

Steve's

Google Ad Advantage

Setup & Optimize Google Ad Campaigns For Maximum Profitability

By [Steve Longoria](#)

Legal Stuff

Income Disclaimer:

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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.

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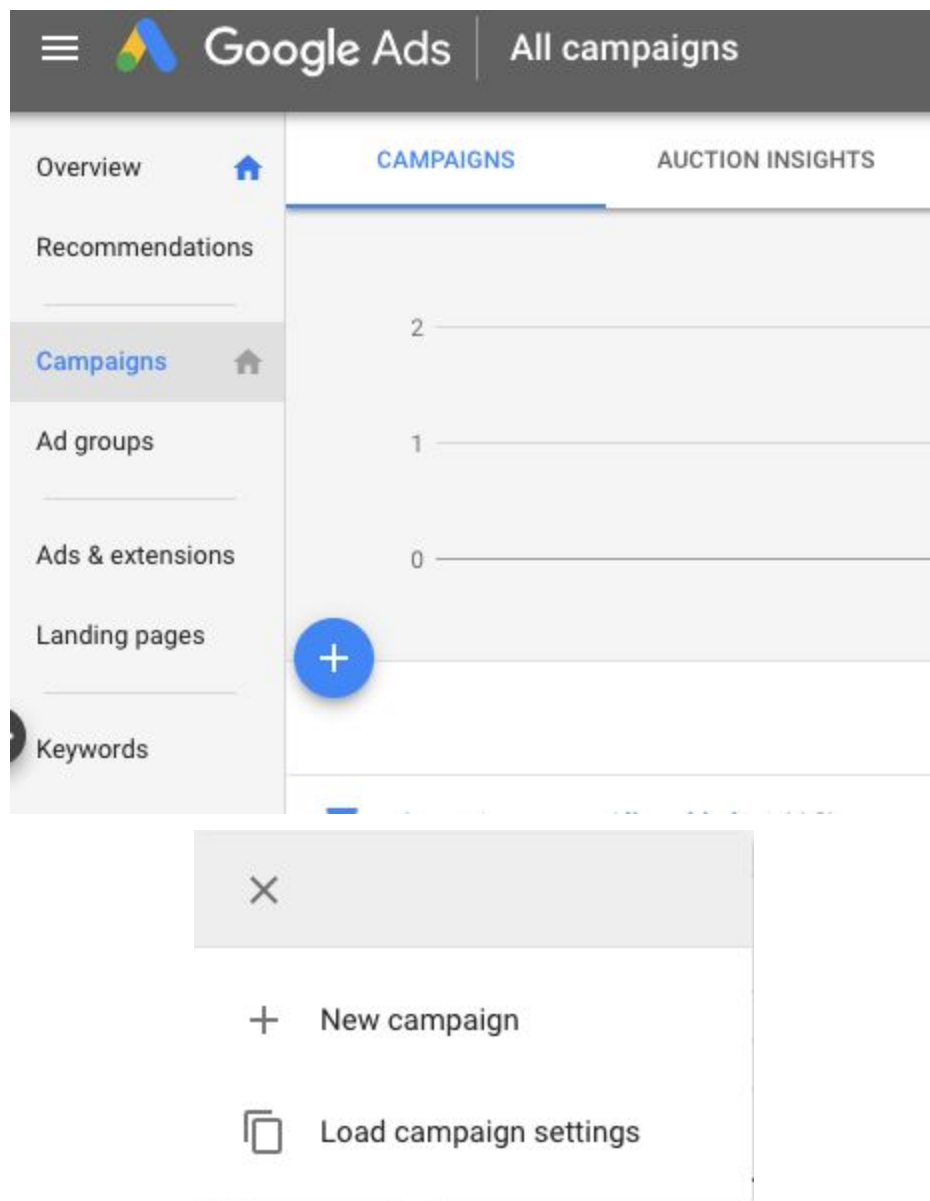
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Let's get to it!








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.


Select the goal that would make this campaign successful to you ?

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Create a campaign without a goal's guidance	

3. Select “Search” campaign type:

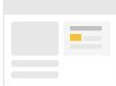
Select a campaign type ②

Search




Reach customers interested in your product or service with text ads

Display




Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Select the ways you'd like to reach your goal ②

yourwebsite.com

CONTINUE CANCEL

4. Enter campaign name, go ahead and use “Property Management”:


1 Select campaign settings — 2 Set up ad groups — 3 Create ads — 4 Confirmation

Type: Search Goal: Website traffic

Campaign name Property Management

5. Select “Search Network” under the Networks Section:


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 ②



Display Network

Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet

☐ Include Google Display Network ②

⚠ Don't miss the opportunity to reach more people across 3 million sites and apps

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!

☒ Location ☐ Radius

☒ Add locations in bulk

97877
97876
97875
98756

4 / 1000

Restrict locations within a country (optional)

SEARCH

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

Restrict locations within a country (optional)

SEARCH

Matched Locations (3 of 4)	Reach	TARGET ALL	EXCLUDE ALL	×
97877, Oregon, United States	4,000	TARGET	EXCLUDE	×
97876, Oregon, United States	6,000	TARGET	EXCLUDE	×
97875, Oregon, United States	82,000	TARGET	EXCLUDE	×

To narrow your targeting from all countries and territories, add a location

CANCEL

SAVE

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

☒ Location
 ☐ Radius

☒ Add locations in bulk

Locations can be cities, postal codes, countries, etc. Enter one location per line.

0 / 1000

Restrict locations within a country (optional)

SEARCH

Targeted locations (3)

97875, Oregon, United States postal code	Reach ⓘ	82,000	✕
97876, Oregon, United States postal code		6,000	✕
97877, Oregon, United States postal code		4,000	✕

CANCEL
 SAVE

Map data ©2018 Google Terms of Use Report a map error

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":

For example, a country, city, region, or postal code

^ Location options

Target ⓘ

☐ People in, or who show interest in, your targeted locations (recommended)

☒ People in your targeted locations

☐ People searching for your targeted locations

Exclude ⓘ

☒ People in, or who show interest in, your excluded locations (recommended)

☐ People in your excluded locations

8. Choose your language:

Languages

Select the languages your customers speak ⓘ

English ✕

Start typing or select a language

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

Budget

Enter the average you want to spend each day

[Delivery method](#)

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](#)

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

[Delivery method](#)

☒ Standard
☐ Accelerated

Standard: spend your budget evenly over time.

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

Bidding

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

Clicks

Recommended for your campaign

Maximum CPC bid limit (optional) [?](#)

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, more on this later:


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](#)

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

The screenshot shows the 'Ad rotation' section of the Google Ads interface. It features four radio button options: 'Optimize: Prefer best performing ads', 'Do not optimize: Rotate ads indefinitely' (which is selected), 'Optimize for conversions (Not supported)', and 'Rotate evenly (Not supported)'. An information icon (i) is next to the selected option, with a tooltip that reads: 'Lower-performing ads will run about as often as higher-performing ads for an indefinite period of time. This option is not recommended for most advertisers. [Learn more](#)'. To the right, there is a section titled 'Show ads more evenly for an indefinite amount of time.' with an upward arrow icon. Below this title, it states: 'When using Smart Bidding, Google Ads will optimize your ad rotation to prefer the best performing ads even if it's currently set to "Rotate 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!

The screenshot shows the 'Ad schedule' section of the Google Ads interface. It displays a list of days and time slots. The days are Mondays, Tuesdays, Wednesdays, Thursdays, and Fridays. For each day, there are three time slots: 08:00 to 11:00, 11:00 to 14:00, and 14:00 to 17:00. Each time slot has a dropdown arrow next to the day name. At the bottom of the list, there is a blue 'ADD' button. To the right, there is a section titled 'To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.' with an upward arrow icon.

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 add 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.

Set up an ad group

Ad group type ⓘ : Standard ▼

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Property Management

Default bid ⓘ

\$ 20.00

+property +management

"property management"

[property management]

property management company

property management companies

portland property management

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

Get keyword ideas

<http://www.warnerquinlan.com/property-management-pr>

Enter your product or service

Keywords	Monthly searches
+ property management fees	—
+ rental management fees	—
+ rental property management fees	—
+ residential property	—

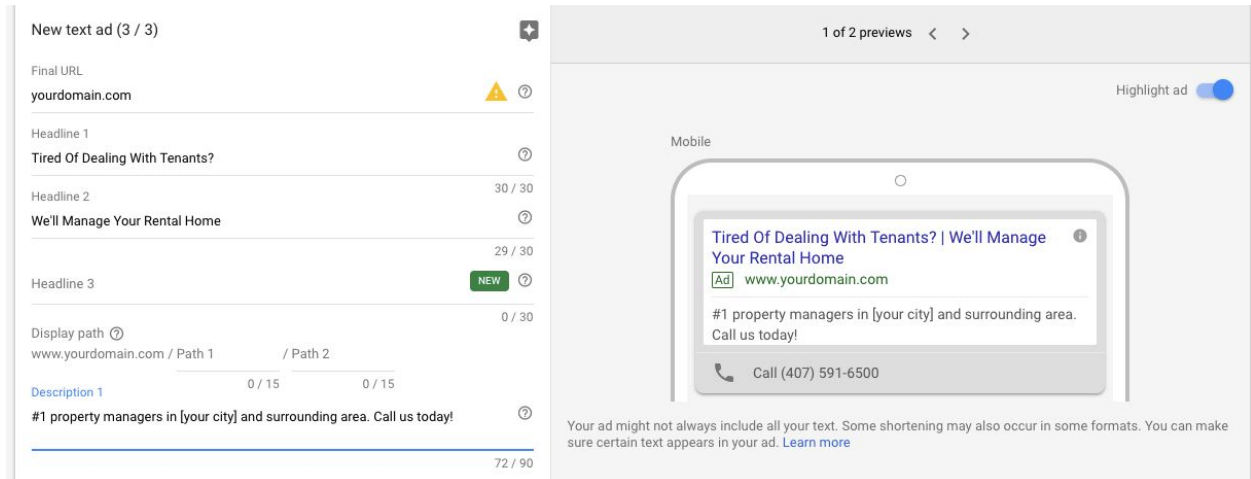
[ADD ALL IDEAS](#)

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

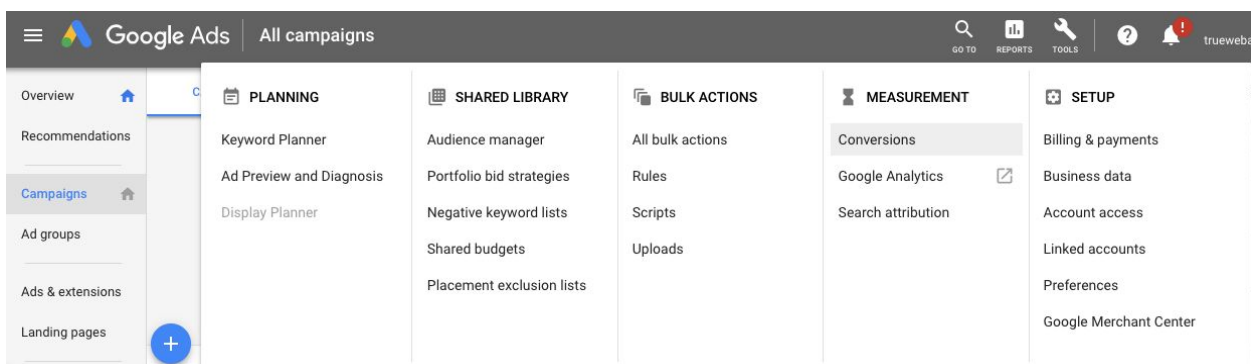
SAVE AND CONTINUE

CANCEL

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 the kind of conversions you want to track. [Learn more](#)

<p>Website</p>  <p>Track sales and other actions on your website</p>	<p>App</p>  <p>Track app installs and in-app actions</p>	<p>Phone calls</p>  <p>Track calls from your ads or your website</p>	<p>Import</p>  <p>Import conversions from another system</p>
---	---	---	---

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

Select the source of the phone calls you'd like to track

☒ Calls from ads using call extensions or call-only ads

☐ Calls to a phone number on your website

☐ Clicks on your number on your mobile website

Track when someone calls your business directly from one of your ads.

This option requires Google forwarding numbers, which are only available in certain countries.

[Learn more](#)

CONTINUE CANCEL

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

Create your conversion action to track calls from your ads

Use the settings below to determine how your conversions are tracked. [Learn more](#)

Conversion name

Ad Call

7 / 100

Category

Select the category that best describes this conversion action ?

Lead ▾

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

Value

Select how to track the value of each phone call conversion



Each phone call is worth

US Dollar (USD \$) ▾ 1



Don't use a value



Keep in mind: If you'd like to track and optimize your revenue, it's best to use a conversion value.

Select this option if you don't want to track a value for your phone call conversions.

If you don't use a value, you won't be able to track the amount of revenue your advertising helps you earn.

[Learn more](#)

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

Count

Select how many conversions to count per click or interaction



Every



One

"One" is recommended for leads, sign-ups, and other conversions where only 1 conversion per click adds value.

Example: If someone clicks your ad, then fills out 3 sign-up forms, Google Ads will count 1 conversion.

[Learn more](#)

Call length

Enter the minimum length a call needs to last to count as a conversion

5 seconds

Enter an integer

Select 60 days for the conversion window:

Conversion window

Select how long to track conversions after an ad click or other interaction. ⓘ

60 days

To see how long it takes your customers to convert, segment your reports by "Days to conversion." [Learn more](#)

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:

Include in "Conversions" Yes

Attribution model Last click

CREATE AND CONTINUE CANCEL

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

Google Ads

All campaigns

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

ADS

EXTENSIONS

AUTOMATED EXTENSIONS

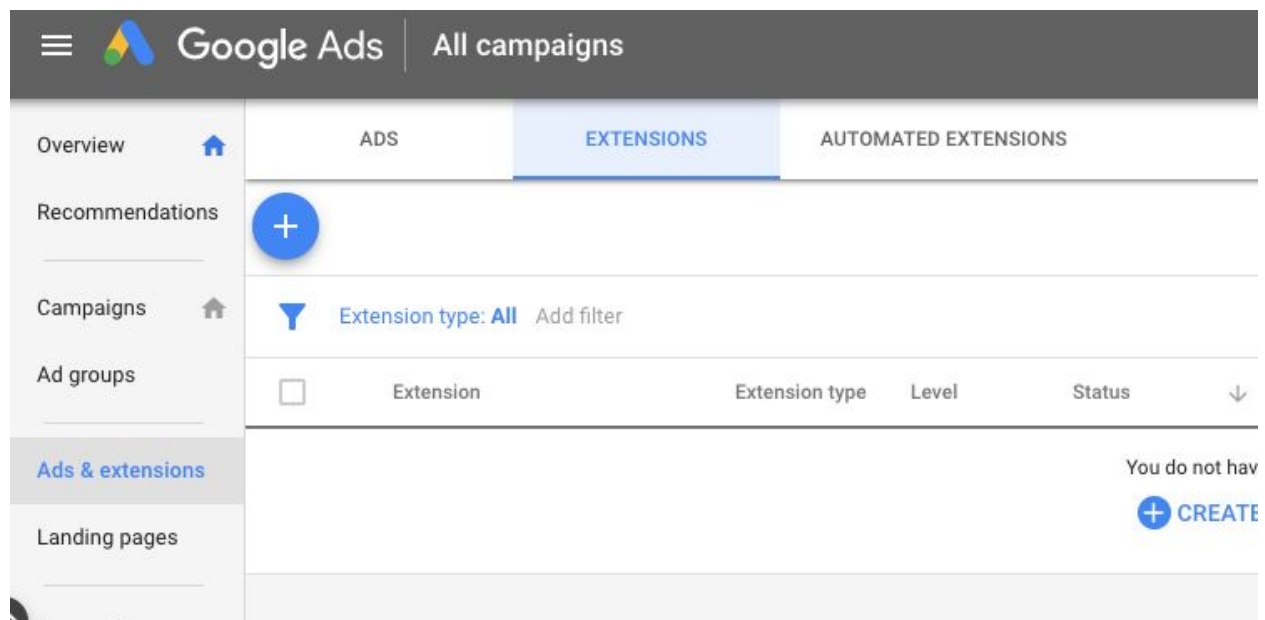
2

1

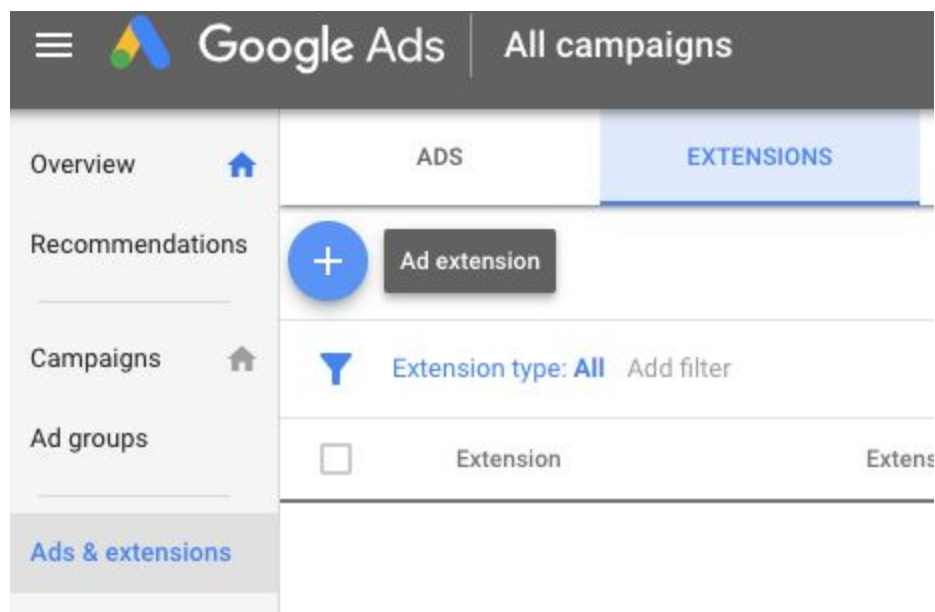
0

+

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:

Google Ads | All campaigns

Overview Recommendations Campaigns Ad groups **Ads & extensions** Landing pages Keywords Audiences Demographics Settings Locations Ad schedule Devices Advanced bid adj.

ADS **EXTENSIONS** AUTOMATED EXT

Add call extension

Add to
Account ▼

Extension
☒ Create new ☐ Use existing

United States ▼ Phone number **(531) 555-5555**
Example: (201) 555-0123

Call reporting
☒ On ☐ Off

Conversion action

- Use account settings (Calls from ads)
- Calls from ads
- Ad Call**
- None
- Manage conversions

extension type Level



Google Ads

All campaigns

Overview



Recommendations

Campaigns



Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

ADS

EXTENSIONS

AUTOMATED EXTEN

Add call extension

Add to

Account ▼

Extension

☒ Create new ☐ Use existing

United States ▼

Phone number

(531) 555-5555



Example: (201) 555-0123

Call reporting ?

☒ On ☐ Off

Conversion action ?

Ad Call ▼

▼ Advanced options

SAVE

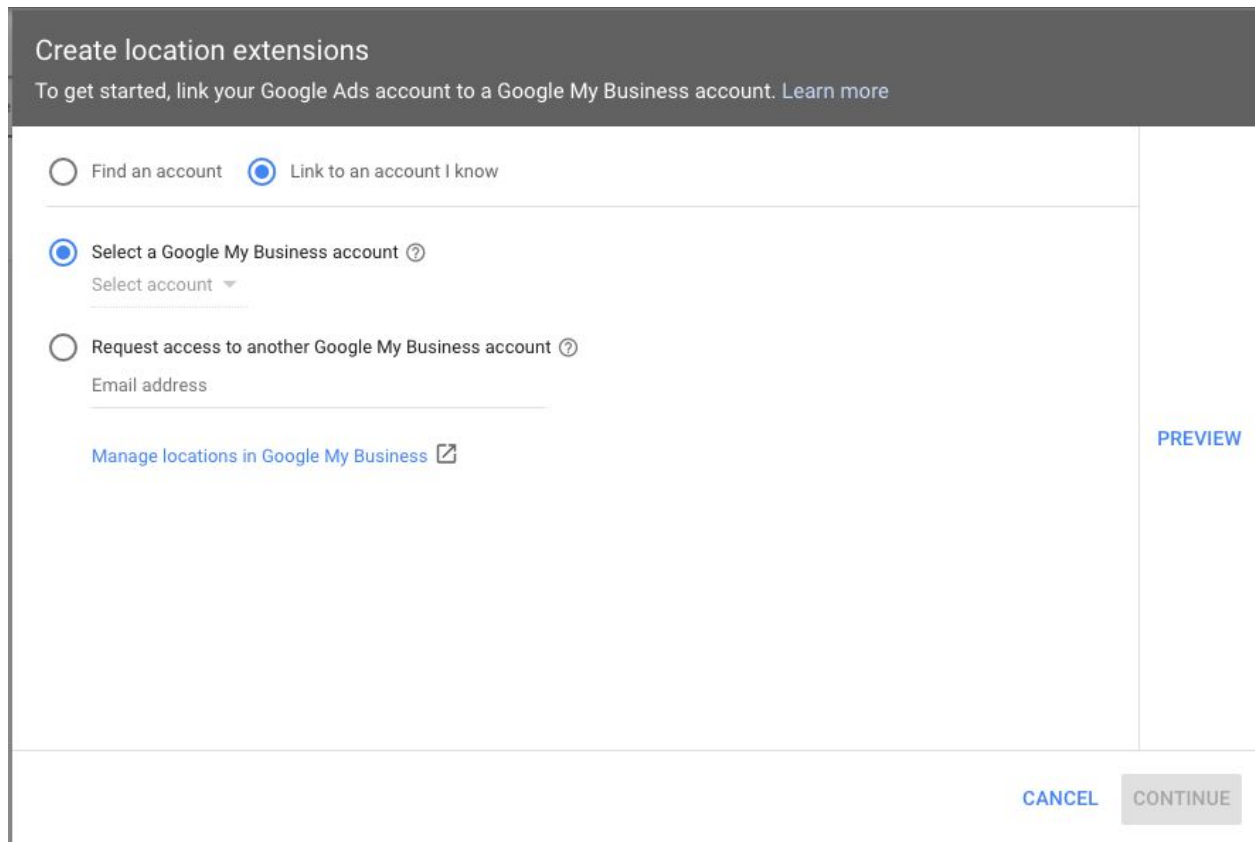
CANCEL

You
app

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, keyword, 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:

The screenshot shows the Google Ads interface for 'All campaigns'. The left sidebar contains navigation links: Overview, Recommendations, Campaigns, Ad groups, Ads & extensions (selected), Landing pages, Keywords, Audiences, Demographics, and Settings. The main content area has three tabs: ADS, EXTENSIONS (selected), and AUTOMATED EXTENSIONS. Under the EXTENSIONS tab, a list of extension types is shown with a plus icon next to each: Sitelink extension, Callout extension, Structured snippet extension, Call extension, Message extension, Location extension (highlighted), and Affiliate location extension. To the right, under AUTOMATED EXTENSIONS, there is a table with columns: Extension type, Level, Status, and a 'Click' link. Below the table, a message states 'You do not have an' followed by a '+ CREATE AD' button. At the bottom, a button labeled 'Show business information (ex: address, store hours)' is displayed.

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:



The screenshot shows a dialog box titled "Create location extensions". Below the title is a subtitle: "To get started, link your Google Ads account to a Google My Business account. [Learn more](#)". The main content area has two radio buttons at the top: "Find an account" (unselected) and "Link to an account I know" (selected). Below these, there are three options, each with a blue circle icon and a help link (?):

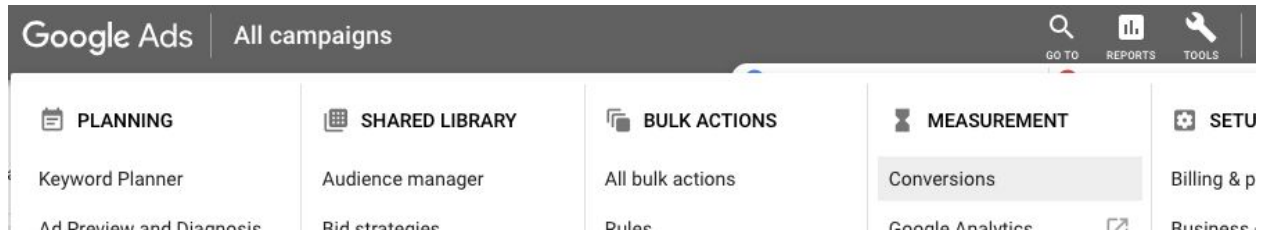
- Select a Google My Business account**: This option is selected. Below it is a dropdown menu labeled "Select account" with a downward arrow.
- Request access to another Google My Business account**: Below it is a text input field labeled "Email address".
- Manage locations in Google My Business**: This option includes an external link icon (a square with a diagonal line).

On the right side of the dialog box, there is a vertical button labeled "PREVIEW". At the bottom right, there are two buttons: "CANCEL" (in blue text) and "CONTINUE" (in a grey button).

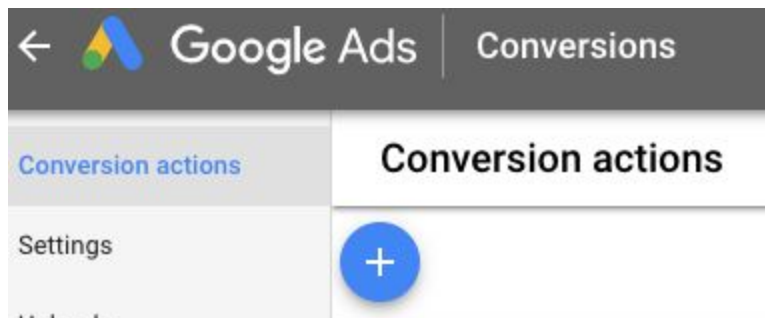
Setting Up Email Optin & Sales Conversions

If you’re not looking for calls or driving direction conversions for your 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.

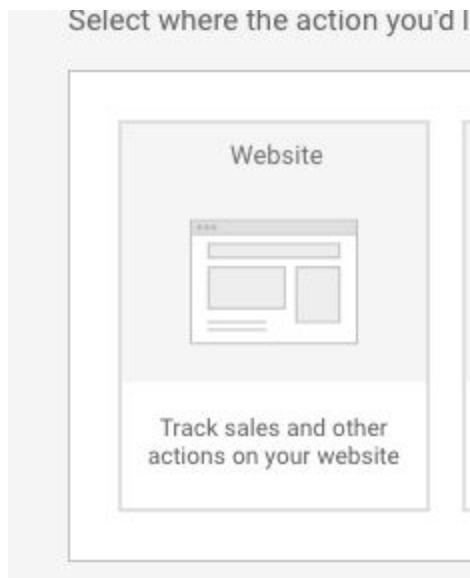
1. All you have to do is go to the “Conversion” Section in Google Ads underneath “MEASUREMENT”...



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	You can use these categories to segment your campaign reports.
<input type="radio"/> Purchase	A person buys your product or service	
<input type="radio"/> Lead	A person interested in your product or service shares contact information	
<input type="radio"/> Page View	A person views a particular page on your website	
<input type="radio"/> Sign-up	A person registers for an event or newsletter	
<input type="radio"/> Other		

4. Enter a name for your conversion:

Conversion name	<input type="text" value="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	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
<input checked="" type="radio"/> 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 \$) <input type="text" value="20.00"/>	
<input type="radio"/> Use different values for each conversion		
<input type="radio"/> Don't use a value for this conversion (not recommended)		

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

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

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

Conversion window	Conversions can happen days after a person interacts with your ad. Select the maximum time after an ad interaction that you want to count conversions	^
	90 days ▼	
		<p>To record conversions that happen within 30 days after an ad impression, set a window of 30 days.</p> <p>To see how long it takes your customers to convert, segment your reports by "Days to conversion."</p> <p>Learn more</p>

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

View-through conversion window	Select the maximum time, after a person views your ad, that you want to count view-through conversions	^
	30 days ▼	
		<p>A person may see your ad and not interact with it, then convert later. This is called a view-through conversion.</p> <p>Learn more</p>

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

Include in "Conversions"	Yes	▼
Attribution model	Last click	▼

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:

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 | 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:

Overview | Enabled | Status: **Limited by budget** | Type: Search | Budget: \$20.00/day | More details

TARGETED | EXCLUDED | **GEOGRAPHIC REPORT** | All time Jun 13, 2016 – Oct 21, 2018

Targeted location	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Virginia, United States	—	54	3,629	1.49%	\$11.40	\$615.84	10.00	\$61.58	18.52%
Virginia, United States	—	6	452	1.33%	\$10.56	\$63.39	0.00	\$0.00	0.00%
Virginia, United States	—	5	267	1.87%	\$11.92	\$59.58	0.00	\$0.00	0.00%
Virginia, United States	—	3	486	0.62%	\$15.07	\$45.22	0.00	\$0.00	0.00%
Virginia, United States	—	3	182	1.65%	\$14.91	\$44.73	0.00	\$0.00	0.00%
Virginia, United States	—	2	60	3.33%	\$5.53	\$11.06	0.00	\$0.00	0.00%
Virginia, 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%:

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Enabled

Status: Limited by budget

Type: Search

Budget: \$20.00/day

More details

TARGETED

EXCLUDED

GEOGRAPHIC REPORT

<input type="checkbox"/> Targeted location	Bid adj.	↓ Clicks	Impr.	CTR
<input type="checkbox"/> Virginia, United States	—	54	3,629	1.49%
<input type="checkbox"/> Virginia, United States				1.33%
<input type="checkbox"/> Virginia, United States				1.87%
<input type="checkbox"/> Virginia, United States				0.62%
<input type="checkbox"/> Virginia, United States				1.65%
<input type="checkbox"/> Virginia, United States				3.33%
<input type="checkbox"/> Virginia, United States	—	2	132	1.52%

Bid adjustment

Decrease 30%

Example: a \$10.00 bid will become \$7.00. To remove a bid adjustment, leave this field blank.

CANCEL SAVE

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:

Overview	Enabled Status: Limited by budget Type: Search Budget: \$20.00/day More details									
Recommendations	AD SCHEDULE DAY & HOUR DAY HOURLY All time Jun 13, 2016 – Oct 21, 2018									
Ad groups	Filter Segment Columns Download Expand									
Ads & extensions	<input type="checkbox"/> Day & time	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Landing pages	<input type="checkbox"/> Thursdays, 10:00 AM - 12:00 PM	0%	8	413	1.94%	\$14.41	\$115.29	1.00	\$115.29	12.50%
Keywords	<input type="checkbox"/> Wednesdays, 10:00 AM - 12:00 PM	0%	6	349	1.72%	\$15.56	\$93.39	1.00	\$93.39	16.67%
Audiences	<input type="checkbox"/> Wednesdays, 12:00 PM - 2:00 PM	0%	6	343	1.75%	\$13.10	\$78.57	1.00	\$78.57	16.67%
Demographics	<input type="checkbox"/> Tuesdays, 12:00 PM - 2:00 PM	0%	5	299	1.67%	\$12.67	\$63.37	1.00	\$63.37	20.00%
Settings	<input type="checkbox"/> Tuesdays, 2:00 PM - 5:00 PM	0%	6	356	1.69%	\$7.97	\$47.80	1.00	\$47.80	16.67%
Locations	<input type="checkbox"/> Mondays, 2:00 PM - 5:00 PM	0%	4	291	1.37%	\$20.65	\$82.60	2.00	\$41.30	50.00%
Ad schedule	<input type="checkbox"/> Thursdays, 10:00 AM - 12:00 PM	0%	5	306	1.63%	\$6.71	\$33.56	1.00	\$33.56	20.00%
Devices	<input type="checkbox"/> Thursdays, 2:00 PM - 5:00 PM	0%	6	485	1.24%	\$4.81	\$28.87	2.00	\$14.44	33.33%
Advanced bid adj.	<input type="checkbox"/> Mondays, 10:00 AM - 12:00 PM	0%	2	295	0.68%	\$6.33	\$12.66	0.00	\$0.00	0.00%
	<input type="checkbox"/> 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%:

<input type="checkbox"/> Day & time	Bid adj.	Clicks	Impr.	CTR
<input type="checkbox"/> Thursdays, 10:00 AM - 12:00 PM	<div> <div>Bid adjustment ?</div> <div>Decrease 30%</div> <div>Example: a \$10.00 bid will become \$7.00. To remove a bid adjustment, leave this field blank.</div> <div>CANCEL SAVE</div> </div>	413	1.94%	
<input type="checkbox"/> Wednesdays, 10:00 AM - 12:00 PM		349	1.72%	
<input type="checkbox"/> Wednesdays, 12:00 PM - 2:00 PM		343	1.75%	
<input type="checkbox"/> Tuesdays, 12:00 PM - 2:00 PM		299	1.67%	
<input type="checkbox"/> Tuesdays, 2:00 PM - 5:00 PM		356	1.69%	
<input type="checkbox"/> Mondays, 2:00 PM - 5:00 PM	0%	4	291	1.37%

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

Overview

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Keywords

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Ad schedule

Devices

Enabled

Status: Limited by budget

Type: Search

Budget: \$20.00/day

More details

Devices

All time Jun 13, 2016 – Oct 21, 2018

FILTER

SEGMENT

COLUMNS

DOWNLOAD

EXPAND

Level: Campaign

Add filter

<input type="checkbox"/>	Device	Level	Added to	Bid adj.	Ad group bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. ra
<input type="checkbox"/>	Mobile phones	Campaign	Arlington	-	None	47	2,962	1.59%	\$13.45	\$632.05	10.00	\$63.20	21.28
<input type="checkbox"/>	Computers	Campaign	Arlington	-50%	None	25	2,205	1.13%	\$7.12	\$177.88	0.00	\$0.00	0.00
<input type="checkbox"/>	Tablets	Campaign	Arlington	-	None	3	177	1.69%	\$14.52	\$43.57	0.00	\$0.00	0.00
Total: Ca...						75	5,344	1.40%	\$11.38	\$853.50	10.00	\$85.35	13.33

1 - 3 of 3

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%:

Level: Campaign Add filter							
<input type="checkbox"/> Device	Level	Added to	Bid adj.	Ad group bid adj.	↓ Clicks	Impr.	
<input type="checkbox"/> Mobile phones	Campaign	Arlington	-	None	47	2,962	
<input type="checkbox"/> Computers	Campaign	Arlington				2,205	
<input type="checkbox"/> Tablets	Campaign	Arlington				177	
Total: Ca...						5,344	

Bid adjustment [?](#)

Decrease ▼ 80 %

Example: a \$10.00 bid will become \$2.00.
To remove a bid adjustment, leave this field blank.

[CANCEL](#) [SAVE](#)

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

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Settings

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Enabled

Status: Limited by budget

Type: Search

Budget: \$20.00/day

More details

SEARCH KEYWORDS

NEGATIVE KEYWORDS

SEARCH TERMS

All time

Jun 13, 2016 – Oct 21, 2018

+

Find keywords

FILTER

SEGMENT

COLUMNS

DOWNLOAD

EXPAND

MORE

Keyword status: All but removed

Add filter

<input type="checkbox"/>	<input type="radio"/>	Keyword	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	property management companies	0.00	Approved	—	32	2,084	1.54%	\$11.58	\$370.64	6.00	\$61.77	18.75%
<input type="checkbox"/>	<input checked="" type="radio"/>	+property +management	0.00	Approved	—	12	1,123	1.07%	\$14.43	\$173.15	1.00	\$173.15	8.33%
<input type="checkbox"/>	<input checked="" type="radio"/>	"property management"	0.00	Approved	—	14	1,177	1.19%	\$11.56	\$161.87	3.00	\$53.96	21.43%
<input type="checkbox"/>	<input checked="" type="radio"/>	arlington property management	0.00	Approved	—	14	483	2.90%	\$7.86	\$110.01	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	"property manager"	0.00	Approved	—	1	60	1.67%	\$23.27	\$23.27	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	"property management company"	0.00	Approved	—	2	83	2.41%	\$7.28	\$14.56	0.00	\$0.00	0.00%

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:

<input type="checkbox"/>	<input type="radio"/>	Keyword	Status	Max. CPC	Policy details	Final URL	Clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	property management companies	Eligible	\$20.00	Approved	—	32
<input type="checkbox"/>	<input checked="" type="radio"/>	+property +management	Below first page bid (\$14.10)				12
<input type="checkbox"/>	<input checked="" type="radio"/>	"property management"	Eligible				14
<input type="checkbox"/>	<input checked="" type="radio"/>	arlington property management	Rarely shown (low Quality Score)				14
<input type="checkbox"/>	<input checked="" type="radio"/>	"property manager"	Eligible				1
<input type="checkbox"/>	<input checked="" type="radio"/>	"property management company"	Eligible				2
<input type="checkbox"/>	<input checked="" type="radio"/>	"property management"	Eligible				2

Keyword bid

Set your bid based on your goals

☐ On the first page of search results \$14.10

☐ Use ad group default bid \$30.00

☒ Set a manual bid \$ 10

CANCEL SAVE

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!

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Advanced bid adj.

Enabled

Status: Limited by budget

Type: Search

Budget: \$20.00/day

More details

ADS

EXTENSIONS

AUTOMATED EXTENSIONS

All time Jun 13, 2016 – Oct 21, 2018

+

Find ads

FILTER

SEGMENT

COLUMNS

DOWNLOAD

EXPAND

MORE

Ad status: All enabled

Add filter

SAVE

RESET

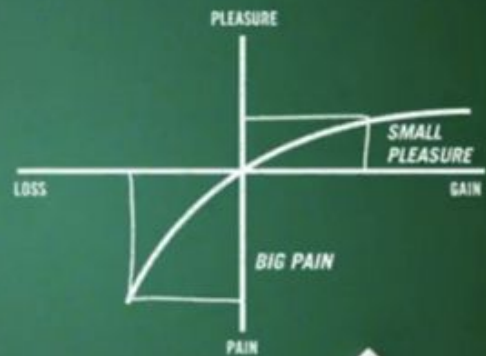
<input type="checkbox"/>	Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	C
<input type="checkbox"/>	<div><div>We'll Manage</div><div>earn</div></div>	Property Management	Approved	Expanded text ad	56	3,824	1.46%	\$12.66	\$709.
<input type="checkbox"/>	<div><div>Being</div><div>and earn</div></div>	Property Managers	Approved	Expanded text ad	1	76	1.32%	\$23.27	\$23.
<input type="checkbox"/>	<div><div>We'll Manage</div><div>and earn</div></div>	Property Managers	Approved	Expanded text ad	0	46	0.00%	—	\$0.
Total: All enabled ads					57	3,946	1.44%	\$12.85	\$732.
Total: Campaign					75	5,344	1.40%	\$11.38	\$853.

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.

Loss Aversion

Studies have shown that the pain of a loss is almost twice as strong as the reward felt from a gain.



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
SteveLongoria.net