

# Simulation Labs – Google Ads Account Strategy

12-Week Reference Document

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## 1. Why This Account Exists (Read This First)

This Google Ads account exists to:

- Capture **high-intent demand** for CTF platforms, cyber ranges, and simulations
- Reach **security leaders, organizations, and universities** that want to *run* labs, not *learn hacking*
- Build a **clean signal foundation** so Google can be trusted later with automation

This account is **NOT** designed to:

- Generate high click volume
- Attract students, hobbyists, or free users
- Scale aggressively in the first weeks

If volume feels low, that is expected.

Low volume + high intent = correct for Simulation Labs.

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## 2. First 2 Weeks Exact Account Structure

### Campaign 1: Broad – Discovery

**Purpose:** Query mining and intent discovery

**This campaign is a laboratory, not a revenue driver.**

- Keyword type: Broad
- Landing page: <https://start.simulationslabs.com/>
- Geos:
  - Saudi Arabia
  - UAE

- UK
- Australia
- Bidding:
  - Manual CPC
  - Max CPC: **\$1.25**
- Budget:
  - HARD daily cap (\$5–\$10 max)
- Negatives:
  - Extremely aggressive (students, free, open source, tutorials, jobs, etc.)

#### **What this campaign is allowed to do:**

- Discover new *business-grade* search queries
- Teach you how people *describe* problems Simulation Labs solves

#### **What this campaign is NOT allowed to do:**

- Spend more than targeted campaigns
  - Be judged on conversions
  - Be scaled
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## **Campaign 2: Targeted – Phrase (3 Ad Groups)**

**Purpose:** Capture known, high-intent demand for Simulation Labs

- Keyword type: Phrase
- Ad groups:
  - Educators / Universities
  - Security Leaders / Teams
  - General CTF & Cyber Range Intent
- Landing pages:
  - **/educators**
  - **/security-leaders**
  - Relevant core pages
- Geos:
  - Saudi Arabia
  - UAE
- Bidding:
  - Manual CPC
  - Bid strategy: **First Page**
- Budget:
  - Higher priority than Broad
  - Never shared with Broad

This campaign is the backbone of the account.

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### 3. Non-Negotiable Rules (Simulation Labs Edition)

These rules exist to protect **signal quality**.

- Manual CPC only (no smart bidding early)
- No shared budgets between campaigns
- Broad campaign must always have:
  - Lower CPC
  - Lower budget
- Phrase campaigns always take priority
- Aggressive negatives are mandatory
- We do **not** raise bids to “force volume”

Simulation Labs is demand-limited, not bid-limited.

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### 4. What We Are Looking For (Signals That Matter)

We are NOT optimizing for:

- CTR
- Cheap clicks
- High impressions

We ARE optimizing for:

- Search queries that imply:
  - Platforms
  - Hosting
  - Running labs or CTFs
  - Assessing or training teams
- Language used by:
  - Security leaders
  - Universities
  - Organizations
  - CTF Organizers

Every good query found is an **asset**.

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## 5. Weeks 1–2: Stabilization Phase

### What We Are Doing

- Letting campaigns run quietly
- Reviewing search terms daily
- Adding negatives aggressively
- Making **no emotional changes**

### What Success Looks Like

- Low impressions
- Low click volume
- Clean, business-intent queries
- No obvious student or free traffic

### What We Must NOT Do

- Do not judge performance
  - Do not switch bidding
  - Do not add new campaigns impulsively
  - Do not chase volume
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## 6. Weeks 3–4: Discovery & Shaping

### What You Are Doing

- Promoting good Broad queries → Phrase (or Exact)
- Tightening negatives further
- Small bid adjustments **only** using:
  - Search Impression Share
  - Lost IS (Rank)

### What Success Looks Like

- Phrase campaigns getting most spend
- Broad campaign feeding useful queries
- CPCs stable, not spiking

### Still Not Allowed

- No Maximize Conversions
  - No tCPA
  - No Broad expansion
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## 7. Weeks 5–8: Validation Phase

### What We Are Doing

- Watching conversion quality (not quantity)
- Identifying which intent converts best:
  - Educators
  - Security leaders
  - CTF Organizers
  - General platform buyers
- Observing geo differences (Saudi vs UAE vs UK/AU)

### Allowed Actions

- Slight bid increases if:
  - Impression Share < 50%
  - Queries are clearly high intent
- Splitting Broad by geo if needed

### Still Cautious About

- Automation
  - Scaling budgets
  - “Google knows better” thinking
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## 8. Weeks 9–12: Transition Readiness

### What We Are Evaluating

- 15–30 **real** conversions
- Consistent intent quality
- No junk signal from Broad
- Stable CPCs

### Only At This Point We MAY

- Test **Maximize Conversions**
  - Targeted campaign only
- Keep Broad on Manual CPC
- Slowly let Google assist, not control

Smart bidding works **only after** Simulation Labs earns trust with clean data.

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## 9. When You Feel Lost (Read This)

- Simulation Labs is a niche, high-intent product
- Low volume is normal
- Clean traffic beats more traffic
- Early impatience destroys long-term performance
- Your job is to **protect the account**, not impress dashboards

If things feel slow:

👉 You are likely doing it right.

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## 10. Final Reminder

This account is being built to:

- Scale later
- Train Google correctly
- Attract real buyers
- Avoid student / hobby noise forever

Do not optimize for speed.

Optimize for **control**.