big purple button with a plus sign to create an extension:
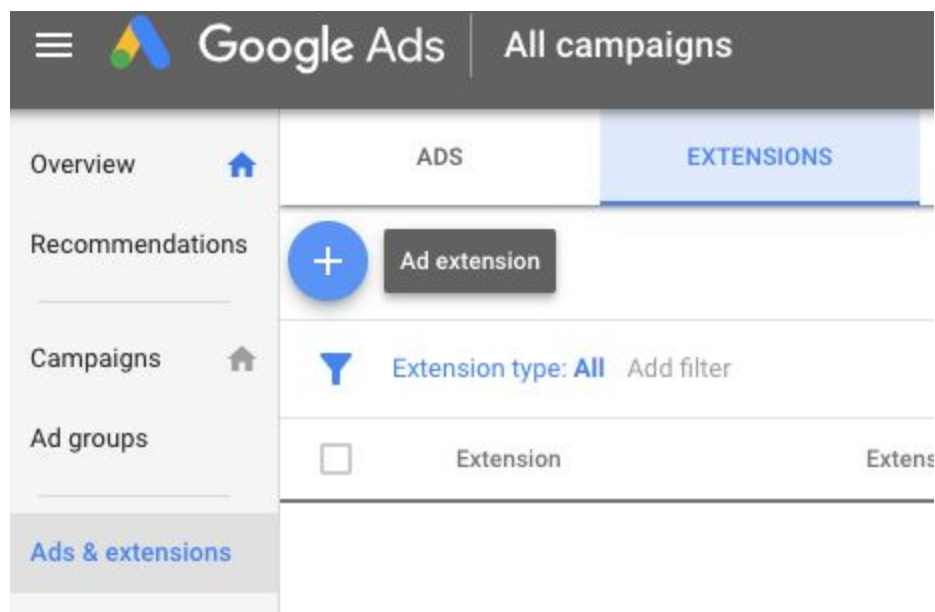
Hover over and select "Call extension":

Select "Create new" and enter your country along with your phone number. Turn call reporting on and for the conversion action pick the call conversion we just got done creating in the previous step:

18. Next we'll setup a Location extension which will give us "Driving Direction" conversion metrics in our reporting. What does that mean? It tells us which ad, keyord, zip code, time of day, day of week and device is generating the best cost per "Driving Direction" conversion. This is when somebody clicks on your ad to get driving directions to your place of business via Google Maps:

Go ahead and select "Link to an account I know" because I'll assume you already have your Google My Business claimed. You'll then use the 'Select a Google My Business account' dropdown menu to select your Google My Business account:

Setting Up Email Optin & Sales Conversions

If you're not looking for calls or driving direction conversions for you campaign you can setup conversions for email optins to say your newsletter or any other lead magnet you offer. You can also setup sales conversions which is the ultimate. Sales conversion data in Google Ads allows you to optimize your campaign on cost per sale basis versus cost per lead, which is much more helpful when optimizing a campaign to increase the ROI.

1. All you have to do is go to the "Conversion" Section in Google Ads underneath "MEASUREMENT"...
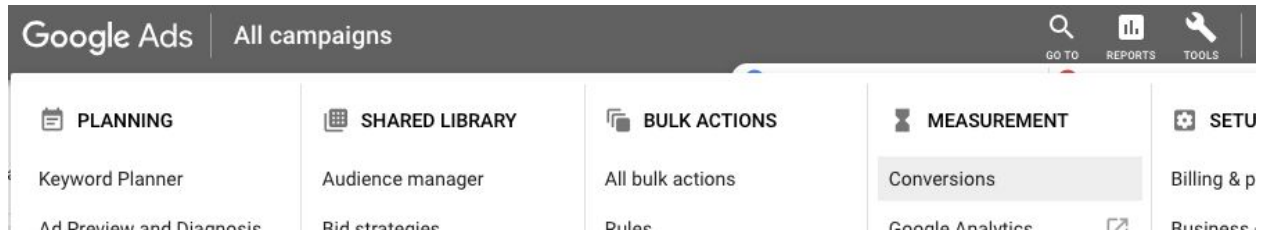
2. Click the blue + button to add a new conversion:
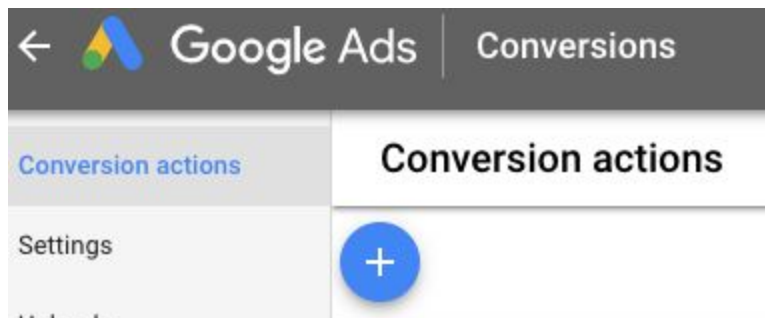
... and select 'Website':
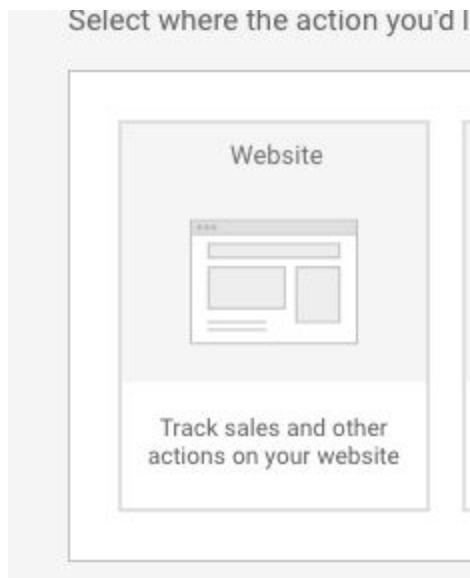
3. Choose either "Purchase" or "Sign-up" depending on if you're setting up a sales conversion (Purchase) or email optin conversion (Sign-up):

Create your website conversion action

After you set up your conversion action, you'll get a conversion tracking tag that you will need to install on your website.
Learn about what's required in the Ads Help Center

Category	Select the action you'd like to track	
	○ Purchase A person buys your product or service	You can use these categories to segment your campaign reports.
	○ Lead A person interested in your product or service shares contact information	
	○ Page View A person views a particular page on your website	
	○ Sign-up A person registers for an event or newsletter	
	○ Other	

4. Enter a name for your conversion:

Conversion name		
	Sale 4 / 100	Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales"

5. Enter a value for the conversion, so for example if you're selling an Ebook for $20 you'd enter $20 for the value of each sale conversion:

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 US Dollar (USD $) ▼ 20.00	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.
	○ Use different values for each conversion	
	○ Don't use a value for this conversion (not recommended)	Learn more

6. I count every conversion coming from this conversion code:

Count	Select how many conversions to count per click or interaction	
	● Every Recommended for purchases because every purchase is valuable.	If someone clicks your ad and completes 2 separate purchases on different occasions, 2 conversions are recorded.
	○ One Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.	Learn more

7. I set the conversion window to the maximum 90 days:

8. I set the 'View through conversion window" setting to 30 days:

9. I leave the last two settings on their default which is:

The 'Include in 'Conversions'" is an important one and needs to be set to 'Yes'!

The attribution model is fine set as last click for now.

Next click the 'Create and Continue' blue button to continue to the next step.

10. Last you gotta select your tag setup:

You just have to add this to the 'thank you' page for your product or service. The 'thank you' page is whatever page the customer is sent to after they've completed their online payment. This is how Google Ads knows to trigger the 'sales conversion' code.

You can add this code snippet to your 'thank you' page yourself or email the tag to your webmaster to handle and you're done!

Optimizing Your Campaign Overtime To Increase Your ROI

As your ads begin to accrue ad impressions and clicks, you'll want to take the following steps to look for patterns and opportunities to bring down your cost and increase conversions:

1. View your "Search Terms Report" on a weekly, bi-weekly or monthly basis to make sure you're not wasting money on poor quality search queries.

One example is somebody typing in "property management jobs". This is from a campaign for a property management company. Obviously, somebody looking for 'property management jobs' is not somebody looking for property management services, not what we want for this campaign. So you'd add this search term as a negative keyword, including "jobs" and "job":

Overview
Recommendations
Ad groups
Ads & extensions
Landing pages
Keywords
Audiences
Demographics
Settings

● Enabled   Status: Limited by budget   Type: Search   Budget: $17.00/day   More details ⌄

SEARCH KEYWORDS   NEGATIVE KEYWORDS   SEARCH TERMS ⌄

Add negative keywords

◉ Add negative keywords or create new list   ◯ Use negative keyword list

Negative keywords can prevent your ad from showing to people who search for or browse content related to those words

Add to
Campaign ⌄

Negative keywords
"property management jobs"
"jobs"
"job"

2. View your campaign locations report to see which zip codes your conversions are coming from:

● Enabled   Status: Limited by budget   Type: Search   Budget: $20.00/day   More details ⌄

Overview
Recommendations

TARGETED   EXCLUDED   GEOGRAPHIC REPORT ⌄   All time Jun 13, 2016 – Oct 21, 2018 ⌄ ‹ ›

Ad groups
Ads & extensions
Landing pages
Keywords
Audiences
Demographics
Settings
Locations
Ad schedule

	Targeted location	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
☐	...irginia, United States	– ✎	54	3,629	1.49%	$11.40	$615.84	10.00	$61.58	18.52%
☐	...irginia, United States	–	6	452	1.33%	$10.56	$63.39	0.00	$0.00	0.00%
☐	...ginia, United States	–	5	267	1.87%	$11.92	$59.58	0.00	$0.00	0.00%
☐	...rginia, United States	–	3	486	0.62%	$15.07	$45.22	0.00	$0.00	0.00%
☐	...rginia, United States	–	3	182	1.65%	$14.91	$44.73	0.00	$0.00	0.00%
☐	...rginia, United States	–	2	60	3.33%	$5.53	$11.06	0.00	$0.00	0.00%
☐	...rginia, United States	–	2	132	1.52%	$6.84	$13.68	0.00	$0.00	0.00%

As you can see the 2nd zip code down that has 6 clicks yet zero conversions yet and total cost for that zip code has almost reached $70, so I'm going to give that zip code a negative bid adjustment of 30% effectively decreasing my bid for that zip code by 30%:

Over time you as you identify which zip codes are generating a better cost per call or lead, you can make negative or positive bid adjustments to bid more aggressively or less aggressively on the zip code level based on how your campaign is performing in each zip code. You see why it was so important to set up the campaign in this way instead of just entering one city? :)

3. View your campaign ad schedule report to see which day of week and time of day your conversions are coming from:

	Day & time	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	↓ Cost / conv.	Conv. rate
☐	Thursdays, 10:00 AM - 12:00 PM	0%	8	413	1.94%	$14.41	$115.29	1.00	$115.29	12.50%
☐	Wednesdays, 10:00 AM - 12:00 PM	0%	6	349	1.72%	$15.56	$93.39	1.00	$93.39	16.67%
☐	Wednesdays, 12:00 PM - 2:00 PM	0%	6	343	1.75%	$13.10	$78.57	1.00	$78.57	16.67%
☐	Tuesdays, 12:00 PM - 2:00 PM	0% ✏	5	299	1.67%	$12.67	$63.37	1.00	$63.37	20.00%
☐	Tuesdays, 2:00 PM - 5:00 PM	0%	6	356	1.69%	$7.97	$47.80	1.00	$47.80	16.67%
☐	Mondays, 2:00 PM - 5:00 PM	0%	4	291	1.37%	$20.65	$82.60	2.00	$41.30	50.00%
☐	Tuesdays, 10:00 AM - 12:00 PM	0%	5	306	1.63%	$6.71	$33.56	1.00	$33.56	20.00%
☐	Thursdays, 2:00 PM - 5:00 PM	0%	6	485	1.24%	$4.81	$28.87	2.00	$14.44	33.33%
☐	Mondays, 10:00 AM - 12:00 PM	0%	2	295	0.68%	$6.33	$12.66	0.00	$0.00	0.00%
☐	Mondays, 12:00 PM - 2:00 PM	0%	3	313	0.96%	$14.63	$43.89	0.00	$0.00	0.00%

Just like with locations, you're trying to find patterns here and see which days of the week and time of day are generating the best cost per call or lead and making bid adjustments accordingly. For example, you can see in this campaign I'm showing you Thursdays from 10am-12pm are generating leads at a high cost, higher than the others, so I'm going to make a negative bid adjustment of 30% effectively decreasing my bid for that time period by 30%:

4. View your campaign device report to see which devices your conversions are coming from:

Again, over time you'll see that certain devices are generating a better cost per call or lead. In this case, the campaign I'm showing you has a high cost per lead on desktop computers. I already have a negative bid adjustment of 50% but I'm going to increase it to 80% effectively reducing my bid on laptops and desktop computers by 80%:

5. View your keyword report to see which keywords are generating the most conversions:

Depending on how much you're willing to pay per call or lead, adjust your max cost per click for any keyword that is either underperforming or overperforming. In this case the +property +management keyword is generating leads at a high cost so I'm going to bring the max cost per click down even lower than it was, from $14 to $10:

6. Last but not least, keep an eye on how your ads are performing and test out new ad copy as you think of it, you never know which ad version will reduce your cost per lead by 50% or more until you test!

Turn A Poor Performing Campaign Into A Powerhouse

If you followed all of the advice in this ebook and you're still not getting the desired results 99% the problem is going to be the offer. There could be many things wrong with the offer but one thing you can do to instantly boost almost any offer is to offer a time limited offer. This technique is called 'loss aversion' in the sales & marketing world.
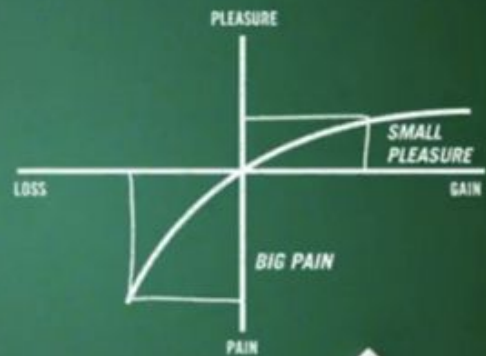
The fact of the matter is if you give people forever to make a decision on an offer, more often than not they'll just put it off, which is effectively a no. You want them to make a decision, even if it's no because you can usually turn a no into a yes overtime, you just want to avoid indecisiveness as much as possible and the best way to do this is with time limited offers.

That's It!

You are now armed with all the knowledge necessary to go out there and kill with Google Search Ads all on your lonesome, without having to pay a specialist a bunch of money every month.

Of course, if you still need help and rather have somebody just do it all for you, I'm here to help.

To Your Success,
Steve Longoria
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