

5 Steps To Google Ad Success

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Chapter 1

Why Google Search Advertising Is So Powerful

If you've had a website for any length of time, you know how difficult it can be to drive high quality traffic to it. Obviously, the holy grail of traffic is free, organic traffic from Google.com, but obtaining that traffic can be very time consuming and seem nearly impossible. You can easily spend months and countless dollars on organic SEO without any noticeable impact. In fact, you could spend countless hours on SEO only to have your website sandboxed by Google because you did just one small thing wrong.

I'm not trying to say you shouldn't have long term organic SEO goals and do everything in your power to rank organically in Google, but what if you could start getting laser targeted Google traffic from whatever keywords you want, starting tomorrow?

You know time is money and even getting organic Google traffic via SEO isn't 'free', so why not just cut to the chase and pay per click directly from the source; Google.

That's the power of Google Search Ads! Imagine being able to have complete control over the traffic you're receiving from Google and being able to accurately track results so you can methodically maximize your ROI over time.

I know because I've been managing Google Ad campaigns for a living over the past 5 years. I've personally created and managed campaigns that have [generated a 970% return on ad spend for my clients](#).

In this ebook, I'm going to give you my **5 Steps To Google Ad Success!** Enjoy!

Chapter 2

The First Step In Creating A Success Google Search Ad Campaign

The first step in creating a profitable Google Ad campaign is to create a website or landing page that has 'pain, dream, fix' sales copy or sales pitch. Ideally, this should be your homepage as it's typically the page that receives the most traffic, and therefore represents your biggest opportunity for generating leads and sales.

If that doesn't quite make sense for your business as you already have a different sales pitch and offer published on your homepage, then create a separate landing page and pitch for your Google Ad campaign.

Whatever you do, make sure to send them to a page that leads them down a single path of action using a compelling sales pitch. Don't send them to a typical website with navigation and a bunch of links and distractions calling out to them. You want them to do one or two things max on our page; buy or opt-in for something for free.

This kind of focus generates higher conversion rates. Which is important because when you're running a Google Ad campaign you're paying per click! It also allows you to test out sales copy and design variations faster.

The bottom line is that the web design should be focused on making the copy and pitch as readable as possible, leading the visitor down a single path of action, with as few distractions as possible. Nothing fancy!

Any images or graphics should support your sales copy, not distract from it.

You'll get even better results if you can add scarcity to your offer in some way where if they don't take action by X date or in X days they lose out on a special deal. Loss aversion is a very powerful sales tactic as it's been shown that pain of a loss is almost twice as strong as the reward felt from a gain.

To make the time limited offer even more effective, [you can even add a countdown timer to your Google Ads description!](#) ;)

Chapter 3

Google Ad Conversion Tracking Can Make Or Break Your Campaign

You can't improve upon anything if you don't properly measure and track results. That's where setting up conversion tracking comes in to play.

After setting this up, we'll know exactly which keywords, which location (zip code, city, state), which ad, which time of day, day of week, and which device (mobile, desktop, tablet) is generating the best results.

This is crucial because without this info you'll have no clue how and where to make your bid adjustments to increase your campaigns return on investment over time.

Whether you handle sales online or off, the best conversion data is going to be sales conversion data instead of say 'call conversion' or 'email option conversions'. This will allow you to more accurately adjust your Google Ad bids to generate a higher return on investment.

Note: If you handle sales offline, you'll want to checkout [Google Ad Offline Conversion Tracking](#).

Chapter 4

Keep An Eye On That Search Terms Report

If you're not careful, your Google Ad campaign can generate low quality clicks. In other words, you may be getting clicks from people making unrelated search queries.

For example, I had a client that had a Google Ad campaign for some foot solution that is meant to help with foot odor. We looked in his [search terms report](#) and he was getting clicks from people looking for socks. So we added "socks" and "sock" as a negative keywords to ensure that our ad would never be triggered again for that keyword, saving us money.

You can also find good keywords to add to your ad group from your search terms report. Either way, it's very important to keep a close eye on the [search term report](#) to see exactly which search terms you're getting clicks from so you can improve the campaign over time especially if you're making heavy use of [modified broad match search terms](#), otherwise known as the keywords with plus signs in front of them (i.e. +broad +match +modifier). You can learn more about [choosing good keywords in this blog post](#).

It's true, you can just use phrase match and exact match keywords, but then you're also potentially missing out on great keywords you never even thought of before.

Chapter 5

Forget The Automation And Go Manual On Bid Adjustments

When setting up your campaign you can choose to let Google handle most of the bid adjustments automatically based on some algorithm they have or you can go all manual and make the bid adjustments yourself.

I always recommend starting off all manual. There's still no substitute for observing the data yourself and making adjustments based on your own observations. You just can't leave the fate of your campaign to Google's automated bid algorithms. After your campaign has accrued some conversion data it wouldn't hurt to test out the "Enhanced CPC" to see if it can increase your ROI .

To set this up, simply click on "Select a bid strategy directly" under the "Bidding" section when creating your Google Ad Campaign. If this is for a campaign you've already created, simply look in the Campaign Settings.

Bidding

What do you want to focus on? ⓘ

Clicks ▼

Recommended for your campaign

Maximum CPC bid limit (optional) ⓘ

\$ 15.00

ⓘ Based on the selections, this campaign will use the **Maximize clicks** bid strategy ⓘ

[Select a bid strategy directly](#)

Clicks are when someone clicks on your ad. [Learn more](#)

This fully automated option helps you get the most clicks while spending your full budget [Learn more](#)

Once you see the 'bid strategy' options, go ahead and click on the dropdown 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.

Bidding

[Back to previous bidding options](#)

Select your bid strategy ⓘ

Manual CPC ▼

☐ Help increase conversions with Enhanced CPC ⓘ

⚠ Setting bids manually may lower performance. Use automated bidding to help improve results.

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads [Learn more](#)

Chapter 6

Get Granular With Location Targeting & Ad Scheduling

When setting up your campaigns location targeting and ad scheduling, I always recommend setting it up as granular as possible.

This means, if say you're targeting the city of Chicago, target all of the zip codes, not just 'City of Chicago'. This way you'll get more granular and more actionable data that can inform your bid adjustments.

Same goes for ad scheduling. I'll typically set it up in 5 hour increments even if I'm running the ad 24/7. Again, it gives more actionable data for making better bid adjustments.

Here's a better example of how you should set up your ad schedule.

Ad schedule

Mondays	▼ 08:00	to 11:00
Mondays	▼ 11:00	to 14:00
Mondays	▼ 14:00	to 17:00
Tuesdays	▼ 08:00	to 11:00
Tuesdays	▼ 11:00	to 14:00
Tuesdays	▼ 14:00	to 17:00
Wednesdays	▼ 08:00	to 11:00
Wednesdays	▼ 11:00	to 14:00
Wednesdays	▼ 14:00	to 17:00
Thursdays	▼ 08:00	to 11:00
Thursdays	▼ 11:00	to 14:00
Thursdays	▼ 14:00	to 17:00
Fridays	▼ 08:00	to 11:00
Fridays	▼ 11:00	to 14:00
Fridays	▼ 14:00	to 17:00
ADD		

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

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These are vital steps to increasing your campaigns results over time and increasing your return on investment.

Those are my **5 Steps To Google Ad Success**! hope you learned a lot and if you're looking for even more hand holding [checkout my ebook Google Ad Advantage](#) which will walk you step-by-step through the campaign creation process and show you how to optimize your campaign over time to increase the ROI!

To Your Success,
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