Google ads knowledge

You should not be running ads if all you have is $800 per month to spend. That is nowhere near enough money to test anything, let alone launch a new brand in a competitive niche like supplement industry. You are not testing anything at your budget level.

Even if the budget was enough per month, you don't have enough to launch 4 campaigns. You barely spend enough to launch 1 campaign right now. You can spend too much on ads but you can also spend too little, which is what you are doing with this plan.

Either increase your budget to $100 per day or look at other marketing channels for this business. Doing anything else is setting yourself up to fail.

Goal: LEAD GENERATION

Campaign Setting: MAXIMIZE CONVERSION

Keywords: phrase + exact match

Area: a region in Italy (Europe)

CR: 2.5%

I'm struggling to keep updated with the latest changes.

My campaigns were structured and performing very well but my quality score has dropped significantly lately (from 9/10 to 5 average) without making any significant change to the ads or the landing pages.

I just stopped the kws and ads not performing well and let the others running.

I have a total of 5/10 kws and two ads running, with a 60$/day budget.

When I try to implement Google Ads suggestions, my campaign performances is always worsening.

Can you give me your best advice on which area / metrics / settings should I focus to improve?

Thanks a lot!

What you should be doing in search

S.T.A.B Method	Task	Frequency			
		Every 72 Hours	Weekly	Monthly	90 Days
Spending & Segmentation	**Segmentation & Spending**				
	1. Review campaign spend vs results				
	a. Are there any campaigns that are ready to scale? (good conversion metrics with a low search impression share < 65%)	FALSE	FALSE	TRUE	FALSE
	b. Are there any campaigns that need extra optimisations? (bad conversion metrics ie: no conversions, high CPA, low ROAS) Make a note and complete further optimisations	FALSE	TRUE	FALSE	FALSE
	2. Review ad group spend vs results				
	a. Are there any ad groups that need to be moved into a seperate campaign? (good conversion metrics & but low spend)	FALSE	FALSE	TRUE	FALSE
	b. Are there any ad groups that need extra optimisations? (bad conversion metrics ie: no conversions, high CPA, low ROAS) Make a note and complete further optimisations	FALSE	TRUE	FALSE	FALSE
Targeting	**Targeting**				
	3. Keyword Targeting				
	a. Complete a Search term audit	TRUE	FALSE	FALSE	FALSE
	> and add extra negative keywords to limit unrelated search terms				
	> and add any converting or highly relevant search terms as new [exact match] keywords				
	4. Keyword Review				
	a. Identify keywords that are under performing, and make the decision to either pause or focus on with further optimisations				
	> Keywords with a high CPC compared to the account average	FALSE	TRUE	FALSE	FALSE
	> Keywords which have a high cost per conversion compared to the account average	FALSE	TRUE	FALSE	FALSE

> Keywords with a status warning (low search volume, below first page bid, rarley shown due to low quality score)	FALSE	TRUE	FALSE	FALSE
b. If you are running "Call Only Ads" or "Call Extenstions" review the call extensions report and filter by search keywords	FALSE	TRUE	FALSE	FALSE
> For Search Keywords with a high CPC & no phone calls: Do these needed to be paused/excluded	FALSE	FALSE	TRUE	FALSE
> Which Search Keywords are providing the highest quality phone calls: Do these need more budget	FALSE	FALSE	TRUE	FALSE
5. Auction Insights Report Review				
a. If you are seeing an increased CPC check this report to see if there are there new competitors or have competitors increased their spend	FALSE	FALSE	TRUE	FALSE
6. Keyword Status Checks				
a. Do any keywords have a keyword quality score of below 5/10	FALSE	TRUE	FALSE	FALSE
> add changes to ad copy to help with KW targeting and quality score	FALSE	FALSE	TRUE	FALSE
> add landing page updates to help with KW targeting	FALSE	FALSE	TRUE	FALSE
> Review landing page load time https://pagespeed.web.dev/	FALSE	FALSE	TRUE	FALSE
b. Do any keywords have a 'below first page bid estimate' warning	FALSE	TRUE	FALSE	FALSE
c. Do any keywords have a 'rarely shown due to low quality score' warning	FALSE	TRUE	FALSE	FALSE
d. Do any keywords have a 'low search volume' warning	FALSE	TRUE	FALSE	FALSE
7. Location based results				
a. Review location performance and add exclusions or bid optimisations (if required)	FALSE	FALSE	TRUE	FALSE
b. Check to see if there are any searches from non targeted location (and exclude locations)	FALSE	FALSE	TRUE	FALSE
8. Device results				
a. Review device performance and add exclusions or bid optimisations (if required)	FALSE	FALSE	TRUE	FALSE
9. Audience Performance				
a. Review observation audiences and add exclusions (or bid optimisations if not using smart bidding)	FALSE	FALSE	TRUE	FALSE

	b. If your added audiences are below 80% of traffic check add new new audiences	FALSE	FALSE	TRUE	FALSE
	10. Demographic Performance				
	a. Review demographics and add exclusions (or bid optimisations if not using smart bidding)	FALSE	FALSE	FALSE	TRUE
	> by age	FALSE	FALSE	FALSE	TRUE
	> by income (not available worldwide)	FALSE	FALSE	FALSE	TRUE
	11. When ads appeared				
	a. Review performance by day of the week and exclude any days with consistent & significant under performance and exclude (if not using smart bidding)	FALSE	FALSE	FALSE	TRUE
	a. Review performance by hour of the day and look to increase your budget if your spending if not suffiecient for the whole day (or for Ad schedule)	FALSE	FALSE	FALSE	TRUE
Ads & Landing Pages	**Ads & Landing Pages**				
	12. Review your current split test results for Ads by Ad Groups				
	a. Review your split tests in each under performing ad group and pause the ad with a significantly lower CTR & Conversion rate (if not significant allow the test to run for another 30 days)	FALSE	FALSE	TRUE	FALSE
	b. If you paused an add duplicate the "winning ad" and make only 1 change so you can start another split test	FALSE	FALSE	TRUE	FALSE
	13. Quality Check for your Ads				
	a. Check to see if any ads are disapproved or have a "rarley shown" warning. If any exist make changes & re-submit ad for review	FALSE	TRUE	FALSE	FALSE
	14. Review your Ad Assets				
	a. Do you have any underpeforming Ad Assets that need to be updated				
	> sitelink extensions	FALSE	FALSE	TRUE	FALSE
	> callout extensions	FALSE	FALSE	TRUE	FALSE
	> structured snippet extension	FALSE	FALSE	TRUE	FALSE
	> call extension	FALSE	FALSE	TRUE	FALSE
	> lead form extension	FALSE	FALSE	TRUE	FALSE
	> location extensions (GMB linking)	FALSE	FALSE	TRUE	FALSE
	> affiliate location extensions	FALSE	FALSE	TRUE	FALSE
	> price extension	FALSE	FALSE	TRUE	FALSE

	> promotion extension	FALSE	FALSE	TRUE	FALSE
	> image extensions	FALSE	FALSE	TRUE	FALSE
	15. Landing Page Review				
	a. If you are sending ads to different landing pages review your Conversion rates by landing pages. If any landing pages have a significantly lower conversion rate look at updating/changing the landing pages	FALSE	FALSE	FALSE	TRUE
	Bidding				
	16. Campaign Bidding Review				
Bidding	a. Is there enough Conversion Data to switch to Max Conversions or Max Conversion Value? (check below)	FALSE	FALSE	FALSE	TRUE
	> Is there an average of at least 1 primary conversion per day over the past 30 days?				
	> Have weekly conversions been increasing each week for the past 4-6 weeks?				
	b. If you are using a tCPA / tROAS, is the current campaign bidding target still the best option? Or is it limiting performance? (check these metrics to see if you need to adjust your target)	FALSE	FALSE	TRUE	TRUE
	> Is there a drop in total conversions / conversion value				
	> Has the campaign spend reduced significantly				
	> Are the impressions dropping to much				
	17. Quality Control Checks				
Quality Control Checks	a. Are all conversion actions working	FALSE	FALSE	TRUE	FALSE
	b. Is your budget on track	FALSE	FALSE	TRUE	FALSE
	c. Is your payment method working	FALSE	FALSE	TRUE	FALSE
	d. Are there any active "auto apply" reccomendations in the account	FALSE	FALSE	TRUE	FALSE
	e. Are there any notifications from Google that need to be actioned	FALSE	FALSE	TRUE	FALSE

1. **Maximize Clicks vs. Maximize Conversions Debate**
   - The old-school method of starting with **Maximize Clicks** before switching to **Maximize Conversions** is considered **outdated** by some experts.
   - **Maximize Conversions** is often the **better choice from the start**, as it **directly optimizes for conversions rather than just traffic**.
   - However, **Maximize Clicks** can still be useful in low-budget or low-data scenarios where campaigns struggle to spend or gather insights.

2. **Challenges with Maximize Conversions on New Accounts**
   - If a brand-new account has **no historical conversion data**, Maximize Conversions may **struggle to spend** or even get impressions.
   - In such cases, starting with **Maximize Clicks or Manual CPC** for a short period (2-3 weeks) can help gather initial data before switching.
   - The effectiveness of **Maximize Conversions depends on having sufficient conversion volume**—ideally at least **30 conversions per month**.
3. **Industry & Budget Considerations**
   - High **CPC industries** (e.g., **insurance, mortgages, real estate**) may benefit from **Manual CPC** instead of automated bidding at launch.
   - For **niche B2B services with high ticket prices and low lead volume**, **Maximize Clicks** can sometimes work better initially.
   - **Broad match + Maximize Conversions can waste budget** if not properly structured, leading to high spend with low ROI.
4. **Testing & Adjustments**
   - Some experts argue that **Maximize Clicks campaigns do not provide "bad" conversion data**—the conversion is still valid regardless of bid strategy.
   - **Testing different bidding strategies** is crucial, but **frequent bid changes reset learning mode**, which can slow optimization.
   - The best approach depends on the **budget, industry, search volume, and existing conversion data**.
5. **Best Practices for Launching Campaigns**
   - If there is **historical conversion data**, go straight to **Maximize Conversions**.
   - If **no data exists and spending is slow**, start with **Maximize Clicks** or **Manual CPC** for 2-3 weeks, then switch.
   - Monitor **Search Term Reports** and **negative keywords** to refine targeting, regardless of bidding strategy.
   - **Avoid Google rep advice blindly**—they often push strategies that **may not fit your specific campaign needs**.

Final Thought:

There is no **one-size-fits-all** approach. While Maximize Conversions is the **preferred strategy** for most campaigns, some **new accounts and low-data scenarios** may still benefit from Maximize Clicks or Manual CPC to kickstart performance.

Google Ads remains a cornerstone for businesses aiming to boost their digital presence. However, as the platform evolves, so do the challenges in managing successful campaigns. Avoiding these common mistakes will help businesses maximize their ad performance and stay ahead in 2025.

1. Ignoring AI-Based Tools

[AI technology is revolutionizing Google Ads](#), offering features like automated bidding and Performance Max campaigns. Failing to embrace these innovations can lead to missed opportunities for optimizing costs and boosting conversions. Incorporate AI tools to enhance decision-making and campaign efficiency.

2. Poor Audience Segmentation

[Targeting broad audiences](#) without clear segmentation wastes both budget and effort. Use data insights to create custom audience segments based on interests, behavior, and demographics. This approach increases the likelihood of reaching potential customers who are genuinely interested in your offerings.

3. Underutilizing Video Ads

Video ads are highly engaging and a [vital component of modern digital marketing](#). Platforms like YouTube offer excellent opportunities to showcase products and services. Ignoring video advertising can limit your brand's reach and engagement rates.

4. Overlooking Voice Search Optimization

With [voice search becoming more prevalent](#), failing to adapt campaigns to this trend could cost valuable traffic. Optimize for voice search by using natural language keywords and answering common queries directly in ad copy.

5. Focusing on Vanity Metrics

Metrics like impressions and clicks don't always reflect campaign success. [Prioritize key performance indicators](#) such as conversion rates, cost per acquisition (CPA), and return on ad spend (ROAS) to assess true campaign effectiveness.

6. Using Static Ad Creatives

[Audiences quickly lose interest in repetitive ads](#). Regularly update ad creatives, headlines, and visuals to maintain engagement. Implement A/B testing to discover what resonates best with your audience.

7. Ignoring Data Privacy Compliance

Privacy regulations like GDPR and CCPA require businesses to handle user data responsibly. Non-compliance can lead to hefty fines and loss of trust. Always obtain user consent and follow [transparent data practices](#).

8. Skipping A/B Testing

Failing to [test different elements of your ads](#) can prevent you from unlocking higher performance. Consistently experiment with different ad variations, headlines, and calls-to-action to identify the most effective combinations.

9. Overlooking Automation Tools

Google Ads offers [automation features](#) that simplify campaign management and boost performance. Use tools like dynamic search ads and automated rules to enhance efficiency and accuracy.

10. Adopting a Passive Approach

[Google Ads campaigns require continuous optimization](#). Regularly review performance metrics, adjust bids, and test new strategies to ensure ongoing success. A hands-on approach will yield better results in the long run.

Navigating the complexities of Google Ads in 2025 requires a strategic approach that blends technology, creativity, and data insights. By leveraging AI tools, refining audience targeting, and staying compliant with privacy regulations, businesses can create impactful campaigns that drive consistent growth.

Scenario:
This case involves a **novice Google Ads manager running campaigns for a SaaS software company**. The campaign was initially performing well, generating **25 conversions per day at a cost of $2.50 per conversion**. However, after a **Google Security Review**, performance

dropped dramatically. **Cost per conversion spiked to $9**, and in one instance, **$66 was spent with no conversions**.

Key Details & Challenges:

1. **Google Security Review Impacted Performance**
   - Google temporarily reviewed the account, which **coincided with a sudden increase in CPC and cost per conversion**.
   - Despite ads being eligible, **Google flagged a policy issue at the campaign level** but did not fully block ads.
   - This suggests **possible algorithmic adjustments** following the review.
2. **Bidding Strategy Change Worsened Results**
   - Originally, the campaign used **Maximize Conversions** and was working well.
   - After the security review and cost increase, the user **switched to Manual CPC**, hoping to control spending.
   - Instead, this **led to significantly fewer clicks (1,000 impressions, 2 clicks, $60 spent)**.
   - **Lesson:** Changing bidding strategies too quickly can disrupt performance.
3. **Conversion Tracking Might Be Inaccurate**
   - Some experts in the discussion believe **conversion tracking may be broken or overcounting registrations**.
   - The drastic change in conversion cost **could indicate misattributed or inflated conversion data**.
   - **Lesson:** Always verify tracking before assuming an ad strategy is failing.
4. **Unexpected Keyword Bid Increase**
   - The user noticed **one keyword had a max bid of $30**, which they did not set (original bid was $1-$2.50).
   - This suggests Google's **automated adjustments may have overridden manual settings**, causing higher costs.
   - **Lesson:** Monitor keyword bids closely after major account changes.

Who This Applies To:

- **SaaS companies running Google Ads** and experiencing **sudden performance drops**.
- **New Google Ads managers** who might be unsure how to react when **CPC spikes or conversions decline suddenly**.
- **Businesses that go through Google Security Reviews**, as they can impact ad delivery and ranking.

Key Takeaways & Best Practices:

1. **Don't panic after a sudden performance change**—let Google Ads stabilize for a few days.
2. **Avoid abrupt bid strategy changes**—switching to **Manual CPC too soon** can limit Google's ability to optimize.
3. **Verify conversion tracking** to ensure **accurate data** and prevent overcounting.
4. **Monitor Google's automated bid adjustments**, as unexpected **CPC spikes** can drain budgets.
5. **If Google flags a policy issue, investigate thoroughly**—even if ads remain eligible, algorithmic adjustments can affect visibility.

Final Thought:
This case highlights **how Google Security Reviews, bid strategy changes, and tracking issues** can unexpectedly impact a SaaS campaign's performance. Instead of making **rapid, reactionary changes**, it's best to **analyze data, verify tracking, and allow time for adjustments before switching strategies**.

CALL ONLY ADS TIPS

Why Your Google Ads Campaigns Might Be Losing Impression Share – And How to Fix It

Many advertisers struggle with **low impression share (IS)** despite using high bids, relevant keywords, and optimized websites. If your ads aren't getting shown often enough, the issue typically comes down to **ad rank, competition, bidding strategy, or account history.** Here's what you need to know and how to fix it.

---

1. Ad Rank & Competition: Are You Bidding High Enough?

Google Ads uses **Ad Rank** to determine whether your ad appears in search results. Ad Rank = **Max CPC × Quality Score**.

◆ **Why This Matters**

- Even if you're bidding aggressively, some industries (like legal, finance, or marketing) have **CPCs ranging from $20-$50+ per click**.

- If competitors **outrank** you with higher bids and better Quality Scores, you'll lose **Impression Share (IS) due to Rank**.
- Example: A law firm bidding $15 for "best personal injury lawyer" may **still not show up** if competitors are bidding $50 with higher Quality Scores.

✅ Fix This:

- **Check Keyword Planner** to see the top bids in your industry.
- **Test aggressive bidding for a short period** to force Google to show your ads more often.
- **Improve Quality Score** by increasing CTR, using relevant ad copy, and enhancing landing page experience.

---

2. New Account? Google Prioritizes Historical Data

If your account is new or recently restructured, Google may **favor established advertisers** over you.

- Example: An **established e-commerce brand** with a strong history will likely win bids over a **new store selling the same products**.
- Similarly, if you **migrated your website** (e.g., from Squarespace to Webflow), **past performance may no longer count**, affecting ad rank.

✅ Fix This:

- **Use broad match + Max Clicks bidding** initially to gather **data quickly**.
- **Run a high-budget test** for 7-14 days to show Google you're serious.
- **If needed, launch a new campaign**—sometimes a fresh start resets Google's learning phase.

---

3. Smart Bidding & Budget Strategy: Finding the Right Balance

Your bid strategy can make or break your **impression share and conversions**.

- ◆ **Mistakes Advertisers Make:**

- **Capping bids too early** – Google may not give you enough impressions.

- **Using only automated bidding (tROAS/tCPA)** – These need **conversion history** to work well.
- **Not splitting budget strategically** – If all funds go into one bid type, you might be missing opportunities.

✅ Fix This:

- **Use a split-budget approach:**
    - **20% on Max Clicks** (no bid cap) to generate impressions.
    - **80% on tROAS/tCPA** for efficient conversions.
- **Adjust budget gradually**, not abruptly.
- **Monitor bid strategy performance every 7 days** before making changes.

---

4. Ad Relevance & Landing Page Experience

Google prioritizes ads with **high relevancy and strong landing pages**.

◆ Common Issues:

- Ads not containing the **primary keyword** (reduces CTR).
- Poor landing page experience—slow load times, unclear messaging.
- Example: A mobile IV therapy service bidding on **"IV drips near me"** but directing users to a generic home page **instead of a treatment page**.

✅ Fix This:

- **Include keywords in headlines & descriptions** (without over-pinning them).
- **Improve landing pages**—make them relevant to the ad, fast-loading, and conversion-friendly.
- **Use all ad extensions** (sitelinks, structured snippets, callouts) to boost relevance.

---

5. Negative Keywords & Search Term Reports: Are You Wasting Impressions?

- Broad match campaigns can **drain budget on irrelevant searches**.
- Example: A **pet grooming service targeting "dog grooming"** may also show up for "dog grooming jobs," which is irrelevant.

✅ Fix This:

- Regularly review **Search Term Reports** and add **negative keywords**.
- Ensure you're **not appearing for competitors' names** unless it's intentional.

Final Takeaways: How to Increase Impression Share & Improve Ad Performance

✅ **Bid competitively**—don't assume your CPC is high enough; check industry benchmarks.
✅ **Leverage a mix of bidding strategies**—use Max Clicks initially, then switch to conversion-based bidding.
✅ **Ensure high Quality Scores**—improve ad relevance, CTR, and landing page experience.
✅ **Be patient with new accounts**—Google prioritizes historical data, so expect a ramp-up period.
✅ **Use negative keywords to avoid wasting budget** on irrelevant searches.

By making these adjustments, you can **gain more impressions, increase clicks, and ultimately drive better results** from your Google Ads campaigns. 🚀

Max Clicks vs. Max Conversions: Choosing the Right Google Ads Bidding Strategy

One of the biggest questions in Google Ads is whether to use **Max Clicks or Max Conversions** as a bidding strategy. While both have their place, the right choice depends on **your campaign goals, budget, and competition level**.

---

1. What's the Real Difference Between Max Clicks & Max Conversions?

- **Max Clicks**: Focuses on getting the most clicks within your budget.
- **Max Conversions**: Focuses on getting the most conversions (leads, sales, signups).

The key trade-off: **Max Clicks may drive more traffic, but not necessarily the right traffic. Max Conversions might limit clicks, but it prioritizes valuable ones.**

---

2. When to Use Max Clicks

✅ **Your campaign is new and doesn't have conversion data yet** → Google needs data before it can optimize for conversions.

✅ **You need to test different ad creatives or audience segments** → Helps gather insights on CTR and engagement.
✅ **You're in a niche with limited search volume** → If conversions are rare, focusing on traffic might be the best approach.
✅ **Your priority is brand visibility and site visits, not immediate leads** → Great for awareness campaigns.

Example:
A **new software startup** launches Google Ads but hasn't tracked many conversions yet. They use **Max Clicks with a bid cap** to drive traffic and collect data on user behavior. After 1-2 months of data, they switch to Max Conversions.

---

3. When to Use Max Conversions

✅ **You're focused on lead generation or sales, not just traffic** → Prioritizes users most likely to convert.
✅ **Your campaign has at least 5-10 conversions per month** → Google needs some history to optimize effectively.
✅ **You're running a high-competition campaign where quality matters more than volume** → Ensures budget is spent on users more likely to take action.
✅ **You need to maximize ROI with limited ad spend** → Works best when tracking meaningful actions like purchases, form fills, or phone calls.

Example:
A **law firm running PPC ads** has a high CPC ($50+ per click) but needs **qualified leads, not just clicks**. They switch from Max Clicks to **Max Conversions** to let Google prioritize users most likely to book a consultation.

---

4. Why Switching to Max Clicks Might Have Hurt Performance

If you were getting **4-6 leads per month on Max Conversions** but switched to **Max Clicks with a bid cap**, and now conversions have dropped:

- **Lower CTR in competitive ad groups** → Google is prioritizing cheaper clicks, but they may be **less relevant or less engaged**.
- **Max Clicks doesn't guarantee quality traffic** → It can result in clicks from **broad, less-qualified searches**.

- **CTR drop = lower ad relevance score** → If fewer people click, Google may rank your ad lower, leading to even fewer impressions.

If **lead generation is the primary goal**, you **may want to switch back to Max Conversions**—even if you're not increasing the budget.

---

5. When to Adjust Your Strategy

🚀 **If you switched to Max Clicks and CTR dropped below 2% in competitive ad groups:**
✔ Switch back to **Max Conversions**, even if lead volume is low.
✔ Improve ad relevance with **Dynamic Keyword Insertion (DKI)** in headlines.
✔ Test **A/B variations** of ad copy to see what improves CTR.
✔ Monitor **Search Term Reports** to add negative keywords and filter out irrelevant clicks.

🚀 **If Max Conversions isn't working due to low conversion data:**
✔ Start with **Max Clicks (with bid caps)** for a short period to **collect data**.
✔ Track **micro-conversions** (button clicks, page engagement, phone calls) to **feed Google more data**.
✔ Once you have **5-10 conversions per month**, switch to Max Conversions.

---

6. Should You Pause Low-Performing Ad Groups?

If a competitive ad group was **previously producing leads on Max Conversions but is now struggling under Max Clicks**, it might be worth:
✔ **Switching it back to Max Conversions** instead of pausing.
✔ **Refining targeting** to focus on high-intent searchers.
✔ **Improving landing pages** to boost conversion rate.

Example:
A **marketing agency targeting "SEO services"** competes against 20+ agencies. Instead of pausing low-performing ad groups, they test **new ad copy, add negative keywords, and refine landing pages** to boost lead quality.

Final Takeaways

✅ **If lead generation is the goal, Max Conversions is usually the better choice.**
✅ **If you lack conversion data, start with Max Clicks, but monitor CTR and conversion**

rate.
✅ **Max Clicks can help test ad engagement, but it may drive lower-quality traffic.**
✅ **Be willing to adjust based on data—don't let one bad week dictate long-term strategy.**

By using **the right bidding strategy at the right time**, you can balance **traffic volume, cost-efficiency, and lead quality** for better results. 🚀

1. Precision Targeting: Reaching the Right Audience at the Right Time

Targeting in Google Ads has become **more refined**, allowing advertisers to reach high-intent users with **greater accuracy**. Instead of casting a wide net, **modern campaigns focus on segmentation and AI-driven audience insights**.

◆ Key Strategies:

✅ **Utilize AI-powered audience signals** – Google now predicts **user behavior** more effectively, allowing you to target users **before** they even search.
✅ **Refine demographic and interest-based targeting** – Combine **affinity audiences**, **in-market audiences**, and **custom intent signals** to improve accuracy.
✅ **Use advanced location targeting** – Optimize for **local search traffic** by setting radius-based bids or segmenting campaigns by region.

Example:

A **local real estate agency** uses **location-based targeting** to show ads only to users actively searching for homes **within specific ZIP codes**, ensuring their budget is spent on **high-value leads**.

---

2. Quality Score: The Key to Lower CPCs & Higher Ad Rank

Google Ads still rewards advertisers who prioritize **ad relevance, landing page experience, and expected CTR**. In 2025, **Quality Score remains a crucial factor** for **reducing ad costs while improving rankings**.

◆ How to Improve Quality Score:

✔ **Ensure ad copy matches user intent** – The closer your ads align with search queries, the higher your **expected CTR**.

✔ **Optimize landing pages** – Ensure **fast load times**, **mobile-friendliness**, and **clear call-to-actions (CTAs)**.
✔ **Use dynamic keyword insertion (DKI)** – Customizing ad headlines to match **search queries** can **increase relevance** and **boost CTR**.

Example:

A **fitness brand** running Google Ads for "best home workout equipment" improves its **Quality Score** by:
✅ **Updating ad copy to match the exact search terms**.
✅ **Directing users to a landing page with personalized workout gear recommendations**.
✅ **Improving site speed**, leading to a **15% drop in bounce rate**.

---

3. Conversion Tracking: Measuring What Matters

Without **proper conversion tracking**, your Google Ads campaign is **operating blindly**. In 2025, advertisers must **track multiple conversion points** to get an **accurate picture of success**.

◆ Best Practices for Conversion Tracking:

✔ **Set up enhanced conversions** – Track actions **beyond form fills**, such as **phone calls, live chat interactions, and in-store visits**.
✔ **Use value-based bidding** – Assign **conversion values** based on how likely a lead is to become a customer.
✔ **Integrate first-party data** – Since **cookie-based tracking is fading**, businesses must rely on **CRM and first-party data** to **optimize campaign performance**.

Example:

An **e-commerce store** assigns **conversion values** based on average order value (AOV). Instead of treating all conversions equally, they **bid higher for high-value customers**, improving **return on ad spend (ROAS)** by 30%.

---

4. AI-Optimized Image & Video Assets for Google Ads

As Google Ads shifts **toward automation**, **image and video ads** are playing a **bigger role in engagement and conversions**.

◆ **How to Optimize Visual Assets in 2025:**

✔ **Use high-quality, mobile-friendly images** – Low-resolution visuals hurt **engagement rates**.
✔ **Test multiple variations in Performance Max campaigns** – Google's AI will determine **which images/videos perform best**.
✔ **Ensure brand consistency** – Colors, fonts, and messaging should match across **Search, Display, YouTube, and Performance Max ads**.

Example:

A **DTC skincare brand** increases **conversion rates by 20%** after switching from **static image ads** to **short-form video ads** in Google Performance Max campaigns.

---

5. Smarter Location Targeting & Google Maps Ads

For **brick-and-mortar businesses**, **location-based ads** are more important than ever. Google continues to improve **Google Maps ad placements**, allowing businesses to appear **exactly when potential customers are searching nearby**.

◆ **Best Practices for Location Targeting:**

✔ **Use radius targeting** – Prioritize users **within driving distance** of your store or service area.
✔ **Sync Google Ads with your Google Business Profile (GBP)** – Ensures your **business hours, phone number, and directions** show up in search ads.
✔ **Adjust bids based on local demand** – Increase bids **during peak hours or in high-traffic areas**.

Example:

A **restaurant chain** running Google Ads for "best brunch near me" uses **location assets** to **increase walk-in traffic by 35%**, thanks to **Google Maps placements**.

---

6. AI-Powered Campaign Optimization & Automation

Google Ads continues to **incorporate AI and machine learning**, helping advertisers **automate bid strategies, asset testing, and campaign adjustments**.

◆ **AI-Powered Strategies for 2025:**

✔ **Leverage Performance Max campaigns** – Uses AI to distribute ads across **Search, Display, YouTube, and Gmail**.
✔ **Use automated asset optimization** – Google tests **headlines, descriptions, and images** to find the best-performing combination.
✔ **Apply predictive audience insights** – AI helps **identify high-intent users** before they search.

Example:

An **online education platform** sees a **40% boost in leads** after **switching to AI-driven Performance Max campaigns**, allowing Google to **dynamically adjust bids and ad placements**.

---

7. A/B Testing & Data-Driven Campaign Refinement

Continuous **A/B testing** remains essential for **refining Google Ads performance**.

◆ Best A/B Testing Strategies:

✔ **Test different ad variations** – Headlines, CTAs, and visuals should be tested **separately** to measure impact.
✔ **Run experiments in Google Ads** – Use Google's built-in **drafts & experiments** feature to **compare bid strategies**.
✔ **Analyze performance trends** – Don't just look at **CTR**—analyze conversion rate, engagement, and cost-per-acquisition (CPA).

Example:

A **SaaS company** A/B tests **"Try Free for 7 Days"** vs. **"Start Your Free Trial"** as its CTA. The **first variation improves sign-ups by 18%**, proving small tweaks **can lead to major gains**.

---

8. Preparing for a Cookieless Future in Google Ads

With **third-party cookies being phased out**, advertisers must adapt by using **privacy-first tracking solutions**.

◆ Privacy-Focused Strategies:

✔ **Leverage first-party data** – Use **customer lists, CRM data, and Google's Enhanced Conversions**.
✔ **Use modeled conversions** – Google estimates conversions **when direct tracking isn't possible**.
✔ **Adopt consent-based tracking** – Ensure compliance with **GDPR, CCPA, and evolving data privacy laws**.

Example:

A **retail brand losing tracking accuracy due to cookie deprecation** integrates **first-party customer data** and sees a **10% improvement in attribution accuracy**.

Final Thoughts: How to Win with Google Ads in 2025

Success in **Google Ads 2025** requires a mix of **AI automation, precise targeting, and performance-driven optimization**. Advertisers who **embrace AI, focus on Quality Score, and refine conversion tracking** will see **higher ROI and lower acquisition costs**.

Key Takeaways:

✅ **Prioritize AI-powered automation & Performance Max campaigns**.
✅ **Use first-party data to prepare for a cookieless future**.
✅ **Optimize location targeting to drive in-store visits**.
✅ **Continuously A/B test ad creatives and bidding strategies**.

By adapting to **Google Ads' latest features**, businesses can ensure **their campaigns stay ahead of the competition** in 2025 and beyond. 🚀

Would you like help setting up **Google Ads experiments or automated bid strategies** for your campaigns?

4o
O
Search
Deep research

Google Ads Text & Formatting Rules (2025)

When creating Google Ads, it's essential to follow **Google's ad policies** to ensure approval and optimal performance. Here are the key rules for **headlines, descriptions, punctuation, capitalization, and formatting** to keep your ads compliant.

◆ Headlines Formatting Rules

✅ Maximum of **30 characters per headline**.
✅ You can include **up to 3 headlines** in a single ad.
✅ No **exclamation points (!) in headlines**.
✅ No excessive **capitalization** (e.g., "FREE SHIPPING" is not allowed; use "Free Shipping" instead).
✅ No misleading **clickbait** (e.g., "You Won't Believe This Deal" may be rejected).
✅ No phone numbers in headlines—use **call extensions** instead.

◆ Descriptions Formatting Rules

✅ Maximum of **90 characters per description**.
✅ **Only one exclamation point (!) is allowed per ad**—not per description.
✅ No **excessive punctuation** (e.g., "Best Prices!!!" or "Buy Now....." is not allowed).
✅ No unnecessary symbols (**#, %, *, @**) unless part of a brand name.
✅ No misleading claims (e.g., "Best in the World" without proof).

◆ URL & Display Path Rules

✅ The **final URL must match the destination page** (no misleading links).
✅ The **display path (Path 1 & 2) is optional**, but it should be relevant to the ad content.
✅ Display paths are limited to **15 characters each**.
✅ No **fake urgency** (e.g., "Sale Ends Today" if it's not true).

◆ Ad Copy Content Rules

✅ **No misleading statements**—claims must be accurate and verifiable.
✅ No promoting **unrealistic results** (e.g., "Lose 20 Pounds in a Week!").
✅ No promoting **banned content** (e.g., alcohol, tobacco, weapons, fake documents).
✅ No mentioning **competitor names** directly unless authorized.

◆ Call Extensions & Phone Numbers

✅ Phone numbers **must be verified** and used in call extensions—not ad text.
✅ No **vanity phone numbers** using words (e.g., "1-800-BEST-ADS").

◆ Image & Video Ad Rules

✅ Images must be **high-quality and relevant**—no blurry or misleading visuals.
✅ No **excessive text overlay** in display ads.
✅ No **flashing animations** or autoplay sounds in video ads.

◆ Landing Page Requirements

✅ The page must be **functional, fast-loading, and relevant** to the ad.
✅ No **forced pop-ups** or difficult exit conditions.
✅ No **false claims** or misleading sales tactics.

◆ Policy Enforcement & Ad Disapprovals

🚨 **If your ad is disapproved**, check the policy violation in Google Ads and adjust the copy.
🚨 Repeated violations **can lead to account suspension**.
🚨 Always follow **Google Ads Editorial Guidelines** to prevent issues.

By following these **Google Ads rules**, you can ensure your ads remain compliant, get approved quickly, and perform effectively. 🚀

1. Precision Targeting: Reaching the Right Audience at the Right Time

Targeting in Google Ads has become **more refined**, allowing advertisers to reach high-intent users with **greater accuracy**. Instead of casting a wide net, **modern campaigns focus on segmentation and AI-driven audience insights**.

◆ Key Strategies:

✅ **Utilize AI-powered audience signals** – Google now predicts **user behavior** more effectively, allowing you to target users **before** they even search.
✅ **Refine demographic and interest-based targeting** – Combine **affinity audiences**, **in-market audiences**, and **custom intent signals** to improve accuracy.
✅ **Use advanced location targeting** – Optimize for **local search traffic** by setting radius-based bids or segmenting campaigns by region.

Example:

A **local real estate agency** uses **location-based targeting** to show ads only to users actively searching for homes **within specific ZIP codes**, ensuring their budget is spent on **high-value leads**.

---

2. Quality Score: The Key to Lower CPCs & Higher Ad Rank

Google Ads still rewards advertisers who prioritize **ad relevance, landing page experience, and expected CTR**. In 2025, **Quality Score remains a crucial factor** for **reducing ad costs while improving rankings**.

◆ How to Improve Quality Score:

✔ **Ensure ad copy matches user intent** – The closer your ads align with search queries, the higher your **expected CTR**.
✔ **Optimize landing pages** – Ensure **fast load times**, **mobile-friendliness**, and **clear call-to-actions (CTAs)**.
✔ **Use dynamic keyword insertion (DKI)** – Customizing ad headlines to match **search queries** can **increase relevance** and **boost CTR**.

Example:

A **fitness brand** running Google Ads for "best home workout equipment" improves its **Quality Score** by:
✅ **Updating ad copy to match the exact search terms**.
✅ **Directing users to a landing page with personalized workout gear recommendations**.
✅ **Improving site speed**, leading to a **15% drop in bounce rate**.

---

3. Conversion Tracking: Measuring What Matters

Without **proper conversion tracking**, your Google Ads campaign is **operating blindly**. In 2025, advertisers must **track multiple conversion points** to get an **accurate picture of success**.

◆ Best Practices for Conversion Tracking:

✔ **Set up enhanced conversions** – Track actions **beyond form fills**, such as **phone calls, live chat interactions, and in-store visits**.
✔ **Use value-based bidding** – Assign **conversion values** based on how likely a lead is to

become a customer.
✔ **Integrate first-party data** – Since **cookie-based tracking is fading**, businesses must rely on **CRM and first-party data** to **optimize campaign performance**.

Example:

An **e-commerce store** assigns **conversion values** based on average order value (AOV). Instead of treating all conversions equally, they **bid higher for high-value customers**, improving **return on ad spend (ROAS)** by 30%.

---

4. AI-Optimized Image & Video Assets for Google Ads

As Google Ads shifts **toward automation**, **image and video ads** are playing a **bigger role in engagement and conversions**.

◆ **How to Optimize Visual Assets in 2025:**

✔ **Use high-quality, mobile-friendly images** – Low-resolution visuals hurt **engagement rates**.
✔ **Test multiple variations in Performance Max campaigns** – Google's AI will determine **which images/videos perform best**.
✔ **Ensure brand consistency** – Colors, fonts, and messaging should match across **Search, Display, YouTube, and Performance Max ads**.

Example:

A **DTC skincare brand** increases **conversion rates by 20%** after switching from **static image ads** to **short-form video ads** in Google Performance Max campaigns.

---

5. Smarter Location Targeting & Google Maps Ads

For **brick-and-mortar businesses**, **location-based ads** are more important than ever. Google continues to improve **Google Maps ad placements**, allowing businesses to appear **exactly when potential customers are searching nearby**.

◆ **Best Practices for Location Targeting:**

✔ **Use radius targeting** – Prioritize users **within driving distance** of your store or service area.
✔ **Sync Google Ads with your Google Business Profile (GBP)** – Ensures your **business**

hours, phone number, and directions show up in search ads.
✔ **Adjust bids based on local demand** – Increase bids **during peak hours or in high-traffic areas**.

Example:

A **restaurant chain** running Google Ads for "best brunch near me" uses **location assets** to **increase walk-in traffic by 35%**, thanks to **Google Maps placements**.

---

6. AI-Powered Campaign Optimization & Automation

Google Ads continues to **incorporate AI and machine learning**, helping advertisers **automate bid strategies, asset testing, and campaign adjustments**.

◆ **AI-Powered Strategies for 2025:**

✔ **Leverage Performance Max campaigns** – Uses AI to distribute ads across **Search, Display, YouTube, and Gmail**.
✔ **Use automated asset optimization** – Google tests **headlines, descriptions, and images** to find the best-performing combination.
✔ **Apply predictive audience insights** – AI helps **identify high-intent users** before they search.

Example:

An **online education platform** sees a **40% boost in leads** after **switching to AI-driven Performance Max campaigns**, allowing Google to **dynamically adjust bids and ad placements**.

---

7. A/B Testing & Data-Driven Campaign Refinement

Continuous **A/B testing** remains essential for **refining Google Ads performance**.

◆ **Best A/B Testing Strategies:**

✔ **Test different ad variations** – Headlines, CTAs, and visuals should be tested **separately** to measure impact.
✔ **Run experiments in Google Ads** – Use Google's built-in **drafts & experiments** feature to **compare bid strategies**.

✔ **Analyze performance trends** – Don't just look at **CTR**—analyze conversion rate, engagement, and cost-per-acquisition (CPA).

Example:

A **SaaS company** A/B tests **"Try Free for 7 Days"** vs. **"Start Your Free Trial"** as its CTA. The **first variation improves sign-ups by 18%**, proving small tweaks **can lead to major gains**.

---

8. Preparing for a Cookieless Future in Google Ads

With **third-party cookies being phased out**, advertisers must adapt by using **privacy-first tracking solutions**.

🔹 **Privacy-Focused Strategies:**

✔ **Leverage first-party data** – Use **customer lists, CRM data, and Google's Enhanced Conversions**.
✔ **Use modeled conversions** – Google estimates conversions **when direct tracking isn't possible**.
✔ **Adopt consent-based tracking** – Ensure compliance with **GDPR, CCPA, and evolving data privacy laws**.

Example:

A **retail brand losing tracking accuracy due to cookie deprecation** integrates **first-party customer data** and sees a **10% improvement in attribution accuracy**.

Final Thoughts: How to Win with Google Ads in 2025

Success in **Google Ads 2025** requires a mix of **AI automation, precise targeting, and performance-driven optimization**. Advertisers who **embrace AI, focus on Quality Score, and refine conversion tracking** will see **higher ROI and lower acquisition costs**.

Key Takeaways:

✅ **Prioritize AI-powered automation & Performance Max campaigns**.
✅ **Use first-party data to prepare for a cookieless future**.
✅ **Optimize location targeting to drive in-store visits**.
✅ **Continuously A/B test ad creatives and bidding strategies**.

By adapting to **Google Ads' latest features**, businesses can ensure **their campaigns stay ahead of the competition** in 2025 and beyond. 🚀

Would you like help setting up **Google Ads experiments or automated bid strategies** for your campaigns?

You said:

can you write down gogole ad rules like no more than one exclamation pointing descriptions no exlcmaamticons in headlines like that

ChatGPT said:

Google Ads Text & Formatting Rules (2025)

When creating Google Ads, it's essential to follow **Google's ad policies** to ensure approval and optimal performance. Here are the key rules for **headlines, descriptions, punctuation, capitalization, and formatting** to keep your ads compliant.

🔹 Headlines Formatting Rules

✅ Maximum of **30 characters per headline**.
✅ You can include **up to 3 headlines** in a single ad.
✅ No **exclamation points (!) in headlines**.
✅ No excessive **capitalization** (e.g., "FREE SHIPPING" is not allowed; use "Free Shipping" instead).
✅ No misleading **clickbait** (e.g., "You Won't Believe This Deal" may be rejected).
✅ No phone numbers in headlines—use **call extensions** instead.

🔹 Descriptions Formatting Rules

✅ Maximum of **90 characters per description**.
✅ **Only one exclamation point (!) is allowed per ad**—not per description.
✅ No **excessive punctuation** (e.g., "Best Prices!!!" or "Buy Now....." is not allowed).
✅ No unnecessary symbols (**#, %, *, @**) unless part of a brand name.
✅ No misleading claims (e.g., "Best in the World" without proof).

🔹 URL & Display Path Rules

✅ The **final URL must match the destination page** (no misleading links).
✅ The **display path (Path 1 & 2) is optional**, but it should be relevant to the ad content.

✅ Display paths are limited to **15 characters each**.
✅ No **fake urgency** (e.g., "Sale Ends Today" if it's not true).

◆ Ad Copy Content Rules

✅ **No misleading statements**—claims must be accurate and verifiable.
✅ No promoting **unrealistic results** (e.g., "Lose 20 Pounds in a Week!").
✅ No promoting **banned content** (e.g., alcohol, tobacco, weapons, fake documents).
✅ No mentioning **competitor names** directly unless authorized.

◆ Call Extensions & Phone Numbers

✅ Phone numbers **must be verified** and used in call extensions—not ad text.
✅ No **vanity phone numbers** using words (e.g., "1-800-BEST-ADS").

◆ Image & Video Ad Rules

✅ Images must be **high-quality and relevant**—no blurry or misleading visuals.
✅ No **excessive text overlay** in display ads.
✅ No **flashing animations** or autoplay sounds in video ads.

◆ Landing Page Requirements

✅ The page must be **functional, fast-loading, and relevant** to the ad.
✅ No **forced pop-ups** or difficult exit conditions.
✅ No **false claims** or misleading sales tactics.

◆ Policy Enforcement & Ad Disapprovals

🚨 **If your ad is disapproved**, check the policy violation in Google Ads and adjust the copy.
🚨 Repeated violations **can lead to account suspension**.
🚨 Always follow **Google Ads Editorial Guidelines** to prevent issues.

By following these **Google Ads rules**, you can ensure your ads remain compliant, get approved quickly, and perform effectively. 🚀

Call-only ads in Google Ads are designed for businesses that **want direct phone calls instead of website visits**. While they still work in certain industries, **their effectiveness has declined** in recent years due to changes in Google's ad ecosystem. Many advertisers report **lower impressions, higher costs, and fewer placements**, as Google prioritizes **search ads with call extensions** instead.

◆ When Call-Only Ads Work Best

Call-only ads are most effective for **immediate or emergency-based services** where customers prefer to call instead of browsing a website.

✅ **Best industries for Call-Only Ads:**
✔ Emergency services (locksmiths, plumbing, pest control)
✔ Medical and dental appointments
✔ Legal consultations
✔ High-ticket services (home repair, towing)
✔ Businesses with **strong call-based sales teams**

Example:

A **locksmith service** benefits from Call-Only Ads because customers experiencing a lockout **want immediate assistance** and are more likely to call than browse a website.

◆ Why Call-Only Ads May Not Be Performing Well

🚨 **1. Google is Reducing Call-Only Ad Visibility**

- Google seems to **favor search ads with call extensions** over Call-Only Ads.
- Even in **high CPC industries like law firms**, call-only ads are rarely shown in search results.

🚨 **2. Broad & Exact Match Keyword Usage Impacts Impressions**

- Using **exact-match only** may restrict impressions too much.
- Running **broad match keywords** can increase visibility but requires **constant monitoring** and negative keywords.

🚨 **3. Low Call Duration = Poor Lead Quality**

- Calls under **30 seconds** often don't lead to conversions.

- Best practice: **Track calls over 60–90 seconds** as real leads.

🚨 **4. Google Prioritizes Ads That Give Users More Options**

- Many users **prefer to check out a website before calling**.
- **Search ads with call extensions** provide the flexibility of **clicking or calling**, leading to **higher conversion rates**.

🔹 How to Improve Call-Only Ad Performance

✅ **Use Phrase or Broad Match Keywords**

- If call-only ads aren't getting impressions, try **Phrase Match instead of Exact Match** to allow **more search variations**.
- **Monitor Search Term Reports** and **add negative keywords** to filter irrelevant clicks.

✅ **Optimize Bidding for Mobile & High-Intent Users**

- Set **higher bids for mobile devices** since call-only ads only appear on **phones**.
- Target **local area codes** for better conversion rates.

✅ **Track & Optimize Call Conversions**

- Ignore **calls under 30 seconds** (likely spam or misdials).
- Adjust bid strategy based on **high-quality call volume (60+ seconds)**.

✅ **Test Call Extensions in Search Ads Instead**

- Many advertisers find **search ads with call extensions** more effective than call-only ads.
- This **lets users decide** whether to **call or visit the website**, improving engagement.

🔹 Are Call-Only Ads Worth Using in 2025?

🚀 **Use Call-Only Ads IF:**
✔ Your business **relies on immediate phone leads** (e.g., emergency services).
✔ Your **audience is ready to call** without needing website information.
✔ You **track call quality and optimize for long-duration calls**.

❌ **Avoid Call-Only Ads IF:**

- Your service requires **customer research before a call**.
- Your **call quality is low**, leading to wasted ad spend.
- You can get **better performance from search ads with call extensions**.

📌 **Final Verdict:** While **Call-Only Ads still work for certain businesses**, **Google's focus on search ads with call extensions makes them a better option for most industries.** If your call-only campaign isn't performing well, consider **testing standard search ads with call extensions instead** for **better flexibility and conversion potential**. 🚀

Call-only ads are **designed to drive direct phone calls** from mobile users, skipping website visits entirely. While they can be effective for certain businesses, **Google is shifting preference toward search ads with call extensions**. Below is a complete **overview of best practices, rules, and key takeaways** from recent discussions on call-only ad performance.

📢 Call-Only Ads Rules & Requirements

◆ **Ad Structure:**
✔ **Two headlines** (30 characters each, optional but recommended).
✔ **Business name** (25 characters max).
✔ **Phone number** (must be a real, verified number).
✔ **Two description lines** (90 characters each).
✔ **Verification URL** (a webpage displaying the phone number to confirm legitimacy).
✔ **Final URL (optional)** – If included, clicking the ad headline takes users to the website instead of calling directly.

◆ **Placement & Eligibility:**
✔ Call-only ads **only appear on mobile devices** that can make phone calls.
✔ Google **requires a verified phone number** to approve the ad.
✔ **Bidding is required per call, just like CPC for clicks.**

◆ **Content Restrictions:**
❌ No misleading offers (e.g., "Call Now for a Free Gift" if it's not guaranteed).
❌ No phone numbers in ad copy (only in the designated phone field).
❌ No excessive punctuation or all-caps in headlines/descriptions.

📊 Why Call-Only Ads May Not Be Performing Well

🚨 **1. Google Prioritizes Search Ads with Call Extensions Over Call-Only Ads**

- Call-only ads have **declined in visibility** because Google prefers **ads that offer users more options** (visit a website or call).
- Even **high-budget call-only campaigns struggle with low impressions** in some industries.

🚨 2. Call-Only Ads Work Best for "Immediate Need" Services

- Industries that benefit from **urgent, phone-driven leads** see better performance:
  - ✅ Locksmiths
  - ✅ Emergency plumbing & repairs
  - ✅ Medical & dental appointments
  - ✅ Towing services
  - ✅ Legal consultations
- **Industries that require research before a call (e.g., B2B SaaS, real estate, marketing agencies) tend to perform poorly.**

🚨 3. Broad vs. Exact Match Keywords Can Affect Impressions

- **Exact-match only** can limit impressions too much.
- **Broad match needs heavy monitoring** to prevent irrelevant calls.
- **Best strategy:** Use **Phrase Match** + **Negative Keywords** to filter traffic effectively.

🚨 4. Call-Only Ads Have Higher CPCs But Don't Always Convert Well

- CPC for call-only ads is often **higher than search ads**.
- **Short calls under 30 seconds** often indicate **low-quality leads** (wrong numbers, hang-ups).
- The **best leads typically come from calls lasting 60+ seconds**.

🚨 5. Poor Campaign Settings Can Limit Impressions
✔ **Ensure mobile bid adjustments are high enough.**
✔ **Target the right time of day** – When your business is available to answer calls.
✔ **Only target locations where your business operates** – Avoid wasted spend on irrelevant areas.

📌 Best Practices for Running Call-Only Ads in 2025

🔹 1. Use Phrase Match Instead of Exact Match

- Too many **exact match keywords** restrict impressions.
- **Phrase match + negative keywords** allows better targeting while **controlling irrelevant searches**.

◆ 2. Track & Optimize Call Duration

- Ignore calls **under 30 seconds** (likely spam or misdials).
- Focus on **calls lasting 60+ seconds**, as they **typically indicate real leads**.
- Use **call tracking software** to analyze **which keywords generate high-quality calls**.

◆ 3. Adjust Bidding & Mobile Preferences

✔ Set **higher bids for mobile users**—Call-only ads only show on mobile.
✔ **Increase bids during peak business hours** to maximize ROI.
✔ **Target local area codes**—Calls from your service area are more likely to convert.

◆ 4. Test Call-Only Ads Against Search Ads with Call Extensions

- Many advertisers find **better results using search ads with call extensions** instead of call-only ads.
- **Test both** and compare:
  ✅ Call-only ads (direct calls).
  ✅ Search ads with call extensions (option to call or visit the site).
- **Winning strategy:** Keep **search ads with call extensions** running alongside call-only campaigns and monitor performance.

◆ 5. Ensure Google Business Profile & Website Are Optimized

- **Google prefers businesses with a strong online presence.**
- Make sure your **Google Business Profile (GBP)** is updated with:
  ✅ Verified phone number
  ✅ Business hours
  ✅ Accurate business location

📌 Are Call-Only Ads Worth It in 2025?

✅ **Use Call-Only Ads If:**
✔ Your business **relies on immediate phone calls** (e.g., emergency services, appointments).
✔ You **track call quality and optimize for long-duration calls**.
✔ You have **tested and proven that phone calls convert better than website visits**.

❌ **Avoid Call-Only Ads If:**

- You need to **educate potential customers before they call**.
- You're **seeing high CPCs with low conversion rates**.
- Your industry **does better with a mix of website visits and phone calls**.

📌 **Final Verdict:** While **call-only ads can still work**, Google's push toward **search ads with call extensions** means advertisers should **test both formats**. **Most businesses will see better performance with search ads + call extensions** rather than relying solely on call-only ads. 🚀

📌 **Performance Max (PMax) Campaigns: Best Practices, Rules & Key Takeaways (2025)**

Performance Max (PMax) campaigns are **AI-driven, goal-based campaigns** that place ads across **all Google inventory** (Search, Display, YouTube, Gmail, Maps, Discovery). While they **maximize reach and automation**, they **limit advertiser control** and often **favor Google's revenue interests** over ad efficiency. Below is a **broad summary of key insights, best practices, and important rules** for running PMax campaigns in 2025. Mostly i would recommend not to use pmax as i have had mostly spam come from them so use them to your own advantage

---

📢 PMax Campaign Rules & Requirements

🔹 **Ad Structure & Asset Requirements:**
✔ **Requires business name and logo** for branding.
✔ Uses **automated bidding** with **no manual CPC option**.
✔ Supports **responsive ad formats** across Google properties.
✔ Allows **brand exclusions** to prevent showing for specific brands.

🔹 **Campaign Controls & Limitations:**
✔ **Campaign-level negative keywords** now available (but not ad group level).
✔ **No granular audience targeting**—relies on **AI and audience signals**.
✔ **No placement control**—Google decides where ads appear.
✔ **Conversion tracking is required** for Smart Bidding.

🔹 **Reporting Improvements (2025 Updates):**
✔ **Deeper search reporting** to analyze campaign performance.
✔ **Better asset group insights** to track individual creatives.
✔ **Search themes usefulness indicator** to see which themes drive results.

📊 Why PMax Campaigns May Not Be Performing Well

🚨 **1. Limited Control Over Budget & Placements**

- PMax **automatically spreads your budget** across **Search, Display, YouTube, and more**.
- **Lack of transparency** in where ads appear leads to **low-quality placements** (e.g., kids' apps, MFA sites).
- **Search campaigns provide better intent-driven traffic.**

🚨 2. High Volume, Low-Quality Leads

- PMax **generates more conversions at a lower CPA**, but often **attracts spam or unqualified leads**.
- **Best for eCommerce**, **risky for lead generation.**
- **Spam filtering & bot detection is necessary** to avoid fake leads.

🚨 3. AI-Driven Automation Lacks Strategic Customization

- **Bidding is entirely automated**—no manual CPC adjustments.
- **Google prioritizes profit**, so bids may **escalate over time**.
- **Less audience segmentation** compared to Search campaigns.

🚨 4. URL Expansion Can Misdirect Traffic

- **Google may override your Final URL** with what it considers "more relevant."
- **Dynamic headlines & descriptions can lead to inconsistent messaging.**

🚨 5. Not Ideal for Small, Local Businesses

- **Better for large-scale campaigns** with **consistent high-volume conversions**.
- **Small budgets may get wasted on low-converting placements**.

📌 Best Practices for Running PMax in 2025

🔹 1. Remove Brand Keywords to Focus on New Audiences

- **Exclude your own brand name** to prevent wasting budget on searches you would have won organically.

🔹 2. Use Audience Signals to Guide AI Learning

- Provide **customer lists, interest signals, and remarketing data** to **steer** Google's AI.
- **Do not rely on default targeting**, or **Google will optimize for volume over quality.**

🔹 3. Monitor Placement Reports for Spam Traffic

- **Check search term & placement reports regularly** to filter out **low-quality websites/apps**.
- Use **negative placements and content exclusions** to prevent ads from showing on irrelevant sites.

◆ **4. Implement Strict Conversion Tracking & Lead Validation**

- **Filter out bad leads** by tracking only high-value actions (e.g., phone calls over 60 seconds).
- Use **offline conversion tracking (GCLID imports)** for better lead qualification.

◆ **5. Test PMax Against Search Campaigns**

- Run **Search & PMax campaigns side-by-side** to measure performance differences.
- **Search generally provides higher-quality leads**, while **PMax focuses on scale.**

📌 Is PMax Worth It in 2025?

✅ **Use PMax If:**
✔ Your goal is **eCommerce sales** with **a large budget**.
✔ You have **conversion tracking properly set up**.
✔ You need **full coverage across Google's ad inventory**.

❌ **Avoid PMax If:**

- You need **lead quality control** (e.g., medical, legal, high-ticket services).
- You have a **small budget and need precise targeting**.
- You **want full transparency over placements & targeting**.

📌 **Final Verdict:** While PMax is **powerful for automation**, it is **not a replacement for Search campaigns**. **Test carefully, monitor performance, and avoid complete reliance on Google's AI-driven automation.** 🚀

📌 **Google Shopping Ads: Best Practices, Pain Points, and Rules (2025)**

Google Shopping Ads remain one of the most powerful tools for **eCommerce businesses**, but Google's increasing reliance on **automation, AI-driven bidding, and constant algorithm updates** has created challenges for advertisers. Below is a **summary of key pain points, best practices, and rules** to maximize success in 2025.

🛑 Google Shopping Ad Rules & Requirements

🔹 **Account & Policy Requirements:**
✔ **Google Merchant Center & Google Ads account** must be linked.
✔ Shopping ads **must comply with Shopping Ads policies**, which differ from standard Google Ads policies.
✔ **Product data must be updated at least every 30 days** to maintain compliance.

🔹 **Campaign Types & Where Ads Appear:**
✔ **Standard Shopping Campaigns**: Appear on **Google Search, Shopping tab, and search partner sites**.
✔ **Performance Max (PMax) for Shopping**: Extends reach to **YouTube, Display, Gmail, and Maps**.
✔ **Local Inventory Ads**: Show in Google Maps and local search for physical stores.

🔹 **Bidding & Budgeting Rules:**
✔ **Performance Max Campaigns** use **Maximize Conversion Value** or **Maximize Conversions** (optional ROAS or CPA target).
✔ **Standard Shopping Campaigns** support **Target ROAS, Max Clicks, or Manual CPC** bidding.
✔ **No shared budgets for Shopping campaigns** with different ROAS goals.

⚠️ Pain Points in Google Shopping Ads (2025)

🚨 **1. Instability from Google Algorithm Updates**

- **Post-GA4 transition led to tracking and reporting inconsistencies**.
- **Search result volatility** makes it hard to predict which products will perform best.

🚨 **2. Loss of Control Over Product Prioritization**

- **Google prefers the lowest-hanging fruit**, often **neglecting higher-margin products**.
- **Products grouped in the same campaign compete against each other**, causing Google to **favor top performers** instead of spreading visibility.

🚨 **3. Shopping Campaign Structuring Challenges**

- **Running all products in one campaign limits control over ad spend and visibility**.
- **Creating multiple campaigns with a shared budget causes internal competition**, making it difficult to optimize bids efficiently.

🚨 **4. Over-Reliance on Automation (PMax vs. Standard Shopping)**

- **Performance Max campaigns perform well initially but struggle with long-term sustainability**.
- **PMax lacks transparency**—advertisers **don't know where ads are placed or which audience segments convert best**.
- **Manual bidding provides more control but is difficult to manage at scale (10K+ SKUs)**.

🚨 **5. Google's Increased Preference for Big Retailers**

- **Google Shopping results are favoring larger brands** over smaller retailers.
- **Higher CPCs on competitive keywords** make it harder for smaller stores to compete.

📌 Best Practices for Google Shopping Ads in 2025

🔹 1. Segment Shopping Campaigns for Better Control

Instead of running one large Shopping campaign, use a **multi-campaign strategy**:
✔ **Best Sellers Campaign**: Allocate more budget to products that historically convert well.
✔ **High-Margin Products Campaign**: Focus on items that provide the best profit, even if they have lower search volume.
✔ **Seasonal Products Campaign**: Boost bids on trending and time-sensitive products.
✔ **Low-Performing Products Campaign**: Allocate a small test budget for underperformers.

🔹 2. Use Custom Labels for Smarter Bidding

✔ Apply **custom labels** to segment products by **profit margin, seasonality, price range, and demand**.
✔ Optimize bidding based on performance—higher bids for **best sellers** and **high-margin products**, lower bids for test campaigns.

🔹 3. Test Standard Shopping vs. Performance Max

✔ **Start with Standard Shopping** to maintain control over bidding and search term visibility.
✔ **Use PMax strategically**, but monitor which placements drive conversions (avoid wasting budget on Display/YouTube if they don't convert).

🔹 4. Control Ad Spend & Bidding Strategy

✔ **Avoid Smart Bidding initially**—use **Manual CPC or Max Clicks** until enough conversion data is collected.
✔ Once **30+ conversions per month are achieved**, switch to **Target ROAS** for efficiency.
✔ **Set bid caps** to prevent **Google from inflating CPCs on "high intent" searches**.

◆ 5. Optimize Product Feed for Maximum Visibility

✔ **Ensure product titles include high-intent keywords** (e.g., "Luxury Leather Office Chair – Adjustable & Ergonomic").
✔ **Use high-quality product images** that match search intent.
✔ **Write compelling descriptions** with clear benefits and unique selling points.
✔ **Regularly update pricing and availability** to avoid disapproved products.

◆ 6. Monitor Search Terms & Block Irrelevant Traffic

✔ Check **Search Terms Report** weekly to **add negative keywords** for irrelevant queries.
✔ Block **low-quality traffic sources** in Performance Max using **placement exclusions**.

◆ 7. Leverage Remarketing & Audience Targeting

✔ Use **Dynamic Remarketing** to show product ads to past website visitors.
✔ **Create audience segments** (e.g., abandoned cart users, repeat buyers) for better targeting.

📌 Is Google Shopping Worth It in 2025?

✅ **Use Google Shopping If:**
✔ You have **a well-optimized product feed** and can segment campaigns effectively.
✔ Your business thrives on **high-intent search traffic** rather than brand awareness.
✔ You **actively manage bidding, search terms, and exclusions** to improve ROI.

❌ **Avoid Google Shopping If:**

- You **lack control over your product data feed** (e.g., if you're a dropshipper).
- You **cannot afford competitive CPCs** in a high-margin industry.
- You rely **solely on automation (PMax) without monitoring performance**.

📌 **Final Verdict: Google Shopping remains a strong tool for eCommerce, but requires active management to avoid wasted ad spend. A mix of Standard Shopping and Performance Max, combined with manual optimizations, will yield the best results.** 🚀

📌 Google Ads Ad Scheduling: Why It's Important & How to Use It

Ad scheduling (also known as **dayparting**) in Google Ads allows advertisers to control when their ads appear based on **time of day, day of the week, or business hours**. While Google Ads only supports ad scheduling at the **campaign level**, there are workarounds to achieve more granular control.

◆ Why Ad Scheduling Matters in Google Ads

1️⃣ Optimizing Budget Efficiency

- **Avoid wasting ad spend** by only running ads when your target audience is most active.
- Prevent ads from showing **during low-converting hours**, reducing **cost-per-conversion (CPA)**.

2️⃣ Maximizing High-Intent Traffic

- If your historical data shows that **most conversions happen between 10 AM and 6 PM**, you can **prioritize budget allocation during these peak hours**.
- For **businesses with limited service hours**, such as **law firms, medical offices, or home services**, ads should run when staff is available to handle calls or inquiries.

3️⃣ Avoiding Low-Quality Clicks

- Late-night traffic often consists of **casual browsers, accidental clicks, or fraudulent activity**.
- **B2B businesses** typically perform poorly on weekends—scheduling ads to run only during business days can improve **lead quality**.

4️⃣ Increasing ROAS for E-Commerce

- Shopping behaviors **vary by industry**. Some products **sell better on weekends**, while others perform best on **weekday lunch breaks**.
- Running **flash sales** at specific times with **ad scheduling can boost urgency and conversions**.

◆ How to Use Ad Scheduling in Google Ads

1️⃣ Standard Ad Scheduling (Campaign-Level)

- Navigate to **Google Ads > Campaigns > Ad Schedule**.
- Select the campaign you want to modify.
- Click the blue pencil icon ✏️ to add time slots for when your ads should run.
- Adjust bid modifiers to **increase or decrease bids** during high or low-performing hours.

✔ **Example Use Case:**

- A **local restaurant** increases bids by **20% during lunch (11 AM - 2 PM) and dinner (5 PM - 9 PM)** while pausing ads overnight.

- A **B2B SaaS company** schedules ads to run **Monday - Friday, 8 AM - 6 PM** when decision-makers are active.

2️⃣ Advanced Scheduling with Rules (Workaround for Ad Group/Ad-Level Scheduling)

Since **Google Ads does not allow ad-level or ad group-level scheduling**, you can use **automated rules** to turn certain ads on/off at different times.

✔ **Steps to Set Up Automated Rules for Ad Scheduling:**

1. **Label the ads you want to schedule** (e.g., "Weekend Promo" or "Weekday Services").
2. Go to **Tools & Settings > Rules > Create Rule**.
3. Choose **Enable Ads** as the action.
4. Set the rule to run on specific **days and times**.
5. **Create a second rule** to **pause** the same ads outside those times.
6. Repeat for other ad sets.

✔ **Example Use Case:**

- A **retail store** running a **"Weekend Sale" ad** can use rules to **enable sale ads on Friday at 5 PM and disable them Sunday at midnight**.

3️⃣ Using Scripts for Bulk Ad Scheduling

For businesses with **multiple campaigns and frequent ad switches**, Google Ads **scripts** can automate ad scheduling more efficiently than rules.

✔ **Example:**

- A **Google Ads script can be written to enable/pause ads based on time zones, days of the week, or custom business logic**.

🔹 If you're managing a **large ad account**, hiring a developer to create a **custom Google Ads script** can save time and **prevent scheduling errors**.

🔹 Best Practices for Google Ads Ad Scheduling

✔ **Use Historical Data** 📊

- Check **Google Ads reports** to find out **which times and days generate the best ROAS** before setting ad schedules.

✔ **Test Different Time Slots** ⏳

- **A/B test** different schedules to find the best-performing time windows.

✔ **Use Bid Adjustments for Peak Hours** 💰

- Increase bids during high-converting hours (**+20% at 10 AM - 2 PM**) and decrease bids during slow periods (**-50% from 12 AM - 6 AM**).

✔ **Combine with Geo-Targeting** 🌍

- If you serve **different time zones**, set up **multiple campaigns with different ad schedules**.

✔ **Monitor & Adjust Regularly** 🔄

- Consumer behavior changes, so review **performance every 30 days** and adjust as needed.

🔹 Final Thoughts: Is Ad Scheduling Worth It?

✅ **Ad Scheduling is a must for:**
✔ Businesses with **peak hours** (restaurants, legal, medical, local services).
✔ B2B companies targeting **business hours** only.
✔ Advertisers **on a budget** looking to cut waste.

❌ **Avoid Ad Scheduling if:**

- You're running **awareness campaigns** where broad reach is more important.
- Your ads **perform consistently well 24/7** without major fluctuations.

🔹 **Bottom Line: Ad scheduling helps cut wasted ad spend and improve lead quality. However, it requires regular monitoring and testing to ensure you're maximizing conversions.** 🚀

📌 What's the Difference Between Demand Gen & YouTube Video Campaigns?

Google offers two major video-based advertising options: **Demand Gen campaigns** and **YouTube Video campaigns**. Both use video ads but differ in placement, targeting, and objectives.

◆ **Demand Gen Campaigns (DGen)**

✔ **Where Ads Appear:**

- YouTube **(In-Feed, Shorts, In-Stream)**
- Google Discover
- Gmail
  ✔ **Best For:**
- **Social-style engagement** (like Meta Ads)
- **Retargeting and remarketing**
- **Driving traffic to e-commerce, lead-gen pages**
  ✔ **Ad Format:**
- Uses **short, engaging videos & images** optimized for social feeds
- **AI-driven targeting** focuses on **interest-based users**

◆ **YouTube Video Campaigns**

✔ **Where Ads Appear:**

- **YouTube videos** (Pre-roll, mid-roll, post-roll)
- **Google Video Partner sites & apps**
  ✔ **Best For:**
- **Brand awareness, product discovery, & storytelling**
- **Skippable/non-skippable ads with strong CTA**
  ✔ **Ad Format:**
- **In-Stream (skippable/non-skippable), Bumper, Masthead**
- Ideal for **longer-form storytelling & brand authority**

📌 Pain Points & Challenges with Google Video Ads

🔻 **Low Direct Conversion Rates:** Unlike Search ads, users rarely convert directly from video ads.
🔻 **Algorithm Bias Toward Awareness:** Google's AI **prioritizes reach over conversions**, requiring strong creative & targeting.
🔻 **Limited Manual Controls:** Performance Max & Demand Gen campaigns **force automation**, reducing manual bid control.
🔻 **Expensive CPVs (Cost Per View):** Compared to Meta Ads, **CPVs can be costly with poor targeting**.

📌 Best Practices for Demand Gen & YouTube Ads

✅ **Use Remarketing Audiences:** Retarget website visitors or engaged users for **higher intent**.

✅ **Optimize for Conversions:** Use **Maximize Conversions or tCPA** instead of **Max Views**.

✅ **Test Different Placements: YouTube Shorts** may behave like Meta Reels but require different CTAs.

✅ **Create Multiple Variants:** A/B test **different hooks, headlines, & CTAs** to maximize engagement.

✅ **Leverage Product Feeds:** For e-commerce, **connecting Shopping feeds to Demand Gen** can drive **lower CPA**.

📌 Key Takeaways

- ◆ **Use Demand Gen for Meta-style placements** & **driving site traffic**
- ◆ **Use YouTube Video campaigns for brand awareness & storytelling**
- ◆ **Strong targeting & remarketing are essential for conversions**
- ◆ **Combine video with other Google Ads formats for full-funnel impact**

👉 **Best Strategy?** Use **Demand Gen for high-engagement social-style traffic** and **YouTube Video for storytelling & brand awareness**—then **retarget with Performance Max or Search Ads for conversions**. 🚀

📌 Why Do Many Advertisers Find Google Display Ads Ineffective?

Google Display Ads have a **mixed reputation** among advertisers. While they offer **wide reach and brand awareness**, they also have significant downsides that make them **less effective for direct conversions** compared to Search or even Video campaigns.

🔻 The Common Pain Points of Display Ads

1️⃣ **Clickbait & Fake Sites (Click Farms)**

- ● Many Display Ads end up on **low-quality websites** that encourage accidental or bot-driven clicks.
- ● Some publishers on the **Google Display Network (GDN)** prioritize **ad revenue** over real user engagement.

2️⃣ **Poor Targeting & High Bounce Rates**

- **Cold audiences** don't convert as well as **warm audiences** from Search or Retargeting.
- Many users see Display Ads **out of context**, leading to **low engagement & high bounce rates**.
- Some advertisers **don't exclude irrelevant placements**, leading to wasted budget.

③ Bot & Fraudulent Clicks

- Automated **bots click on ads** to inflate revenue for certain publishers, reducing real ROI.
- **Unfiltered Display placements** allow bad actors to abuse Google's ad system.

④ Low Intent from Display Traffic

- Unlike Search ads (where users are actively searching), Display ads interrupt people who **aren't looking to buy**.
- The Display Network **works best for brand awareness, not immediate conversions**.

📌 How to Make Display Ads Work Effectively?

◆ 1. Focus on Remarketing First

- **Display ads work best for warm audiences**, not cold traffic.
- **Use remarketing lists** to target users who visited your site but didn't convert.
- For **eCommerce**, **dynamic remarketing ads** can show users **the exact products they viewed**.

◆ 2. Avoid Bad Placements (Exclude Clickbait & Mobile App Traffic)

- Block **low-quality sites** and categories with **placement exclusions**.
- **Exclude mobile app traffic** (unless you're running app install campaigns).
- Monitor **site placement reports** in Google Ads and remove sites that don't convert.

◆ 3. Improve Your Creative & Offers

- **Use high-quality images & strong CTAs** (Call-to-Actions).
- **Make the offer clear** (discounts, urgency, exclusivity).
- **A/B test different creatives** to find what resonates best with your audience.

◆ 4. Use Custom Audiences & Smart Bidding

- **Target users based on their search behavior & competitor website visits**.
- **Layer targeting** with demographics, interests, and in-market audiences.
- Use **Target CPA or Maximize Conversions bidding** for better cost-efficiency.

- ◆ **5. Monitor Engagement & Optimize Continuously**

  - ● **Check engagement metrics** (bounce rate, session duration, conversions).
  - ● **Remove placements with bad performance** & refine targeting over time.

📌 When Should You Use Display Ads?

✅ **Brand Awareness:** Great for **introducing your brand to a large audience**.
✅ **Retargeting Campaigns:** Best for **bringing back users who already showed interest**.
✅ **E-commerce Dynamic Remarketing:** Show personalized product ads **to past website visitors**.

🚫 **NOT Ideal for Immediate Sales Conversions:** Display ads **won't match the conversion power of Search ads**—treat them as **supportive channels** instead.

📌 Key Takeaways

- ◆ **Display Ads aren't useless, but they need smart strategy & filtering.**
- ◆ **Avoid low-quality placements & use remarketing for better ROI.**
- ◆ **Don't rely on Display for direct conversions—use it for brand awareness & support.**
- ◆ **Regular optimization & exclusions are crucial for success.**

👉 **Best Strategy?** Use **Display Ads as a top-funnel strategy for awareness & remarketing**—not as a primary driver of conversions. **Combine with Search & Video campaigns for full-funnel success!** 🚀

PLEASE DO NOT USE PMAX PERFORMANCE MAX CAMPAIGNS UNTIL YOU HAVE MONTHS WORTH OF STRONG CONVERSION DATA

How to Split & Structure Your Google Ads Budget Across Campaign Types

Budget allocation in **Google Ads** is critical to ensure **maximized performance and ROI**. Based on the insights shared, here's a structured guide on **how to distribute your budget efficiently across different campaign types**.

📊 Step 1: Define Your Budget Priorities

Before splitting your budget, consider: ✔ **Goals:** Are you optimizing for **leads, eCommerce sales, or brand awareness**?
✔ **Competition & CPC:** Some industries have **higher CPCs (Cost Per Click)**, requiring more spend.
✔ **Funnel Stage:** Allocate budget to **different stages of the marketing funnel**—brand awareness, lead generation, or remarketing.

🚀 Budgeting Formula: Performance-Based Approach

1️⃣ **High-Intent Traffic (Bottom of Funnel)** → **Search (Brand & Non-Brand), Retargeting** → **50-70% of budget**
2️⃣ **Mid-Funnel Audiences** → **Performance Max, Shopping Ads** → **20-30% of budget**
3️⃣ **Awareness & Expansion (Top of Funnel)** → **Display, YouTube, Discovery Ads** → **10-20% of budget**

💰 Step 2: Google Ads Budget Breakdown by Campaign Type

Here's a more **detailed allocation strategy** for different campaign types:

1️⃣ Brand Search (10-30%)

- ◆ **Purpose:** Capture searches for your business name & protect from competitors.
- ◆ **Why?** High-intent, low CPC, and **easy conversions**.
- ◆ **Budget:** If competitors bid on your brand, **increase spend** to dominate Search Impression Share.

✅ **Use If:** Your brand gets significant searches, and you want to prevent competitors from stealing clicks.
❌ **Avoid If:** Your brand has low search volume (focus on non-brand instead).

2️⃣ Non-Brand Search (30-50%)

- ◆ **Purpose:** Capture people searching for your services/products.
- ◆ **Why?** High-converting but **more competitive than brand search**.
- ◆ **Budget:** Scale up based on **Cost Per Lead (CPL) or ROAS**.

✅ **Use If:** You want more customers actively searching for your product.
❌ **Avoid If:** CPC is too high with **poor conversion rates**.

- 💡 **Optimization Tip:**

  - ● **Segment high vs. low-intent keywords into different ad groups.**
  - ● **Increase bids on proven converting terms, decrease bids on generic ones.**

---

③ Performance Max (PMax) (20-40%)

- ◆ **Purpose:** Automate across Google's inventory (Search, Display, Shopping, YouTube, Discover).
- ◆ **Why?** Great for **lead gen & eCommerce** but needs **strong conversion tracking**.
- ◆ **Budget:** Start with **20-30%**, scale up if ROAS is strong.

✅ **Use If:** You want an automated way to **reach high-intent and discovery audiences**.
❌ **Avoid If:** You **lack enough conversion data** (PMax relies on strong signals to optimize).

- ◆ 💡 **Optimization Tip:**

  - ● **Exclude brand keywords** if you already have a **brand search campaign** to prevent overlap.
  - ● **Test multiple asset groups (creative, headlines, and descriptions).**

---

④ Display & YouTube (10-20%)

- ◆ **Purpose:** Build awareness and **remarket to past visitors**.
- ◆ **Why?** Cheap CPCs but **low intent** unless used for **remarketing**.
- ◆ **Budget: Lower priority**, unless you have **a strong creative strategy**.

✅ **Use If:** Your goal is **brand awareness, remarketing, or visual storytelling**.
❌ **Avoid If:** You expect **direct conversions from cold audiences**.

- ◆ 💡 **Optimization Tip:**

  - ● **Exclude mobile apps & low-quality placements** to avoid wasted spend.
  - ● **Use remarketing lists** to **target people who previously engaged** with your business.

---

⑤ Shopping Ads (For eCommerce) (20-40%)

- ◆ **Purpose:** Showcase **products with images & prices** directly on Google Shopping.
- ◆ **Why?** Works well for **high-purchase intent searches**.
- ◆ **Budget: Scale up if ROAS is strong**, keep lower if results are weak.

✅ **Use If:** You're selling **physical products** with **strong price competition**.
❌ **Avoid If:** Your product **requires education/explanation before purchase**.

- ◆ 💡 **Optimization Tip:**

  - ● **Segment campaigns by product category & performance** (e.g., bestsellers vs. new items).
  - ● **Use Smart Shopping (Performance Max for Shopping) for automation.**

🔄 Step 3: Dynamic Budget Adjustments

Google Ads performance changes **constantly**, so budget allocation **is not set in stone**. Follow these rules:

✔ Increase Budget If:

- ● **Campaign meets or beats ROAS/CPA goals**.
- ● **High-Intent search terms convert well**.
- ● **Brand search CTR (Click-Through Rate) is high** but impression share is low.

✖ Decrease Budget If:

- ● **Campaign has high CPC but low conversions**.
- ● **Display ads show on low-quality sites (check placements report).**
- ● **PMax is cannibalizing branded traffic without improving total conversions.**

📌 Final Budgeting Takeaways

✔ **Prioritize high-intent campaigns (Search, Shopping, Remarketing) over cold traffic.**
✔ **Regularly review ROAS/CPA to reallocate budget dynamically.**
✔ **Avoid wasted spend on low-quality Display placements.**
✔ **Use automation (Performance Max, Automated Rules) but monitor closely.**
✔ **Experiment, test, and optimize budget based on live data.**

By structuring your Google Ads **budget allocation** based on **intent and performance**, you'll **maximize ROI while controlling costs!** 🚀

4o
O

Google Ads Headline Rules & Best Practices

1. **No Exclamation Points (!) in Headlines** – Google does not allow exclamation marks in ad headlines.

2. **Use Sentence Case** – Capitalizing the first letter of each word (Title Case) is not required and can look unnatural. Instead, use sentence case (capitalize only the first letter of the first word and proper nouns).

3. **Limit Dynamic Headlines** – Using too many dynamic keywords can make headlines look unnatural or repetitive. Stick to only a couple per ad group.

4. **Stay Within Character Limits** – Headlines should be concise and compelling, ideally staying well within the 30-character limit.

5. **Avoid Excessive Punctuation** – No double punctuation (e.g., "Best Deals!!" or "Fast Shipping – Get Yours Today?").

6. **Be Clear, Not Clickbaity** – Avoid misleading or overly vague headlines. Keep them direct and informative.

7. **Match Intent & Search Queries** – Headlines should align with the user's search intent to improve quality score and click-through rates.

8. **Use Keywords Naturally** – Place relevant keywords within headlines, but don't force them. Avoid keyword stuffing.

9. **Test Variations** – Ensure headlines are diverse within each ad group to improve performance and prevent redundancy.

10. **Avoid Repetitive Phrasing** – Each headline should contribute something unique to the ad rather than repeating similar messages.

Google Shopping Ads: Key Considerations for Success

Google Shopping Ads offer a powerful way to showcase products, but success isn't solely dependent on having the lowest price. While pricing plays a role, it's just one factor among many that influence a shopper's decision. Here are some key insights to keep in mind when running Shopping campaigns:

1. Price Isn't Everything

Many advertisers assume that if they're not the cheapest, they won't convert, but that's not always the case. While some shoppers prioritize finding the lowest price, others are looking for

quality, reliability, and convenience. A higher price can even signal a premium product to certain audiences.

2. Focus on the Overall Value Proposition

Shoppers consider multiple factors beyond price, including **brand reputation, customer service, fast shipping, return policies, and product reviews**. If a product is positioned well, offers additional value, and has strong customer feedback, it can still perform well in Shopping Ads.

3. Test and Optimize Before Making Assumptions

Instead of assuming price competitiveness will make or break the campaign, it's best to **run a test** with a broader product selection. A **60-90 day trial** with an appropriate budget can provide real data on which products perform best, rather than limiting the feed based on assumptions.

4. Understand the Competitive Landscape

If multiple vendors are selling identical products, price plays a bigger role in conversion rates. However, if products have **unique differentiators—better quality, additional features, or exclusive offers—then pricing becomes less of a factor**. It's important to tailor product listings and descriptions to emphasize these advantages.

5. Target the Right Shoppers

Not every customer is looking for the lowest price. Some prioritize premium products, while others are bargain hunters. Google Shopping allows for **audience targeting and segmentation**, so it's beneficial to adjust strategies based on who the ideal buyer is.

6. Reviews and Customer Experience Matter

Shoppers often check reviews and trust signals before making a purchase. A **well-rated store with strong customer service and clear return policies** can justify a higher price point and build trust with buyers.

7. Maximize Free Google Listings

Before putting all efforts into paid campaigns, make sure to take advantage of **Google's free product listings** through the Merchant Center. This helps increase visibility without extra ad spend and provides insights into which products gain traction.

Why This Approach Works

Rather than relying on assumptions about pricing, this strategy leverages real data to make informed decisions. Google Shopping Ads **aren't just about price**—shoppers also evaluate

product presentation, convenience, and store reputation. A well-rounded approach that includes testing, strong product listings, and audience targeting leads to better long-term performance.

Running profitable Google Ads campaigns for Android and iOS apps requires strategic planning and adaptation to platform-specific challenges.

Android App Campaigns:

For Android, many advertisers have found success using Universal App Campaigns (UAC) optimized for installs, with events tracked through Firebase. Initially focusing on primary conversions like 'install' or 'first open' helps Google's algorithm gather data. Secondary conversions, such as 'registration' or 'purchase,' can be set up to further optimize performance. Over time, as data accumulates, introducing campaigns targeting specific in-app actions, like purchases, can enhance profitability. This phased approach allows the algorithm to understand user behavior and optimize accordingly.revenuecat.com

iOS App Campaigns:

iOS campaigns present unique challenges, particularly after Apple's App Tracking Transparency (ATT) policy changes. These changes limit the ability to track user behavior, making it difficult to optimize campaigns effectively. Some advertisers have reported low visibility and tracking issues in their iOS campaigns post-ATT. To navigate these challenges, focusing on strategies that comply with privacy policies, such as utilizing Apple's SKAdNetwork for attribution, can help. Additionally, collaborating closely with data, growth, and product teams can lead to more effective iOS campaigns.
businessinsider.com+3support.google.com+3clairejarrett.com+3revenuecat.comadjust.com

Creative Assets:

The quality and variety of creative assets significantly impact campaign performance. Uploading diverse creatives, including various images, videos, and HTML5 assets, allows Google's machine learning to optimize ad delivery across different placements. This diversity helps in identifying the best-performing assets and enhances overall campaign effectiveness.
thinkwithgoogle.comhawksem.comsupport.google.com

Conversion Tracking:

Implementing robust conversion tracking is essential for measuring success and optimizing campaigns. For Android apps, linking your Google Ads account with the Google Play Console enables tracking of in-app purchases and other valuable actions. For iOS apps, integrating with third-party analytics providers or using Google's conversion tracking solutions can provide insights into user behavior, aiding in campaign optimization. hawksem.comappradar.com

Budget and Bidding Strategies:

Setting appropriate budgets and bidding strategies aligns with your campaign goals. For campaigns focused on app installs, a target cost-per-install (CPI) bidding strategy can be effective. For campaigns aiming at in-app actions, a target cost-per-action (CPA) approach ensures that you're optimizing for users who are more likely to engage meaningfully with your app. appradar.com+1hawksem.com+1

By implementing these strategies and continuously monitoring performance, advertisers can enhance the profitability of their Google Ads campaigns for both Android and iOS apps.

Google's Demand Generation (Demand Gen) campaigns are designed to engage users across visual platforms like YouTube, Discover, and Gmail, aiming to create interest and drive high-quality leads even before potential customers actively search for specific products or services. wordstream.com+1blog.google+1

Effectiveness for B2B Lead Generation:

While Demand Gen campaigns have shown promise in various sectors, their effectiveness in B2B lead generation varies. Some advertisers have reported success, particularly when campaigns are tailored with precise targeting and compelling creatives. However, others have found limited results, emphasizing the importance of aligning campaign strategies with specific business goals and audience behaviors. seerinteractive.com

Comparison with Performance Max:

Demand Gen and Performance Max campaigns both utilize Google's machine learning capabilities but differ in focus and control:linkedin.com+2whitesharkmedia.com+2datafeedwatch.com+2

- **Demand Gen:** Offers more control over targeting and placements, allowing advertisers to select specific channels for their ads. This approach is beneficial for top and mid-funnel objectives, such as brand awareness and consideration. seerinteractive.com

- **Performance Max (PMax):** Provides a comprehensive, full-funnel strategy, leveraging AI to optimize ads across all Google properties. While it offers broader reach, it grants less control over individual placements and relies heavily on Google's automation. seerinteractive.com

Best Practices for Demand Gen Campaigns:

To enhance the success of Demand Gen campaigns for lead generation, consider the following strategies:

1. **Define Clear Objectives:** Establish specific goals to guide your campaign strategy and measure success effectively. linkedin.com

2. **Leverage First-Party Data:** Utilize your existing customer data to create lookalike audiences, expanding your reach to users with similar characteristics. wordstream.com+1seerinteractive.com+1

3. **Diversify Creative Assets:** Incorporate a mix of high-quality images and videos to engage users across different formats and placements. wordstream.com

4. **Monitor and Optimize:** Regularly analyze campaign performance, adjusting targeting, creatives, and bidding strategies to improve results continually. support.google.com

In summary, while Demand Gen campaigns offer valuable opportunities for lead generation, their success largely depends on thoughtful implementation, continuous optimization, and alignment with your overall marketing objectives.

Disclaimer

I generally **recommend against using Performance Max (PMax) ads unless your campaign is well-established with a significant history of tracked conversions**. PMax is highly automated and relies on Google's AI, which can make optimization difficult for newer campaigns or those needing strict budget control. Also a lot of the team the leads tend to be very spammy and do not work for every campaign so please please please mamke informed decisions about using pmax a lot of people are against it.

Performance Max for Lead Generation: Key Insights & Best Practices

What is Performance Max (PMax)?

PMax is a fully automated Google Ads campaign type that **leverages AI to optimize ads across all Google properties**, including Search, Display, YouTube, Discover, and Gmail. The goal is to maximize conversions using Google's automation, but it requires **strong input data, clear conversion tracking, and sufficient budget** to work effectively.

Main Challenges of PMax for Lead Generation

🔴 **Lack of Control** – Advertisers have minimal control over placements, audience targeting, and creative combinations.
🔴 **Budget Drain Risk** – Without clear conversion tracking, PMax can overspend on low-quality leads.
🔴 **Over-Reliance on AI** – Google's algorithm takes time to learn and may initially target broad, non-converting audiences.

🔴 **Difficulty in Optimizing for Quality Leads** – PMax focuses on maximizing conversions, not necessarily lead quality.

Best Practices for PMax Lead Generation

1️⃣ Optimize Conversion Tracking & Goals

- Set **clear conversion goals** that align with final business outcomes (e.g., form submissions, booked calls, or qualified leads).
- **Use Enhanced Conversions for Leads (ECL) or Offline Conversion Import (OCI)** to feed real lead quality data back into Google Ads.
- **Tagging Setup:** Ensure Google Tag Manager or the global site tag (gTag) is correctly tracking events.
- Use **Data-Driven Attribution** to properly assign conversion credit across channels.

2️⃣ Campaign Structure & Budgeting

- **Structure campaigns based on goals** (e.g., different budgets for regions, products, or audiences).
- **Avoid budget constraints** – campaigns should have enough budget flexibility to allow AI learning.
- If using **Target CPA (tCPA) or Target ROAS (tROAS)**, set initial targets based on past 30-day account averages.
- **Monitor the Recommendations tab** for bid adjustments and budget optimization tips.

3️⃣ Improve Audience Targeting with Signals

- **Use audience signals** to provide Google with high-quality customer data (e.g., remarketing lists, customer match, or in-market segments).
- **Prioritize first-party data** for better targeting efficiency.
- **Segment audiences by intent** – separate asset groups for high-intent vs. awareness-stage users.

4️⃣ Maximize Creative Performance

- **Upload multiple assets** (text, images, videos) to increase ad format variety.
- **Ensure high-quality videos** – PMax auto-generates videos if none are uploaded, which may not align with branding.

- **Refresh creatives** regularly and replace underperforming assets identified in Google's "Asset Performance" report.
- **Ad Strength Matters** – Aim for "Good" or "Excellent" ad strength by diversifying headlines, descriptions, and media.

5️⃣ **Monitor & Optimize Campaign Performance**

- Use the **Asset Performance Report** to identify which creatives drive conversions.
- Regularly check **Landing Page Reports** to ensure relevant URLs are being used.
- **Use Negative Keywords & URL Exclusions** to prevent wasteful spend on irrelevant searches.
- Test **New Customer Acquisition Goals** if targeting fresh leads over existing customers.

Final Thoughts: Is PMax Right for You?

PMax can be powerful **if your campaign has strong historical data, clear conversion tracking, and a high volume of leads**. However, for **newer campaigns or those needing strict audience control**, **a combination of Search, Display, and YouTube campaigns may perform better** than relying solely on PMax.

🚀 **Best for:** Well-established accounts with strong conversion tracking and flexible budgets. Like 10000s of conversions already tracked
⚠️ **Not ideal for:** Small businesses, strict targeting needs, or campaigns lacking conversion history.

YouTube Ads for Conversions: Tracking, Attribution, and Optimization

Understanding YouTube Ads & Conversions

YouTube Ads are often misunderstood when it comes to direct conversions. Unlike **Google Search Ads, which capture high-intent users actively looking for a product or service**, YouTube is more of a **discovery** platform. People are on YouTube to watch content, not necessarily to purchase something immediately.

However, that doesn't mean YouTube Ads can't drive conversions—it just means **they often contribute indirectly** by building awareness, driving brand searches, and influencing purchase decisions later.

Key Challenge: Tracking YouTube Conversions in a Multi-Channel Setup

Many advertisers running **both YouTube Ads and Google Search Ads** in the same Google Ads account find that **Search campaigns end up getting credit for conversions**, even if YouTube played a role in generating that interest. This happens because:

✔️ **Last-Click Attribution Model**: If a user watches a YouTube ad, then later searches for the brand on Google and clicks on a Search ad, the conversion is attributed to Search, not YouTube.

✔️ **User Behavior**: Many users don't click YouTube ads directly but may visit the site later through branded search or direct traffic, making YouTube's impact harder to measure.

How to Properly Track & Attribute YouTube Ad Conversions

To get a **realistic** picture of YouTube Ads' impact, follow these strategies:

1️⃣ **Use a More Advanced Attribution Model**

- **Switch from Last-Click to Data-Driven Attribution (DDA)** in Google Ads.

  - DDA gives credit across multiple touchpoints instead of favoring the last interaction.
  - Helps you see how YouTube contributes to conversions rather than Search getting all the credit.

- **Compare First-Click vs. Last-Click Conversions** in Google Analytics.

  - This will show if YouTube is generating initial interest, even if Search closes the sale.

2️⃣ **Use Google Analytics 4 (GA4) for Multi-Touch Analysis**

GA4 provides **better cross-channel tracking** and lets you analyze how users interact across platforms.
- **Set up custom reports to track user journeys**—see how many users watched a YouTube ad before converting later through Search or Direct traffic.
- **Use "Path Exploration" in GA4** to visualize how YouTube contributes to your sales funnel.

3️⃣ **Track YouTube-Driven Traffic with UTM Parameters**

UTMs allow you to track YouTube campaign performance separately.
✅ Add **UTM tags** to your final URLs in YouTube Ads to see in GA4:

- How many visitors came from YouTube Ads

- What percentage of them converted

🚀 Example UTM:

```ruby
https://yourwebsite.com/?utm_source=youtube&utm_medium=video&utm_campaign=brand_awareness
```

✅ This helps separate **YouTube-driven conversions from Search-driven ones**.

4️⃣ Measure Brand Lift & Search Volume Increases

If YouTube Ads are effective, you should see an **increase in brand searches** over time.
- ◆ **Check Google Trends or Google Search Console** to monitor if your brand name is getting more search interest after launching YouTube campaigns.
- ◆ **Compare before-and-after search traffic** to see if YouTube is driving curiosity that leads to branded search clicks.

5️⃣ Use View-Through Conversions in Google Ads

- ◆ Many users don't click on YouTube ads but still **convert later after watching**.
- ◆ **Enable View-Through Conversions** in Google Ads to track users who saw a YouTube ad and later converted without clicking.
- ◆ This metric helps reveal **hidden conversions influenced by YouTube**.

Best YouTube Ad Strategies for Lead Generation & Sales

While YouTube isn't always a direct conversion driver, it can still be a **highly profitable acquisition channel** if used correctly.

📌 1. Use TrueView for Action Ads

✅ Optimized for conversions—lets you use **Call-to-Actions (CTAs)** to drive clicks.
✅ Works best when paired with **remarketing audiences** (people who have already engaged with your brand).

📌 2. Target High-Intent Audiences

🎯 **Custom Intent Audiences** – Target people searching for your product on Google but engaging on YouTube.
🎯 **Remarketing Audiences** – Retarget users who visited your site but didn't convert.
🎯 **In-Market Audiences** – Reach users actively researching your industry.

📌 **3. Optimize Video Creatives for Action**

🟢 **Make the first 5 seconds count** – Hook the viewer immediately.
🟢 **Use clear CTAs** – "Book Now," "Shop Now," "Learn More."
🟢 **Test different ad formats** – YouTube Shorts Ads, Skippable Video, Non-Skippable Ads.

Final Thoughts: YouTube Ads Can Work for Conversions – But Track Them Right!

✅ **YouTube Ads CAN drive sales**, but their impact is often indirect.
✅ **Last-click attribution undercounts YouTube's influence**—use GA4, View-Through Conversions, and Data-Driven Attribution to see the full picture.
✅ **Track brand search volume, UTM-tagged traffic, and engagement metrics** to measure success.
✅ **Use conversion-focused ad formats like TrueView for Action and remarketing** for better results.

Understanding UTM Parameters: What They Are & How to Use Them Effectively

What Are UTM Parameters?

UTM (Urchin Tracking Module) parameters are **tags** you add to a URL to track **where your website traffic is coming from**. They help you see **which campaigns, platforms, or ads** are driving users to your site.

These parameters work with **Google Analytics (GA4)** and other analytics tools to track visitor activity.

Why Use UTM Parameters?

✅ Identify **which ads, emails, or social media posts drive traffic.**
✅ See **how different campaigns perform** and optimize them.
✅ Track conversions from specific **sources, mediums, and creatives** in Google Analytics.
✅ **Avoid data blending** in Google Ads—separate Search vs. YouTube vs. Display traffic.

How UTM Parameters Work

When a user clicks a **UTM-tagged link**, the parameters are **sent to Google Analytics**, allowing you to track the traffic source.

🚀 **Example UTM-Tagged URL:**

```ruby
CopyEdit
https://yourwebsite.com/?utm_source=facebook&utm_medium=cpc&utm_campaign=spring_sale&utm_term=running_shoes&utm_content=carousel_ad1
```

👉 This URL tells **Google Analytics** that the visitor came from:
✔️ **Facebook (source)**
✔️ **A paid ad (medium = cpc)**
✔️ **The "Spring Sale" campaign**
✔️ **The keyword "running shoes" (if used in paid search ads)**
✔️ **A specific ad (carousel_ad1 in this case)**

The 5 Standard UTM Parameters & How to Use Them

UTM Parameter	Definition	Example Value	Use Case
`utm_source=`	Where the traffic comes from	`google`, `facebook`, `linkedin`	Helps identify which platform is driving visitors
`utm_medium=`	Marketing channel type	`cpc`, `email`, `organic_social`	Differentiates paid vs. organic traffic
`utm_campaign=`	Specific campaign name	`black_friday_sale`, `summer_promo`	Tracks performance of a campaign
`utm_term=`	Keyword or targeting details (mainly for paid search)	`nike_shoes`, `luxury_jewelry`	Helps track keywords for PPC campaigns

| `utm_content` `=` | Ad variation or CTA (optional) | `video_ad`, `carousel_ad_2`, `cta_button_blue` | Identifies different ad versions |

When Do You Need UTMs?

◆ **Running multiple ad campaigns across different platforms?** → **YES**, UTMs separate traffic sources.
◆ **Using multiple ad creatives (images, videos, carousel, etc.)?** → **YES**, track performance per creative.
◆ **Tracking conversions outside of Google Ads (like in GA4 or CRM)?** → **YES**, UTMs give visibility.
◆ **Using only Google Ads with auto-tagging enabled?** → **NO**, Google already tracks it.
◆ **Posting organically on social media?** → **YES**, GA4 doesn't always track organic social well.

How to Set Up UTM Parameters

Method 1: Manual Setup (Best for Simple UTMs)

Create a **basic** UTM manually by appending parameters to your URL.

Example:

```ruby
CopyEdit
https://yourwebsite.com/?utm_source=instagram&utm_medium=social&utm_campaign=summer_sale&utm_content=story_ad
```

Method 2: Google's Campaign URL Builder (Recommended)

1. Go to Google's Campaign URL Builder
2. Enter your **website URL**
3. Fill in **Source, Medium, Campaign, Term (optional), and Content (optional)**
4. Copy the generated **UTM URL** and use it in your ads

🚀 **Example Output:**

ruby

CopyEdit

```
https://yourwebsite.com/?utm_source=facebook&utm_medium=cpc&utm_campaign=winter_promo&utm_term=ski_boots&utm_content=carousel_ad1
```

How to Track UTM Performance in Google Analytics 4 (GA4)

Once your UTMs are in use, track performance in GA4.

1️⃣ Check UTM Traffic in GA4

1. Open **GA4**
2. Go to **Reports > Acquisition > Traffic Acquisition**
3. Click **Session Source / Medium** to view UTM-based data
4. Add a filter for **utm_campaign** to see performance by campaign

2️⃣ Create a Custom Report for UTM Tracking

1. Open **GA4 > Explore (Custom Reports)**
2. Select **Traffic Source as a dimension**
3. Add metrics like **Sessions, Conversions, Revenue**
4. Filter by **UTM parameters** (source, medium, campaign)

🚀 Now you can **see which campaigns, sources, and creatives are driving traffic & conversions**.

Best Practices for Using UTMs

✔️ **Be Consistent** – Stick to a clear **naming structure** (e.g., use `utm_source=facebook`, not `utm_source=fb`).

✔️ **Keep It Clean** – Avoid **capital letters, spaces, or special characters** (use `-` or `_`).

✔️ **Use Shortened URLs** – If URLs get too long, use **Bit.ly or Google URL Shortener**.

✔️ **Track Everything in a Spreadsheet** – Maintain a record of all UTM-tagged URLs to **avoid confusion**.

✔️ **Auto-Tagging vs. UTM** – If using **Google Ads, enable auto-tagging**, but use **UTMs for social, email, and other sources**.

Final Takeaways

✅ **UTMs are essential for tracking ad performance outside Google Ads**
✅ **Use GA4 to analyze UTM data** and optimize your campaigns
✅ **UTMs are a must for social, email, and multi-channel campaigns**
✅ **Be consistent with naming conventions to avoid messy data**

Understanding Google Ads Metrics & How to Improve Them 🚀

Google Ads provides key performance metrics that help advertisers **understand how well their campaigns are performing**. Below, we'll break down **essential Google Ads metrics**, what good and bad values look like, and how to address **common client pain points** related to them. THESE ARE THE AUCTION INSIGHTS THEIR BREAKDOWNA ND WHAT THEY MEAN

1️⃣ Cost Per Click (CPC)

Definition: CPC is the amount you pay each time someone **clicks on your ad**.

🔹 **Formula:**

$$\text{CPC} = \frac{\text{Total Ad Spend}}{\text{Total Clicks}}$$

🔹 **Example:**

- **Good CPC:** $1.50 (low-cost niche, competitive but profitable)
- **Bad CPC:** $15 (high-cost niche with no conversions)

🔹 **Common Client Pain Points & Fixes:**
❌ **"Our CPC is too high!"**
✅ **Solution:**

- Improve **Quality Score** (better ad relevance & landing page experience).
- Adjust **bidding strategy** (switch from Manual CPC to **Maximize Conversions**).
- Use **negative keywords** to block irrelevant traffic.
- Optimize **ad copy & creatives** for higher engagement.

2️⃣ Cost Per Conversion (CPA - Cost Per Action)

Definition: CPA (also called **Cost Per Acquisition**) is the amount spent to **generate one conversion (lead, sale, sign-up, etc.)**.

🔹 **Formula:**

CPA=Total Ad SpendTotal Conversions\text{CPA} = \frac{\text{Total Ad Spend}}{\text{Total Conversions}}CPA=Total ConversionsTotal Ad Spend

- ◆ **Example:**

  - ● **Good CPA:** $30 (if your average sale is $150, that's a good return).
  - ● **Bad CPA:** $100 (if your product sells for $50, you're losing money).

- ◆ **Common Client Pain Points & Fixes:**
  ❌ **"We're spending too much for each lead/sale!"**
  ✅ **Solution:**

  - ● **Switch to Target CPA bidding** to let Google optimize for better costs.
  - ● Improve landing page experience (faster load time, better CTAs).
  - ● Use **remarketing** to bring back interested users at a lower cost.
  - ● Test different **ad creatives** to improve engagement.

3️⃣ Click-Through Rate (CTR)

Definition: CTR measures how many people **click on your ad after seeing it**. A higher CTR means your ad is relevant.

- ◆ **Formula:**

CTR=Total ClicksTotal Impressions×100\text{CTR} = \frac{\text{Total Clicks}}{\text{Total Impressions}} \times 100CTR=Total ImpressionsTotal Clicks×100

- ◆ **Example:**

  - ● **Good CTR:** 5%+ (High engagement, strong ad copy).
  - ● **Bad CTR:** 0.5% (Weak ad relevance, wrong audience).

- ◆ **Common Client Pain Points & Fixes:**
  ❌ **"Nobody is clicking on our ads!"**
  ✅ **Solution:**

  - ● Write **stronger headlines** with clear **benefits** (e.g., "Get 50% Off Today!").
  - ● Use **ad extensions** (sitelinks, callouts, structured snippets).
  - ● A/B test **different ad variations** to see what works best.
  - ● Refine **targeting** to reach the most relevant audience.

4️⃣ Conversion Rate (CVR)

Definition: CVR measures **how many people take action after clicking** your ad.

◆ **Formula:**

$$\text{CVR} = \frac{\text{Total Conversions}}{\text{Total Clicks}} \times 100$$

◆ **Example:**

- **Good CVR:** 10% (Strong intent, well-optimized landing page).
- **Bad CVR:** 0.5% (Weak offer, poor landing page experience).

◆ **Common Client Pain Points & Fixes:**
❌ **"People are clicking but not converting!"**
✅ **Solution:**

- Improve landing page **speed & design** for better user experience.
- **Test different CTAs** (e.g., "Book Now" vs. "Get Your Free Quote").
- Use **social proof** (testimonials, reviews) to build trust.
- Optimize **form fields** (shorter forms convert better).

5️⃣ Return on Ad Spend (ROAS)

Definition: ROAS measures how much **revenue you earn for every $1 spent on ads**.

◆ **Formula:**

$$\text{ROAS} = \frac{\text{Revenue from Ads}}{\text{Ad Spend}}$$

◆ **Example:**

- **Good ROAS:** 5.0+ (You earn $5 for every $1 spent).
- **Bad ROAS:** 0.8 (You're losing money).

◆ **Common Client Pain Points & Fixes:**
❌ **"Our ads aren't profitable!"**
✅ **Solution:**

- Shift to **high-intent keywords** that convert better.
- Optimize for **higher-value conversions** (e.g., subscriptions, bulk orders).

- Use **audience targeting** (remarketing, lookalike audiences).
- **Exclude low-value traffic** (block irrelevant searches).

6️⃣ Impression Share (IS)

Definition: Impression Share shows **how often your ad appears** compared to total available impressions.

- ◆ **Formula:**

Impression Share=ImpressionsTotal Eligible Impressions×100\text{Impression Share} = \frac{\text{Impressions}}{\text{Total Eligible Impressions}} \times 100Impression Share=Total Eligible ImpressionsImpressions×100

- ◆ **Example:**

- **Good IS:** 85%+ (Strong presence, high budget).
- **Bad IS:** 20% (Competitors are dominating).

- ◆ **Common Client Pain Points & Fixes:**
  ❌ **"Our ads barely show up!"**
  ✅ **Solution:**

- Increase **bids & budget** to win more auctions.
- Improve **Quality Score** (relevance, landing page experience).
- **Narrow targeting** to focus on the best-performing keywords.

7️⃣ Quality Score (QS)

Definition: Quality Score is **Google's rating (1-10) of your ad relevance**. Higher scores = lower costs & better performance.

- ◆ **Factors Affecting QS:**
  ✅ **Ad Relevance** (Does the ad match the search intent?)
  ✅ **Landing Page Experience** (Fast, relevant, mobile-friendly)
  ✅ **Expected CTR** (How likely users are to click)

- ◆ **Example:**

- **Good QS:** 8+ (High relevance, low CPC).
- **Bad QS:** 3 (High CPC, low engagement).

- 🔹 **Common Client Pain Points & Fixes:**
- ❌ **"Google is charging us too much per click!"**
- ✅ **Solution:**

- Improve **ad relevance** by matching keywords closely.
- Optimize **landing page** for a better experience.
- Use **ad extensions** to provide more useful info.

📌 Final Takeaways

💡 **CPC & CPA** → Lower with **better targeting, bidding, & Quality Score**
💡 **CTR & CVR** → Improve with **better ad creatives, CTAs & landing pages**
💡 **ROAS** → Increase by **focusing on high-value conversions**
💡 **Impression Share** → Raise bids, optimize Quality Score to appear more

Search Terms in Google Ads: How to Add, Negate, and Optimize Keywords

What Are Search Terms in Google Ads?

Search terms are the actual words or phrases people type into Google that trigger your ads. These are different from **keywords**, which are the terms you target in your campaign. Google matches your keywords with search terms based on **match types** (broad, phrase, or exact).

Why Should You Add Search Terms as Keywords?

Adding search terms that are converting into your keyword list **gives Google more control to optimize for those specific searches** instead of relying solely on broad or phrase match targeting.

✅ **When to Add Search Terms as Keywords:**

- The search term has **consistent conversions** and strong **click-through rate (CTR)**
- It **matches your business offering** and has **high intent**
- It **reduces wasted spend** on irrelevant traffic
- It **helps lower CPC (cost-per-click)** by improving ad relevance

Example:

- Your campaign is for **"HVAC Repair Services"**
- You notice the search term **"AC not working in Phoenix"** is driving conversions, but it's not in your keyword list

- Adding **[AC repair Phoenix]** as an **exact match** keyword lets Google optimize bids for it

---

When Should You NOT Add Search Terms?

- **Low search volume:** If the search term has very few impressions or conversions, it may not be worth adding
- **Already covered by broad or phrase match:** Google may already be triggering ads for it under existing keywords
- **Irrelevant search intent:** If the search term isn't **directly related** to your business, adding it can **waste budget**

How to Add Keywords from Search Terms

1. **Go to Google Ads → Keywords → Search Terms**
2. Identify high-performing search terms
3. Click **"Add as Keyword"**
4. Choose the **appropriate match type** (exact, phrase, broad)
5. Assign it to the most relevant ad group

Match Types & How to Use Them

1. Broad Match (default)

✅ **Triggers ads for related searches, even if the exact keyword isn't typed**
🚫 **Risk:** Can bring in **irrelevant** searches if not carefully monitored
✔ **Example:**

- Keyword: **HVAC repair**
- Can trigger: "air conditioning service near me," "furnace repair," "heater installation"

2. Phrase Match (" ")

✅ **Ensures the keyword appears in the search query in the same order**
🚫 **Risk:** Might still trigger some **less relevant** searches
✔ **Example:**

- Keyword: **"HVAC repair"**

- Can trigger: "cheap HVAC repair services," "emergency HVAC repair in Phoenix"
- Won't trigger: "repair for home HVAC units"

3. Exact Match ([ ])

✅ **Ensures only very close variations of the keyword trigger ads**
🚫 **Risk: Less reach**, but **highest relevance**
✔ **Example:**

- Keyword: **[HVAC repair Phoenix]**
- Can trigger: "HVAC repair Phoenix"
- Won't trigger: "best HVAC repair near Phoenix"

When to NEGATE Search Terms

🔴 **Negative keywords prevent your ads from showing for irrelevant searches**, helping **save budget** and **improve conversion rates**.

How to Identify Negative Keywords?

- **Check search terms report** for **irrelevant** or **low-quality** searches
- Look for **competitor names, job searches, free services, research-based queries**

Types of Negative Match

1. Broad Match Negative
🚫 Blocks any search **containing** the negative keyword
✔ Example:

- Negative keyword: **free**
- Blocks: "free HVAC repair," "get free AC service"

2. Phrase Match Negative (" ")
🚫 Blocks searches **with the exact phrase**
✔ Example:

- Negative keyword: **"how to repair HVAC"**
- Blocks: "how to repair HVAC at home" but **not** "HVAC repair near me"

3. Exact Match Negative ([ ])
🚫 Blocks searches **only if they match exactly**
✔ Example:

- Negative keyword: **[cheap HVAC repair]**
- Blocks: "cheap HVAC repair"
- **Won't block:** "affordable HVAC repair"

Should You Use Competitor Keywords?

✅ Yes, **Google allows you to bid on competitor brand names** as keywords
🚫 No, **you CANNOT use them in ad copy** (violates trademark policy)

✔ Example:

- You're an **HVAC company** and want to target people searching for **big competitors**
- You can bid on keywords like **"[Cool Air Solutions]"**, but **not** use "Cool Air Solutions" in your ad text

---

How to Keep Your Search Terms Optimized Over Time?

📌 **Check search term reports every 1-2 weeks**
📌 **Add high-performing search terms** as **exact or phrase match** keywords
📌 **Add negative keywords** to filter out wasted spend
📌 **Test new match types** to find the best balance between **reach & relevancy**

Key Takeaways

✅ **Add search terms** that convert consistently to **optimize performance**
✅ **Use match types wisely** to **balance reach vs. specificity**
✅ **Negate search terms** that waste budget **without conversions**
✅ **Competitor keywords are allowed**, but **cannot be in ad copy**
✅ **Regular search term optimizations** help lower **CPC & CPA** while **improving ROI**

By following these strategies, **you'll have a more optimized campaign that maximizes conversions and minimizes wasted spend!** 🚀

4o

Is Phrase Match Becoming More Like Broad, and Exact More Like Phrase?

Analyzing Google's Keyword Match Type Changes and Their Impact

1. Is Phrase Match Behaving More Like Broad Match?

✅ **True – Phrase Match is Loosening Up**
 Over the past few years, Google has gradually **expanded how Phrase Match functions**, making it behave more like the old **Broad Match Modifier (BMM)**. While it still requires the keyword **in order** in a search query, Google is now allowing **broader intent-based matches** to trigger phrase match keywords.

🔴 **What This Means for Advertisers:**

- Phrase match **may now show ads for searches including competitor names, locations, or additional modifiers**
- It **captures more variations than before**, reducing the need for separate Broad Match campaigns
- Google **prioritizes "intent" over strict keyword structure**

📌 **Example:**

- **Phrase Match Keyword:** "HVAC repair"
- **Before:** Would match searches like:
    - "best HVAC repair service"
    - "HVAC repair near me"
- **Now:** It might match broader searches like:
    - "AC maintenance specialists"
    - "Boiler repair in Phoenix" (despite no mention of HVAC repair)

🔍 **How to Fix It?**

- Use **negative keywords** to block irrelevant terms
- Test **Exact Match** for tighter control
- Monitor **Search Terms Report** frequently

---

2. Is Exact Match Behaving More Like Phrase Match?

✅ **Partially True – Exact Match Still Has Some Control**
 While Exact Match is still the most restrictive, Google **now allows close variations**, including:

- **Different word order**
- **Spelling variations**
- **Singular vs. plural forms**
- **Suffixes (like city names, country names, or review terms)**

📌 **Example:**

- **Exact Match Keyword:** [HVAC repair]
- **Previously:** Would only match **"HVAC repair"**
- **Now:** It might also match:
    - "HVAC repair service in Dallas"
    - "Best HVAC repair companies"
    - "HVAC repairs"

🔴 **What This Means for Advertisers:**

- **Less control** over which searches trigger ads
- **Increased risk** of showing for **irrelevant searches**
- **Higher CPCs** due to broader competition

🔍 **How to Fix It?**

- **Monitor Search Terms Report** and add negative keywords
- **Use Exact Match + Phrase Match together**
- **Test bid adjustments** on keyword variations

---

3. How to Adapt to Google's Loosening of Match Types?

🔹 **Negative Keywords are Your Best Defense**

- Regularly **add negatives** for competitor names, locations, and unrelated terms
- Use **phrase and exact negatives** to **prevent unwanted expansions**

🔹 **Break Campaigns into Tightly Themed Ad Groups**

- Keep **high-intent keywords** separate from broader terms
- Consider **single keyword ad groups (SKAGs)** for precise control

🔹 **Monitor Search Terms Report Frequently**

- Identify **new keyword opportunities**
- Block **irrelevant traffic**

🔹 **Test Broad Match with Smart Bidding (Cautiously)**

- Google is pushing **Broad Match + Smart Bidding**, but it **works best with large budgets & conversion data**
- If running Broad Match, **set ROAS/CPA goals** to control costs

---

4. Will Google Remove Match Types Altogether?

🤔 **Speculation:**

- Many PPC professionals believe **Google will phase out match types entirely**
- Some predict Google will move to **"search themes"** instead of traditional keywords
- The shift toward **AI-driven bidding and automation** suggests Google is de-emphasizing manual control

---

5. Key Takeaways

✅ **Phrase Match is Becoming More Like Broad** – it **matches broader intent searches**
✅ **Exact Match is Loosening Up** – now includes **word order changes & suffixes**
✅ **Negative Keywords Are Crucial** – use them to **control match type expansions**
✅ **Smart Bidding + Broad Match is Google's Push** – but use with caution!
✅ **Monitor Search Terms Report Regularly** – prevent wasted spend

🚀 **Final Advice:** If you want full control, **stick with Exact Match + Phrase Match + aggressive negative keywords!**

Does Broad Match with Smart Bidding Really Work?

Broad Match combined with Smart Bidding is one of Google's most **controversial recommendations** for advertisers. While some have **seen success**, others report **higher costs and wasted spend**. Here's an analysis of whether **Broad Match + Smart Bidding** is actually worth using.

---

1. How Does Broad Match + Smart Bidding Work?

Broad Match **casts the widest net** possible, allowing Google to match your ad with **a wide range of search queries** that **may or may not** contain your target keywords.

Smart Bidding (tCPA, tROAS, Max Conversions) **uses machine learning** to **adjust bids automatically** based on the likelihood of conversion. The theory is that **Broad Match expands reach**, while **Smart Bidding ensures efficiency**.

---

2. Common Findings from Advertisers

✅ Broad Match Works Well in Some Cases:

- **Smaller budgets & low-competition markets** (e.g., home services in smaller U.S. cities)
- **Simple or transactional products** (e.g., pet care, e-commerce items)
- **Businesses with large ad budgets** (more data for Google's algorithm)
- **If conversion tracking is properly set up** (Google needs accurate data)
- **When using strong negative keywords** to prevent wasted spend

◆ **Example of a Success Story:**

- A **pet care** company in the Nordics saw a **16% CTR and 65% conversion rate** using Broad Match
- They had **7 conversion points** (not just purchases, but also video plays, site visits, and email sign-ups)
- Used **high budget and strict negative keywords** to guide the algorithm

---

❌ Broad Match Fails in These Situations:

- **B2B or Niche Businesses** (attracts too much irrelevant traffic)
- **Highly competitive industries** (drives up CPC without qualified leads)
- **No proper conversion tracking** (Google's AI won't optimize correctly)
- **Limited budgets** (Smart Bidding needs enough data to work)
- **No negative keywords** (results in ads showing for completely irrelevant searches)

◆ **Example of Failure:**

- A **B2B advertiser** ran a Broad Match experiment for three weeks
- **Results: +88% cost per conversion, -46% fewer conversions**
- Even a **Google Ads rep advised to stop the test early**

---

3. How to Make Broad Match + Smart Bidding Work (If You Use It)

📌 **Best Practices:**
✅ **Use Broad Match in Ad Groups That Already Perform Well** (don't start from scratch)
✅ **Feed Google Multiple Conversion Points** (not just purchases, but also form fills, calls, video views, etc.)
✅ **Add a Higher ROAS or Lower CPA Target** to **limit wasted spend**

✅ **Apply Negative Keywords Aggressively** (block irrelevant queries)
✅ **Test in a Separate Experiment Before Scaling**

📌 **Pro Tip:**

- If you want to **test Broad Match**, **start small**, analyze the **Search Terms Report**, and **adjust targeting before scaling**.

---

4. Is Google Pushing Broad Match Just for Revenue?

Many advertisers believe **Google is promoting Broad Match + Smart Bidding** to **increase ad spend** rather than improve performance.

- Broad Match increases competition, which **raises CPCs**
- More budget is wasted on irrelevant clicks
- Google's **internal revenue goals** may drive its push toward automation

◆ **Anecdotal Evidence:**

- Some PPC experts **only use Broad Match to discover new keywords**, then **shift to Phrase or Exact Match**
- Google **may phase out match types altogether**, pushing **"intent-based" targeting** instead

---

5. Final Verdict: Should You Use Broad Match + Smart Bidding?

◆ **YES, if…**
✔️ You have a **large budget** to let the algorithm learn
✔️ Your **business model supports broad targeting**
✔️ You **use strong negative keywords** to control waste
✔️ You **have multiple conversion points** for Smart Bidding

◆ **NO, if…**
❌ You **need precise targeting (B2B, niche industries, high-ticket items, etc.)**
❌ You **have a small budget** (Broad Match drains funds quickly)
❌ Your **conversion tracking isn't rock-solid**
❌ You **don't have time to manage negatives and search terms**

Google Ads Campaign Structure: Best Practices & Recommendations

Campaign structure is one of the most **critical factors** in determining the **success** of your Google Ads campaigns. Many advertisers debate **whether to separate campaigns by match type, intent, or audience segmentation**. Below is a **summary of the key takeaways** from industry experts and best practices based on real-world experiences.

---

1. Should You Separate Campaigns by Match Type?

◆ **Old Approach:** Some advertisers used to **separate campaigns by match type** (Broad, Phrase, Exact) to control spending, but **this is no longer necessary**.

◆ **Current Best Practice:**

- **Exact and Phrase match** can be combined in the same ad groups **for better data consolidation**.
- **Broad match** should be used separately with a controlled budget to **discover new keywords**.

📌 **Exception:**

- **Branded campaigns** (your company name) should be kept **separate in Exact Match** to protect against competitors.
- **Competitor campaigns** can also be separate to control aggressive bidding strategies.

---

2. Recommended Campaign Structure

◆ **Structure by Intent & Keyword Value (Best Practice)**
1️⃣ **Branded Campaign** – For searches containing your business name
2️⃣ **Competitor Campaign** – Target competitor brand names (if applicable)
3️⃣ **High-Intent (BOFU) Campaign** – Focus on **conversion-ready** keywords
4️⃣ **Low-Intent (TOFU) Campaign** – Targets **research-based** queries
5️⃣ **Dynamic Search Ads (DSA) Campaign** – **Finds new search terms** & complements other campaigns
6️⃣ **Performance Max (PMax) or Demand Gen Campaign** – Expands reach beyond search ads

📌 **Why this works?**

- Keeps **high-intent** and **low-intent** keywords separate
- Ensures **top-performing keywords** get the right budget
- **Maximizes conversions** while **controlling CPCs**

---

3. Should You Use Dynamic Search Ads (DSA)?

✅ **Yes, if:**

- You **have a large website** with multiple product/service pages
- You **want to discover new search terms**
- Your **SEO is strong**, and pages are optimized

❌ **No, if:**

- Your business is **highly niche or specific**
- You **already have tight control over search queries**

📌 **Pro Tip:**

- Some advertisers run **DSA with tROAS bidding**, then **extract the best search terms** and add them to regular search campaigns while **negating them in DSA**.

---

4. Other Campaign Structuring Tips

📌 **Budget Segmentation:**

- Create separate campaigns if you **want to control spending per location** or **service type**.
- Example: A **dentist might separate** campaigns for **dental implants vs. teeth whitening** because they bring different ROI.

📌 **Ad Group Structuring:**

- **Group keywords by theme** (e.g., "Boiler Repair" vs. "Boiler Installation")
- **Avoid mixing high-value and low-value keywords** in the same ad group
- **Use ad group-level negative keywords** to prevent keyword cannibalization

📌 **Competitor Targeting:**

- Works well in **B2B and software industries** (e.g., "HubSpot Alternatives")
- **High CPA**, so must be monitored closely

---

5. Conclusion: What Works Best?

- **DO NOT separate campaigns by match type**—instead, group by **keyword intent** and **value**.
- **Keep branded & competitor campaigns separate** to control bidding and brand defense.
- **Use Dynamic Search Ads carefully**—great for discovery but not always cost-effective.
- **Allocate budget strategically** based on **conversion intent** and **geographic priorities**.
- **Negative keywords are key**—ensure they are applied at **campaign, ad group, and account levels**.

💡 **Final Advice:**

- The **simpler your structure, the easier it is to optimize**.
- Always test **small experiments** before making big changes.
- **Google is pushing automation**, so control your campaigns with **tight targeting & negatives**.

🚀 **Well-structured campaigns = better performance, lower CPCs, and higher conversions!**

I recommend not bidding against competitors unless you have a crazy budget and youre small niche
If you are really having trouble with conversion tracking you can always go to chat support inside of google ads and make an appointment with a tag rep and they will show you exactly how to set up conversion tracking

Key Takeaways:

1. **Conversion Tracking Mistakes Can Tank Performance**

   - A user changed their primary conversion action from "phone calls" to "page views," which led to a significant drop in conversions.
   - Page views are not a meaningful conversion for most e-commerce businesses; tracking them as a primary goal confuses Google's Smart Bidding algorithm.
   - **Solution:** Remove the "page views" conversion as the primary action and revert back to meaningful actions like phone calls, purchases, or form submissions.

2. **Google Ads, Analytics, and Tag Manager Work Together But Serve Different Functions**

   - **Google Ads:** Tracks ad performance and optimizes campaigns.
   - **Google Analytics (GA4):** Provides user behavior insights beyond Google Ads.
   - **Google Tag Manager (GTM):** Helps deploy and manage tracking codes without modifying website code manually.
   - **Best Practice:** Use GTM to manage Google Ads conversion tracking and GA4 to track additional user interactions.

3. **Proper Setup of Conversion Tracking is Crucial**

   ○ Set up **Google Ads conversion tracking** with proper event triggers (e.g., form submissions, phone calls).
   ○ Use **GA4 event-based tracking** and import key conversions into Google Ads for better optimization.
   ○ Ensure that the **same conversions are not counted twice** (e.g., tracking a purchase in both Google Ads and GA4 without deduplication).

4. **Google Tag Manager Best Practices**

   ○ **Container Setup:** Use a single container for all tracking needs.
   ○ **Tag Installation:** Place GTM code in both `<head>` and `<body>` sections.
   ○ **Testing & Debugging:** Use **Google Tag Assistant** to check if tags are firing correctly.
   ○ **Version Control:** Always create a new version before making changes.

5. **Avoid Misconfiguring Data Streams**

   ○ Linking Google Ads & Analytics doesn't automatically enable conversion tracking.
   ○ Ensure correct **data attribution** to avoid inflating or duplicating conversion counts.
   ○ If using **offline conversions**, properly feed data back into Google Ads.

6. **Publishing & Approving Changes**

   ○ **Always test tags in Preview Mode before publishing.**
   ○ Use **approval workflows** in **Google Tag Manager 360** if multiple people manage tags.

Final Recommendations:

- **Undo incorrect conversion tracking changes ASAP** to prevent data loss.
- **Use GTM for conversion tracking** and **GA4 for deeper insights** but **link them correctly.**
- **Test everything in Google Tag Assistant** before going live.
- **Focus on real conversions** (calls, purchases, form fills) instead of engagement-based ones (page views, video plays) unless relevant.

Common Challenges in Conversion Tracking

1. **Third-Party Platforms That Restrict Tracking**

   ○ Many industries rely on booking or checkout systems that don't allow direct integration of Google Tag Manager (GTM) or conversion pixels.

- Examples include platforms like **SquareUp, Phorest, Shopify, Mindbody, Eventbrite, Calendly, and payment processors like PayPal** that process transactions on separate domains.

2. **Cross-Domain Tracking Issues**

- If a business website and its checkout/booking system operate on different domains, traditional tracking methods may **fail to connect user actions** from ad clicks to conversions.
- This is common in **e-commerce, SaaS, healthcare, finance, and legal services** where transactions often happen outside the main website.

3. **Iframe Limitations**

- Some booking and checkout platforms use **iframes** (embedded forms), which **hide user behavior from analytics tools** unless additional tracking is set up.

4. **Phone Calls & Offline Conversions**

- Many industries, such as **home services, B2B, real estate, and financial institutions**, rely heavily on phone calls rather than online form fills.
- Standard tracking methods often miss these leads, causing **underreported conversions** and inaccurate cost-per-acquisition (CPA) calculations.

5. **Lead Quality & Long Sales Cycles**

- In industries like **B2B, legal, and high-ticket e-commerce**, a single conversion (e.g., a form fill or webinar signup) doesn't always lead to revenue.
- Businesses need ways to **track lead quality** and **attribute revenue** back to the original marketing source.

Solutions for More Accurate Conversion Tracking

1. Implementing Enhanced Conversions

- Instead of relying solely on cookies or Google Click IDs (GCLIDs), **Enhanced Conversions** allow businesses to send hashed first-party data (email, phone number) back to Google Ads and Facebook.
- This is particularly useful when platforms like **Shopify, Calendly, or payment processors** prevent direct pixel tracking.
- Helps **recover lost conversions** when users complete a transaction on another domain.

2. Offline Conversion Tracking (For Calls, CRM & Sales Teams)

- **Google Ads & Meta Offline Conversions**: If customers convert outside the website (via phone calls or CRM), businesses can **upload customer data to Google Ads** to track which ads led to closed deals.
- **CRM Integration (HubSpot, Salesforce, Pipedrive, Zoho)**: These tools help **track multi-touchpoint leads** and connect them to the original ad campaigns.
- **Call Tracking Software (CallRail, WhatConverts, Invoca)**: Essential for **tracking phone calls as conversions** and determining which campaigns drive high-quality leads.

3. Cross-Domain & Server-Side Tracking

- **Google Tag Manager (GTM) + Cross-Domain Tracking**: For businesses using multiple domains (e.g., website + booking tool), configuring GTM to track sessions across both can **link user activity** between platforms.
- **Server-Side Tracking (Facebook CAPI, Google Ads API)**: Reduces data loss by **sending conversion events directly from the business's server to ad platforms**, bypassing browser restrictions.
- **Event-Based Tracking in GA4**: Instead of relying on page views, **track events like clicks on buttons, form submissions, or video views** to measure engagement.

4. First-Party Data Collection (For Privacy & Compliance)

- As third-party cookies become obsolete, **first-party data (emails, phone numbers, and CRM data)** is becoming increasingly important for tracking user behavior.
- Businesses should encourage users to **log in, create accounts, or submit forms** before completing transactions to improve tracking accuracy.

5. Adjusting Attribution Models for Better Insights

- **Most businesses rely on Last-Click Attribution**, which **undervalues top-of-funnel efforts** like social media and content marketing.
- GA4, Facebook, and Google Ads allow **data-driven attribution**, which **assigns credit to all interactions** before the final conversion.

Industry-Specific Tracking Considerations

E-Commerce (Shopify, WooCommerce, BigCommerce, Magento)

- Enable **Enhanced Conversions + Server-Side Tracking** for better purchase attribution.
- If using PayPal or third-party checkout, track conversion via **order confirmation page tracking + API integration**.

SaaS & B2B (Long Sales Cycles)

- Set up **lead scoring in CRM** to track **Marketing Qualified Leads (MQLs)** and **Sales Qualified Leads (SQLs)** separately.
- **Import closed deals back into Google Ads** for **ROI-based optimization** rather than just lead generation.

Service-Based Businesses (Legal, Finance, Home Services)

- Use **CallRail or Invoca** to track phone call leads, and filter **qualified calls** as conversions.
- Implement **form tracking in GA4** with event-based triggers for better attribution.

Event-Based Businesses (Webinars, Coaching, Live Events)

- If using **Eventbrite, GoToWebinar, or Zoom**, track signups via **Zapier or Google Ads conversion imports**.
- If the event happens **offline**, use **QR codes + UTMs** to track attendees from digital campaigns.

Key Takeaways

✅ **No single tracking solution fits all businesses** – combining multiple tracking methods ensures **better accuracy**.
✅ **If third-party platforms limit tracking, use Enhanced Conversions, Offline Conversions, or API integrations**.
✅ **For phone-heavy industries, call tracking tools bridge the gap** between online marketing and offline conversions.
✅ **Server-side tracking will be critical in a cookieless future** – businesses should start implementing these solutions now.
✅ **Attribution models matter** – businesses should experiment with **data-driven attribution** to get a full picture of performance.

By implementing these strategies, businesses can **reduce lost conversions, optimize ad spend, and improve decision-making based on real data** rather than guesswork.

1. Search Intent Matters More Than Just Keywords

Why It's Important:

- Simply targeting the right keywords isn't enough—**understanding user intent is key.**
- For example, "best laptops" suggests research, while "buy laptop" signals purchasing intent.

What You Should Do:
✅ **Segment keywords by intent** (e.g., informational vs. transactional).
✅ **Use phrase & exact match** rather than broad match (unless you have solid data to optimize broad).
✅ **Monitor search terms** to refine targeting and avoid irrelevant traffic.

---

2. Google's Recommendations Are NOT Always in Your Best Interest

Why It's Important:

- Google's suggestions, like increasing bids or using automated strategies, often prioritize their revenue over your profitability.
- Performance Max (pMax) and Broad Match can be effective—but only **once Google has enough conversion data.**

What You Should Do:
✅ **Don't blindly follow Google's recommendations.**
✅ **Use automation sparingly** until you have **at least 50-100 conversions per month** for AI-driven bidding.
✅ **Manually test different strategies** before committing to Google's automated features.

---

3. The Search Terms Report is Your Secret Weapon

Why It's Important:

- Google often matches your ads to **irrelevant searches**, which can waste **a huge chunk of your budget.**
- Many campaigns fail due to poor negative keyword management.

What You Should Do:
✅ **Check the Search Terms Report regularly** (at least weekly).
✅ **Add irrelevant queries as negative keywords** to stop wasting money.
✅ **Refine match types** based on which queries convert and which don't.

---

4. Ad Copy is Just as Important as Targeting

Why It's Important:

- Even if you target the right keywords, **bad ad copy won't convert users.**

- Ad copy needs to **address pain points, showcase benefits, and include a strong CTA.**

What You Should Do:
✅ **Focus on emotional triggers** (e.g., urgency, exclusivity, trust).
✅ **A/B test multiple ad variations** to see what performs best.
✅ **Align ad messaging with your landing page** to improve **Quality Score** and conversions.

---

5. Quality Score Impacts Your Cost & Performance

Why It's Important:

- Quality Score (QS) is a **diagnostic tool** that affects how much you pay for clicks.
- Higher QS = Lower CPC & better ad placements.

What You Should Do:
✅ **Improve CTR with strong ad copy.**
✅ **Ensure landing pages match ad messaging & load quickly.**
✅ **Monitor and optimize QS regularly, aiming for a score of 7 or higher.**

Bonus Tips from PPC Experts:

- ◆ **Turn off auto-apply recommendations** to prevent unnecessary budget changes.
- ◆ **Be cautious with Google reps**—they may push strategies that don't fit your business model.
- ◆ **Test ad copy, landing pages, and bidding strategies separately** to pinpoint what drives conversions.
- ◆ **Consider Broad Match + Max Conversions only if you have strong negative keywords and data to support it.**

By focusing on **intent-driven keywords, manual optimizations, and quality ad experiences**, you'll **avoid common pitfalls and maximize your ROI** with Google Ads. 🚀

Display ads are more for brand awareness if you have the budget

What is NOT Allowed on Google Ads? (Google Ads Policy Violations & Restrictions)

Google has strict advertising policies, and **violating them can result in ad disapprovals, account suspensions, or even permanent bans**. Below is a comprehensive list of **prohibited** and **restricted** practices you should avoid when running Google Ads.

🚫 Prohibited Practices (These Will Get Your Ads Rejected or Your Account Suspended)

1. Misleading or False Claims

- No **exaggerated promises** like "Guaranteed Results" or "Lose 20 lbs in 7 Days."
- No **fake urgency** (e.g., "Only 1 Spot Left – Act Now!").
- No misleading CTAs (e.g., using "Free" when there is actually a cost involved).

2. Unapproved Medical Content & Restricted Healthcare Ads

- **No promoting prescription drugs, online pharmacies, or unapproved medical treatments.**
- **No claims about cures or miracle health treatments.**
- No **tracking phone calls for medical services** (this violates HIPAA compliance).
- No **advertising services related to addiction recovery or rehab** unless certified by LegitScript.

3. Inappropriate or Restricted Language in Ad Copy

- **No excessive punctuation** (e.g., "BEST DEAL EVER!!!").
- No **clickbait or overly sensationalized** language.
- No **all-caps words** unless they are a registered brand (e.g., "FREE CONSULTATION" will be disapproved).

4. Banned Industries & Products

- **Adult content, escort services, or anything sexually explicit.**
- **Firearms, weapons, and ammunition.**
- **Recreational drugs, drug paraphernalia, and certain CBD products.**
- **Cryptocurrency promotions that lack proper certification.**

5. Misleading Financial or Investment Ads

- No **guaranteed investment returns** (e.g., "Double Your Money in 30 Days!").
- No **loan or credit repair ads without clear disclaimers**.
- No **ads promoting get-rich-quick schemes**.

⚠️ Restricted Content (Requires Certification or Compliance)

1. Medical & Healthcare Advertising

✅ Allowed **only with proper certification** and country-specific compliance.
❌ Cannot **use retargeting ads for healthcare** (privacy restrictions).
❌ Cannot **claim unrealistic medical results.**

2. Financial Services

✅ Must **disclose terms & conditions** for loans, credit, or investment ads.
✅ May require **Google verification for financial services**.
❌ Cannot **promote payday loans, high-interest loans, or misleading financial offers.**

3. Alcohol & Gambling Ads

✅ Requires **Google approval and country-specific compliance.**
❌ Cannot **target minors** or **promote excessive consumption**.
❌ Cannot **advertise unlicensed gambling or online betting platforms.**

4. Political & Social Issues Ads

✅ Must **comply with Google's political ad policies and verification requirements.**
❌ Cannot **misrepresent political opponents or create false narratives.**
❌ Cannot **target sensitive personal attributes (e.g., race, religion, sexual orientation).**

🔍 Common Ad Copy Mistakes That Get Disapproved

❌ **Excessive Punctuation** – "LIMITED TIME OFFER!!!" 🚫
❌ **All Caps** – "FREE TRIAL AVAILABLE NOW" 🚫
❌ **Vague or Misleading Claims** – "100% Guaranteed Results" 🚫
❌ **Banned Words** – "Cure," "Instant Results," "Guaranteed," "No Risk" 🚫
❌ **Personal Attributes** – "Are You Depressed?" or "Struggling with Weight?" 🚫

✅ Best Practices to Keep Your Google Ads Compliant

✔ **Follow Google's Ad Policies & Approval Process.**
✔ **Use clear and honest messaging** without exaggerated claims.

✔ **Check Google's "Policy Manager"** in your Google Ads account for disapprovals.
✔ **Avoid retargeting for sensitive industries** (healthcare, finance, etc.).
✔ **Get certifications if advertising in restricted categories.**

By following these guidelines, you'll **keep your ads approved, protect your account, and ensure your campaigns stay compliant.** 🚀

Please if someone asks for any copy ideas make sue that they know that they should humainze it \

Importance of Connecting Google Business Profile & Adding Assets in Google Ads

If you're running **Google Ads**, connecting your **Google Business Profile (GBP)** and adding **assets (formerly ad extensions)** is crucial for **higher visibility, better engagement, and lower ad costs**. Here's why it matters and how to do it effectively.

🔹 Why Connecting Google Business Profile (GBP) to Google Ads is Important

1. Increases Local Visibility 📍

- If you're running **location-based ads**, linking GBP allows **your business address to show in Search and Maps ads**.
- Helps **drive foot traffic** for businesses like **restaurants, salons, med spas, auto shops, and retail stores.**

2. Enables Location Extensions

- **Location assets/extensions** automatically pull your **business address, phone number, and hours** into your ads.
- This helps customers **find your physical location easily** without clicking on the ad.

3. Improves Ad Performance & Lowers CPC

- Google **prioritizes ads with location relevance**, which can improve **click-through rates (CTR)**.
- Higher **CTR + better engagement = lower CPC and improved Quality Score**.

4. Enables Local Search & Google Maps Ads

- Without GBP, **your business won't appear in Google Maps ads**.
- **Local Services Ads (LSAs)** also require a **verified GBP** for lead generation ads.

🔹 Importance of Adding Assets (Ad Extensions) in Google Ads

Google Ads **rewards businesses that provide more information upfront** by increasing visibility and engagement. Assets (previously called ad extensions) help you **take up more real estate on the search results page.**

Types of Assets to Add & Their Benefits

✅ **Location Assets** (Pulls your GBP info into ads)
✅ **Call Assets** (Adds a "Call" button for direct phone calls)
✅ **Sitelink Assets** (Links to specific pages like "Book Now" or "Contact Us")
✅ **Structured Snippet Assets** (Highlights services like "Teeth Whitening, Botox, Fillers")
✅ **Callout Assets** (Short, eye-catching phrases like "Free Consultations, 24/7 Support")
✅ **Image Assets** (Adds images to ads, improving engagement)
✅ **Lead Form Assets** (Captures leads directly from the ad)
✅ **Price Assets** (Displays pricing upfront for services or products)

🔹 How to Connect Google Business Profile to Google Ads

Step 1: Verify & Optimize Your Google Business Profile

- Make sure your **GBP is verified** and updated with correct **business hours, categories, and services.**
- Use **high-quality images** and **respond to reviews** for better ranking.

Step 2: Link Google Business Profile to Google Ads

1️⃣ **Go to Google Ads > Assets > Location Assets**
2️⃣ Click **"Add Location Asset"**
3️⃣ Select **"Choose a Google Business Profile"**
4️⃣ **Select your GBP account** or request access
5️⃣ Click **Save**

Step 3: Enable Location-Based Campaigns

- Use **location targeting** to **show ads in your service areas**.
- Enable **"Show ads in Google Maps"** if applicable.

🔹 Key Takeaways

✅ **Connecting GBP improves ad performance & local visibility.**
✅ **Location assets help drive in-store visits & phone calls.**
✅ **Adding sitelinks, callouts, and structured snippets increases CTR.**
✅ **More assets = bigger ads = better engagement.**
✅ **GBP is essential for Local Search Ads & Maps Ads.**

By **linking your Google Business Profile** and **adding assets**, you make your ads **more effective, cost-efficient, and visible** in search results! 🚀

Google Ads Bidding Strategies Explained (+ When to Use Them)

Choosing the right **Google Ads bidding strategy** is essential for campaign success. The strategy you pick depends on your **goals, budget, and conversion data availability**. Below, I break down each **bidding strategy, when to use it, and real-world examples**.

🔹 1. Manual CPC (Cost-Per-Click)

📌 **What It Is:**

- You manually set the maximum amount you're willing to pay per click.
- Gives **full control** over bids, but requires **active monitoring**.

✅ **Best For:**
✔ Small businesses or **new accounts with no conversion data**.
✔ **Branded campaigns** (bidding on your own brand name).
✔ **Tightly controlled budgets** that require bid oversight.

🔹 **Example:**
A **law firm just starting Google Ads** uses **Manual CPC** to test different keywords while avoiding excessive spending.

◆ 2. Enhanced CPC (ECPC)

📌 **What It Is:**

- A hybrid strategy: **manual bidding** + **Google's AI adjustments** to increase bids on likely conversions.
- Google can raise bids for users **more likely to convert** and lower them for less relevant ones.

✅ **Best For:**
✔ **Manual CPC users who want some automation** without going fully automated.
✔ **Accounts with at least some conversion history**.

◆ **Example:**
A **local med spa** uses **ECPC** to adjust bids for users who are more likely to book an appointment.

◆ 3. Maximize Clicks

📌 **What It Is:**

- Google tries to **get the most clicks possible within your budget**.
- Can lead to **high traffic but lower conversion quality**.

✅ **Best For:**
✔ **New accounts** with **no conversion data yet**.
✔ **Businesses looking to drive traffic for awareness** (blogs, media sites).
✔ **Testing different keywords** before switching to a conversion-based strategy.

🚨 **Watch Out For:**

- Can **attract low-quality traffic** and **waste ad spend**.
- Set a **max CPC limit** to prevent Google from overspending.

◆ **Example:**
A **new e-commerce store** uses **Maximize Clicks** to generate site visits and test landing page performance.

◆ 4. Maximize Conversions

📌 **What It Is:**

- Google **automatically adjusts bids to drive as many conversions as possible** within the budget.
- Needs at least **15-30 conversions per month** to work effectively.

✅ **Best For:**
✔ **Mature campaigns with solid conversion tracking**.
✔ **Lead generation & e-commerce** businesses.
✔ **Businesses with flexible budgets that want to prioritize conversions over clicks.**

🚨 **Watch Out For:**

- Can **overspend if budget isn't carefully set**.
- Works best when there's **enough conversion data**.

🔹 **Example:**
A **real estate company** runs a campaign to **maximize leads** for home tours. After getting 20+ conversions in the past month, they switch to **Maximize Conversions**.

🔹 5. Target CPA (Cost Per Acquisition)

📌 **What It Is:**

- Google **optimizes bids to achieve a target cost per conversion** (e.g., $50 per lead).
- Works best with **consistent historical data** (at least 30-50 conversions/month).

✅ **Best For:**
✔ **Businesses that want predictable cost per conversion.**
✔ **High-ticket services (law firms, SaaS, financial advisors, etc.).**
✔ **Campaigns with a strong conversion history.**

🚨 **Watch Out For:**

- If the **target CPA is too low**, Google may **limit impressions and spend**.
- Not recommended for **new campaigns without enough conversion data**.

🔹 **Example:**
A **personal injury law firm** aims for a **$250 cost per client lead** and uses **Target CPA** to maintain profitability.

◆ 6. Target ROAS (Return on Ad Spend)

📌 **What It Is:**

- Google **adjusts bids to achieve a specific return on ad spend** (e.g., $5 in revenue for every $1 spent).
- Requires **at least 50 conversions/month** and accurate conversion value tracking.

✅ **Best For:**
✔ **E-commerce stores tracking purchase revenue.**
✔ **Businesses that need to maintain profit margins.**

🚨 **Watch Out For:**

- If the **Target ROAS is too aggressive**, Google may reduce traffic.
- Needs **accurate revenue tracking** in Google Ads.

◆ **Example:**
A **luxury fashion brand** sets a **400% ROAS target** (earning $4 for every $1 spent) and optimizes for high-value purchases.

◆ 7. Target Impression Share

📌 **What It Is:**

- Google **adjusts bids to show your ad as often as possible** in a certain percentage of searches.
- **Great for brand awareness** but **not for conversions**.

✅ **Best For:**
✔ **Branded campaigns (protecting your brand name from competitors).**
✔ **Competitive industries where visibility is critical.**
✔ **High-budget campaigns focused on dominance.**

🚨 **Watch Out For:**

- **High CPCs** if competitors are also bidding aggressively.
- Doesn't prioritize conversions—**just visibility.**

◆ **Example:**
A **software company** uses **Target Impression Share** to appear **100% at the top of search results** for their own brand name to stop competitors from stealing their traffic.

◆ 8. Maximize Conversion Value

📌 **What It Is:**

- Google **prioritizes conversions that drive the most revenue** (instead of just maximizing conversion volume).
- Requires **accurate revenue tracking** in Google Ads.

✅ **Best For:**
✔ **E-commerce businesses with varying order values.**
✔ **Companies focused on profit over lead volume.**

🚨 **Watch Out For:**

- Needs **good revenue tracking**—otherwise, Google won't optimize effectively.
- Works best when **different conversions have different values** (e.g., small vs. high-ticket sales).

◆ **Example:**
A **travel booking site** sets **Max Conversion Value** to prioritize high-margin bookings (e.g., luxury hotel packages over budget hotels).

◆ 9. Portfolio Bidding Strategies

📌 **What It Is:**

- A **customized bidding strategy across multiple campaigns** for better control and consistency.
- Can be applied to **Target CPA, Target ROAS, and Maximize Conversions.**

✅ **Best For:**
✔ **Larger accounts managing multiple campaigns.**
✔ **Advertisers needing advanced automation.**

◆ **Example:**
A **national franchise** running **multiple location-based campaigns** uses a **Portfolio Bidding Strategy** to optimize **cost per conversion across all locations**.

🔹 Which Bidding Strategy Should You Use?

Goal	Best Bidding Strategy
Get traffic (new campaign)	Maximize Clicks or Manual CPC
Get conversions (leads/sales)	Maximize Conversions or ECPC
Lower cost per conversion	Target CPA
Get best ROI/profit	Target ROAS
Dominate search results	Target Impression Share
Control bid amounts manually	Manual CPC or Enhanced CPC

🔹 Key Takeaways

✅ **New accounts?** Start with **Maximize Clicks** or **Manual CPC** before moving to conversion-based bidding.
✅ **Want more conversions?** Use **Maximize Conversions** once you have at least 15-30 conversions/month.
✅ **Need better cost control?** Use **Target CPA** (for lead gen) or **Target ROAS** (for e-commerce).
✅ **For brand protection?** Use **Target Impression Share** to stay ahead of competitors.

By choosing the right **Google Ads bidding strategy**, you'll **spend smarter, scale effectively, and improve ROI.** 🚀

Google Ads Tips for Different Industries

Google Ads strategies vary **greatly by industry**, depending on customer behavior, competition, and conversion goals. Below, I break down the **best tips for each industry**, including **home services, emergency services, e-commerce, beauty, health, med spas, and more**.

🏠 Home Services (Remodeling, Roofing, HVAC, Plumbing, etc.)

📌 **Why It's Different:** High-intent searches, long sales cycles, and expensive CPCs.

✅ **Best Google Ads Strategies:**

✔ **Use Location Targeting** – Focus on high-income zip codes & older homes that need remodeling.
✔ **Prioritize High-Intent Keywords** – "Kitchen remodel near me" > "kitchen ideas."
✔ **Test Local Service Ads (LSAs)** – LSAs can outperform PPC due to the Google Guaranteed badge.
✔ **Call Tracking is Critical** – Many leads will come from calls, not form fills. Use **CallRail** to track them.
✔ **Optimize Landing Pages for Trust** – Include testimonials, before/after images, and financing options.

🎯 **Example Strategy:**

- **Campaign Type:** Search + LSAs
- **Bidding Strategy:** Start with **Maximize Clicks** (set CPC cap) → Switch to **Max Conversions** after 10+ leads
- **Ad Assets:** Call asset, location asset, sitelinks (ex: "Get a Free Quote", "See Before & Afters")

🚑 Emergency Services (Locksmiths, Tow Trucks, 24/7 Plumbers, etc.)

📌 **Why It's Different:** Customers need **immediate help**, so speed matters.

✅ Best Google Ads Strategies:

✔ **Use Call Ads & Call Extensions** – Many users skip websites and call directly from search.
✔ **Bid High for Absolute Top Position** – If you're not in the top 3, you'll miss emergency calls.
✔ **Use Geo-Targeting & Ad Scheduling** – Run ads **only in active service areas** and during business hours.
✔ **Avoid Broad Keywords** – "Emergency plumber near me" is better than just "plumber."
✔ **Track Phone Calls as Conversions** – Google won't track them by default unless set up properly.

🎯 **Example Strategy:**

- **Campaign Type:** Search Ads with Call Extensions
- **Bidding Strategy: Target Impression Share** (Top of Page)
- **Ad Copy Tip:** Emphasize speed! Ex: "🚨 24/7 Emergency Locksmith – Call Now!"

🛍️ E-Commerce (Fashion, Tech, Supplements, etc.)

📌 **Why It's Different:** Competitive pricing, brand loyalty, and retargeting potential.

✅ **Best Google Ads Strategies:**

✔ **Use Shopping Ads (PMax or Standard)** – Google Shopping often **outperforms Search Ads**.
✔ **Optimize for ROAS, Not Clicks** – Use **Target ROAS bidding** once conversion data is available.
✔ **Retargeting is Key** – 98% of visitors won't buy on the first visit. Use **Performance Max** for remarketing.
✔ **Use Dynamic Remarketing** – Show past visitors the exact products they viewed.
✔ **Test Free Shipping & Discounts in Ads** – Price and urgency can **make or break a sale**.

🎯 **Example Strategy:**

- **Campaign Type:** Google Shopping + Performance Max for remarketing
- **Bidding Strategy: Target ROAS (Start at 200%-300%)**
- **Ad Assets:** Price assets, promo codes, product images

💄 Beauty & Personal Care (Salons, Spas, Aesthetics, etc.)

📌 **Why It's Different:** High repeat customers, social proof matters, and strong visuals needed.

✅ **Best Google Ads Strategies:**

✔ **Leverage Local Search & Google Maps** – Customers look for **"best facial near me"** type searches.
✔ **Use Image Assets** – Before & after images drive **higher CTRs**.
✔ **Optimize for Appointments, Not Just Clicks** – Use **Lead Form Assets** to book directly from the ad.
✔ **Highlight Special Offers** – "$50 Off Botox This Week" works better than generic copy.
✔ **Retarget Website Visitors & Social Media Users** – Many shoppers browse multiple times before booking.

🎯 **Example Strategy:**

- **Campaign Type:** Local Search + Performance Max
- **Bidding Strategy: Maximize Conversions (Appointment Bookings)**
- **Ad Copy Tip:** Focus on pain points! Ex: "Erase Wrinkles in 15 Minutes – Book Now"

🩺 Healthcare (Dentists, Chiropractors, Med Spas, etc.)

📌 **Why It's Different:** Strict Google policies, HIPAA compliance, and competitive CPCs.

✅ **Best Google Ads Strategies:**

✔ **Avoid False Claims** – Google **bans misleading medical claims** (e.g., "Guaranteed Weight Loss").
✔ **Use Call Extensions for Immediate Bookings** – Many people prefer calling over form fills.
✔ **Localize Ads for Higher Conversions** – "Best dentist in Phoenix" works better than just "dentist."
✔ **Optimize Landing Pages for Compliance** – Avoid mentioning results that Google may flag.
✔ **Run Retargeting Ads for No-Shows** – If a lead doesn't book, follow up with Performance Max.

🎯 **Example Strategy:**

- **Campaign Type:** Search Ads + Call Extensions
- **Bidding Strategy: Maximize Conversions (New Patient Appointments)**
- **Ad Assets:** Location assets, sitelinks (ex: "Insurance Accepted," "Meet the Doctor")

🚨 **Avoid:**

- **Tracking calls if they contain sensitive medical data** (Google's policy).
- **Exaggerated claims** ("Cure your back pain forever!").

🏗️ B2B & Industrial (Manufacturing, SaaS, IT Services, etc.)

📌 **Why It's Different:** Longer sales cycles and **high-value leads** instead of high traffic.

✅ **Best Google Ads Strategies:**

✔ **Target Decision-Makers, Not General Searches** – "Enterprise IT solutions" > "best IT services."
✔ **Use Lead Form Ads for Easy Conversions** – Many B2B buyers don't want to call.
✔ **Bid on Competitor Keywords** – Many buyers **compare solutions** before purchasing.
✔ **Use LinkedIn Matched Audiences** – Target C-level decision-makers.

✔ **Run Account-Based Marketing (ABM) Campaigns** – Use Performance Max to **retarget high-value prospects**.

🎯 **Example Strategy:**

- **Campaign Type:** Search Ads + Performance Max
- **Bidding Strategy: Target CPA (High-Value Leads)**
- **Ad Copy Tip:** Focus on pain points. Ex: "Reduce Manufacturing Costs by 30% – Learn More"

🚗 Automotive (Car Dealers, Auto Repair, Rentals, etc.)

📌 **Why It's Different:** High-intent searches, localized demand, and price-sensitive customers.

✅ Best Google Ads Strategies:

✔ **Use Vehicle Listing Ads** – These outperform regular Search Ads for car dealers.
✔ **Leverage Call Extensions** – Most customers call **before visiting a dealership**.
✔ **Showcase Financing Offers** – "$0 Down Payment Available" can increase CTRs.
✔ **Use Remarketing for Test Drive Bookings** – Many buyers don't purchase on the first visit.
✔ **Geo-Targeting is Critical** – People don't travel far for auto repair.

🎯 **Example Strategy:**

- **Campaign Type:** Vehicle Listing Ads + Search Ads
- **Bidding Strategy: Maximize Conversions (Test Drive Bookings)**
- **Ad Assets:** Call extensions, price assets, location assets

---

🔑 Final Takeaways

📌 **Google Ads strategies vary by industry.**
📌 **Use the right bidding strategy for your goals** (lead gen, e-commerce, brand awareness).
📌 **Track conversions properly** – especially for calls and offline sales.
📌 **Local businesses should focus on LSAs & Call Ads** for better leads.
📌 **E-commerce should leverage Google Shopping & Performance Max.**

Each industry has **unique challenges**, but **the right targeting, ad copy, and assets** can significantly improve your **ROI.** 🚀

📌 **The Ideal Budget for Running Google Ads**

Running Google Ads **successfully** requires an adequate budget. While you don't necessarily need a massive investment, **spending too little can be just as ineffective as overspending**.

👉 **Ideal Budget Ranges:**

- **Local Businesses (Lead Generation):** $1,500 – $3,000/month
- **Competitive Niches (Legal, Supplements, Finance, etc.):** $3,000 – $10,000+/month
- **E-commerce (Physical & Digital Products):** $2,500 – $5,000/month
- **National or Global Brands:** $10,000+/month

💡 If you're **spending less than $1,000/month**, it's difficult to **test different strategies, gather meaningful data, or compete in high-cost industries**. Instead, focus on alternative marketing channels like **SEO, social media, and email marketing** to generate demand before scaling into paid ads.

💼 Google Ads Budget Recommendations for Each Industry

🏠 Home Services (Remodeling, HVAC, Roofing, Plumbing, etc.)

- **Recommended Budget:** $2,000 – $5,000/month
- **Why?** Home service keywords are **high-intent but expensive** ($10-$50 per click).
- **Best Strategy:**
  ✅ Focus on **high-value services** (e.g., full remodel > minor repairs).
  ✅ **Use call tracking** – Many conversions happen over the phone.
  ✅ Run **Local Service Ads (LSAs) + Search Ads** for best results.

🚑 Emergency Services (Locksmiths, Tow Trucks, 24/7 Plumbers, etc.)

- **Recommended Budget:** $3,000 – $8,000/month
- **Why?** Customers **convert quickly**, but **competition is high**, making CPCs expensive.
- **Best Strategy:**
  ✅ **Target Impression Share** bidding to stay at the top of search results.
  ✅ **Use Call Ads** – Many people don't even visit a website.
  ✅ **Run ads 24/7** if your business operates around the clock.

🛍️ E-Commerce (Fashion, Tech, Supplements, etc.)

- **Recommended Budget:** $2,500 – $10,000/month
- **Why?** You need **consistent traffic, retargeting, and Shopping Ads** for success.
- **Best Strategy:**
  - ✅ **Start with Google Shopping Ads** (Performance Max).
  - ✅ Use **Target ROAS** bidding once you have conversion data.
  - ✅ **Retarget website visitors** with Dynamic Display Ads.

💄 Beauty & Personal Care (Salons, Med Spas, Aesthetics, etc.)

- **Recommended Budget:** $1,500 – $4,000/month
- **Why?** Customers need **trust & visuals** before booking an appointment.
- **Best Strategy:**
  - ✅ Use **image assets** in ads to showcase results.
  - ✅ **Geo-target high-income areas** for better conversion rates.
  - ✅ Offer **limited-time discounts or free consultations**.

🩺 Healthcare & Medical (Dentists, Chiropractors, Clinics, etc.)

- **Recommended Budget:** $2,000 – $6,000/month
- **Why?** CPCs are high due to strict Google **medical ad policies**.
- **Best Strategy:**
  - ✅ **Avoid misleading claims** (e.g., "Guaranteed results!").
  - ✅ Use **appointment booking extensions** to streamline conversions.
  - ✅ **Target local keywords** like "dentist near me" with phrase match.

🏗️ B2B & Industrial (SaaS, Manufacturing, IT Services, etc.)

- **Recommended Budget:** $3,000 – $10,000/month
- **Why?** Longer sales cycles mean **higher acquisition costs**.
- **Best Strategy:**
  - ✅ **Use LinkedIn Matched Audiences** to target decision-makers.
  - ✅ Optimize for **lead forms & call tracking** instead of e-commerce sales.
  - ✅ **Bid on competitor keywords** to capture high-value leads.

🚗 Automotive (Car Dealers, Repair Shops, Rentals, etc.)

- **Recommended Budget:** $2,500 – $7,000/month

- **Why? Local targeting is essential** and **Vehicle Listing Ads perform best**.
- **Best Strategy:**
    - ✅ Use **Vehicle Listing Ads** instead of just search ads.
    - ✅ **Highlight financing options** to attract more buyers.
    - ✅ **Retarget users** who viewed vehicles but didn't inquire.

🚀 Final Takeaways

📌 **Your budget should match your industry, competition level, and conversion goals.**
📌 **Spending too little can lead to wasted money and slow results.**
📌 **Start with a focused campaign, optimize, then scale.**
📌 **Use call tracking & lead forms for service-based businesses.**
📌 **For e-commerce, use Google Shopping & Performance Max first.**

If your budget is **below $1,000/month**, it's best to **invest in organic growth (SEO, content marketing, partnerships) before scaling into paid ads.** 🚀

📌 The Ideal Budget for Google Ads & How to Allocate It Efficiently

Running a successful Google Ads campaign requires the right **budget allocation strategy**. Spending too little can lead to poor results, while inefficient allocation can waste money. This guide covers **recommended budgets for different industries** and **how to split your budget effectively** when managing multiple campaigns.

💰 How Much Budget Should You Have for Google Ads?

Your budget should align with **industry competition, CPC (cost per click), and conversion goals**. Here are rough estimates for effective Google Ads spending:

- **Local Service-Based Businesses:** $1,500 – $5,000/month
- **Competitive Niches (Legal, Insurance, Finance):** $3,000 – $10,000+/month
- **E-Commerce Stores:** $2,500 – $10,000/month
- **National or Global Brands:** $10,000+/month
- **Low-Budget Startups:** At least $50/day ($1,500/month minimum for reliable data)

💡 **If your budget is below $1,000/month**, consider focusing on organic growth (SEO, content marketing, social media) before diving into paid ads.

📊 How to Split Your Google Ads Budget Across Multiple Campaigns

When running multiple campaigns (e.g., different locations, services, or product categories), you need a **strategic budget split** to maximize efficiency.

🔹 Common Budget Allocation Challenges & Fixes

Problem	Solution
One campaign dominates the budget (e.g., 70% of the budget goes to one campaign)	Create **separate budgets per campaign** or group campaigns into **tiers based on priority**
Budget spread too thin across too many campaigns	Consolidate into fewer, more targeted campaigns (e.g., best-performing services first)
Not enough data for automated bidding	Start with **Manual CPC or Maximize Clicks**, then switch to **Maximize Conversions** when you have enough conversion data
Struggling to fund new locations or products	Use a **70/30 split** (70% to high-performing campaigns, 30% to testing new areas)

🛠️ Best Practices for Budget Allocation

- **Group campaigns into priority levels** (e.g., High, Medium, Low) and allocate more budget to the highest-performing ones.
- **Create separate campaigns for locations** instead of using one shared budget across multiple stores.
- **Test new products/services with smaller budgets** and increase spending only after seeing positive ROAS.
- **Monitor campaign spend weekly** and adjust based on performance trends.

💼 Google Ads Budget Recommendations by Industry

🏠 Home Services (Remodeling, HVAC, Roofing, Plumbing, etc.)

- **Budget Range:** $2,000 – $5,000/month

- **Best Budget Split:**
  - ✅ 50% **high-value services** (e.g., "full kitchen remodel")
  - ✅ 30% **seasonal or emergency services** (e.g., AC repair in summer)
  - ✅ 20% **remarketing & brand awareness**
- **Key Strategy:** Call tracking & LSAs (Local Service Ads)

🚑 Emergency Services (Locksmiths, Tow Trucks, 24/7 Plumbers, etc.)

- **Budget Range:** $3,000 – $8,000/month
- **Best Budget Split:**
  - ✅ 60% **Search Ads (high-intent keywords)**
  - ✅ 30% **Call Ads (direct phone leads)**
  - ✅ 10% **Display & Retargeting (brand reinforcement)**
- **Key Strategy: Target Impression Share bidding** to dominate urgent search queries.

🛍️ E-Commerce (Fashion, Tech, Supplements, etc.)

- **Budget Range:** $2,500 – $10,000/month
- **Best Budget Split:**
  - ✅ 50% **Performance Max (Google Shopping)**
  - ✅ 30% **Search Ads (brand & high-intent keywords)**
  - ✅ 20% **Retargeting & Display (abandoned carts, upsells)**
- **Key Strategy: Start with Google Shopping Ads**, then scale with remarketing & branded search.

💄 Beauty & Personal Care (Salons, Med Spas, Aesthetics, etc.)

- **Budget Range:** $1,500 – $4,000/month
- **Best Budget Split:**
  - ✅ 50% **Google Search Ads** (services like Botox, laser hair removal)
  - ✅ 30% **Local SEO & Google Business Profile ads**
  - ✅ 20% **Retargeting & Display (before/after images, promotions)**
- **Key Strategy: Geo-targeting high-income areas** & including **strong visuals**.

🩺 Healthcare & Medical (Dentists, Chiropractors, Clinics, etc.)

- **Budget Range:** $2,000 – $6,000/month

- **Best Budget Split:**
  - ✅ 60% **Google Search Ads** (appointment-based keywords)
  - ✅ 30% **Call & Message Extensions (for quick bookings)**
  - ✅ 10% **Display Ads for brand awareness**
- **Key Strategy:** Avoid **misleading claims** & focus on **high-intent, service-specific keywords**.

🏗 B2B & Industrial (SaaS, Manufacturing, IT Services, etc.)

- **Budget Range:** $3,000 – $10,000/month
- **Best Budget Split:**
  - ✅ 50% **Search Ads (high-intent, lead-gen keywords)**
  - ✅ 30% **LinkedIn Retargeting & Custom Audiences**
  - ✅ 20% **Lead Forms & Call Tracking**
- **Key Strategy: Use competitor keyword targeting** to capture high-value leads.

🚗 Automotive (Car Dealers, Repair Shops, Rentals, etc.)

- **Budget Range:** $2,500 – $7,000/month
- **Best Budget Split:**
  - ✅ 60% **Vehicle Listing Ads & Search Ads**
  - ✅ 30% **Retargeting website visitors**
  - ✅ 10% **Brand awareness & local targeting**
- **Key Strategy: Showcase inventory in ads** & highlight financing options.

🔹 How to Adjust Your Budget If a Single Campaign is Overspending

If **one campaign is consuming most of the budget (e.g., 70%)** while others underperform, try these fixes:

✅ **Group campaigns into priority tiers** (e.g., "High ROI," "Testing") and assign budgets accordingly.
✅ **Create separate budgets for different store locations or service categories** instead of a shared budget.
✅ **Use bid caps** to prevent one campaign from eating up all the spend.
✅ **Rotate budget allocations weekly** to see how each campaign performs with different spend levels.

💡 **If your budget is too small for multiple campaigns, consolidate into fewer, more targeted ones.**

🚀 Final Takeaways

📌 **Your budget should match your industry, competition level, and conversion goals.**
📌 **Spending too little can lead to wasted money and slow results.**
📌 **Start with a focused campaign, optimize, then scale.**
📌 **Use call tracking & lead forms for service-based businesses.**
📌 **For e-commerce, use Google Shopping & Performance Max first.**

📊 **If a single campaign is dominating your budget, break out spending into priority-based groups and allocate accordingly.**

If you need more personalized budget strategies, **analyze past performance, identify top performers, and optimize your spend based on data-driven insights.** 🚀

🔍 Essential Google Ads Resources & Tools for Better Campaign Performance

If you want to **run successful Google Ads campaigns**, you need the right **resources and tools** to conduct keyword research, analyze competitors, optimize ads, and track performance. Below is a list of the **best resources for each aspect of Google Ads management**.

🔑 Keyword Research & Search Volume Analysis

1️⃣ **Google Keyword Planner** (Free)

- 📌 **Best for:** Finding new keyword ideas, seeing search volume & CPC estimates
- 🔗 Access in Google Ads
- **How to Use:**
  - Enter your product/service to get **keyword suggestions**
  - See **monthly search volume** & **competition level**
  - Use **historical search trends** to find seasonal opportunities

2️⃣ **Ahrefs / SEMrush / Moz (Paid)**

- 📌 **Best for:** Advanced keyword analysis & competition tracking
- 🔗 Ahrefs, SEMrush, Moz
- **How to Use:**

- - Find **keyword difficulty scores**
  - Check which keywords competitors rank for
  - Identify **long-tail keyword opportunities**

3️⃣ **Google Trends** (Free)

- 📌 **Best for:** Seeing search trends & seasonal keyword interest
- 🔗 [Visit Google Trends](#)
- **How to Use:**
  - Compare **search volume over time**
  - Identify **regional keyword popularity**
  - Spot **trending keywords** in your industry

📊 Competitor Research & Ad Spying

4️⃣ **Meta Ad Library (For Facebook & Instagram Ads) (Free)**

- 📌 **Best for:** Seeing competitor ads on Meta platforms
- 🔗 [Access Meta Ad Library](#)
- **How to Use:**
  - Search competitors' business names or keywords
  - See their **active Facebook & Instagram ads**
  - Analyze **ad creatives, headlines, & messaging**

5️⃣ **Google Ads Transparency Center (Free)**

- 📌 **Best for:** Viewing competitor **Google Ads**
- 🔗 [Visit Google Ads Transparency](#)
- **How to Use:**
  - Enter a competitor's business name
  - See **active Google Search, Display, & YouTube ads**
  - Identify their **ad copy & visuals**

6️⃣ **SpyFu / iSpionage / AdBeat (Paid)**

- 📌 **Best for:** Competitive Google Ads research & PPC strategies
- 🔗 [SpyFu](#), [iSpionage](#), [AdBeat](#)
- **How to Use:**
  - Find **keywords competitors bid on**
  - See **historical ad performance**
  - Analyze **ad copy & landing pages**

📣 Ad Copy & Optimization Tools

7️⃣ **Google Ad Strength Checker (Built into Google Ads)** (Free)

- 📌 **Best for:** Improving **Google Ad strength** and **responsive search ads (RSAs)**
- **How to Use:**
    - Google rates ad strength as **Poor, Average, or Excellent**
    - Suggests **headline & description improvements**

8️⃣ **ChatGPT / Jasper AI (Paid & Free Options)**

- 📌 **Best for:** Generating **Google Ad headlines & descriptions**
- 🔗 [Jasper AI](#)
- **How to Use:**
    - Enter a **product/service description**
    - Generate **multiple ad variations**
    - A/B test different messaging styles

9️⃣ **AnswerThePublic (Free & Paid)**

- 📌 **Best for:** Finding **user intent-based queries** for better ad copy
- 🔗 [Visit AnswerThePublic](#)
- **How to Use:**
    - Type in a keyword
    - See **real questions people search for**

📍 Location Targeting & Geo-Based Optimization

🔟 **Google Ads Location Report (Free)**

- 📌 **Best for:** Checking **which locations drive conversions**
- **How to Use:**
    - Navigate to **Reports > Predefined Reports > Geographic**
    - Adjust bid modifiers for **high-performing locations**

1️⃣1️⃣ **Google Business Profile Insights (Free)**

- 📌 **Best for:** Tracking **local ad engagement**
- 🔗 Manage Google Business Profile
- **How to Use:**
    - See how **local search ads** influence store visits & calls

---

📈 Conversion Tracking & Performance Analysis

1️⃣2️⃣ Google Tag Manager (Free)

- 📌 **Best for:** Tracking **conversions & user actions**
- 🔗 [Visit Google Tag Manager](#)
- **How to Use:**
    - Set up **Google Ads conversion tracking**
    - Track **form submissions, calls, & purchases**

1️⃣3️⃣ Google Analytics 4 (GA4) (Free)

- 📌 **Best for:** Measuring **user behavior & attribution**
- 🔗 [Set Up Google Analytics](#)
- **How to Use:**
    - Track **Google Ads traffic performance**
    - Compare **organic vs. paid conversions**

1️⃣4️⃣ CallRail (Paid, Free Trial Available)

- 📌 **Best for:** Tracking **phone call conversions** from ads
- 🔗 [Visit CallRail](#)
- **How to Use:**
    - Set up **unique phone numbers for ads**
    - Track **which ads drive phone calls**

🛠️ Tools for Budget & Bidding Strategy Optimization

1️⃣5️⃣ Google Ads Bidding Strategy Guide (Google Support)

- 📌 **Best for:** Choosing the right bidding strategy
- 🔗 Read Google's Bidding Guide
- **How to Use:**
    - Learn when to use **Maximize Clicks, Maximize Conversions, tCPA, or Manual CPC**

1️⃣6️⃣ Google Ads Performance Planner (Free)

- 📌 **Best for:** Forecasting budget & expected performance
- **How to Use:**
    - **Go to Tools > Performance Planner**
    - Enter **budget & conversion goals**
    - Get **estimates for impressions, clicks, & conversions**

🚀 Summary: Must-Have Google Ads Tools

Category	Top Tools	Use Case
Keyword Research	Keyword Planner, Ahrefs, Google Trends	Find **high-traffic, low-competition keywords**
Competitor Research	Google Ads Transparency, SpyFu, SEMrush	See what **ads competitors are running**
Ad Copy Optimization	Google Ad Strength Checker, Jasper AI, AnswerThePublic	Improve **ad messaging**
Tracking & Conversions	GA4, Google Tag Manager, CallRail	Measure **ad performance & lead quality**
Budget & Bidding	Google Ads Performance Planner, Bidding Guide	Optimize **spending & bids**
Local Ads & Geo-Targeting	Google Business Profile, Location Reports	Improve **local campaign performance**

📌 Final Tip: Use Free Google Ads Resources First!

If you're just starting, **Google Ads Keyword Planner, Transparency Center, and GA4** are **free and powerful** tools. For advanced campaigns, consider **paid tools** like **SEMrush, SpyFu, or CallRail** to get deeper insights and improve performance. 🚀

Google ads reps: some google ads reps are good and will try to help you but most just want you to spend more money and turn on the ai recommendations inside of auto apply

📏 Google Ads Image Sizes & Asset Requirements (2025 Updated)

When running **Google Ads**, it's crucial to use the correct **image sizes, aspect ratios, and file formats** to ensure your ads look great across all placements. Below is a **complete guide** for Display, Search, Shopping, YouTube, Performance Max, and Discovery ads.

🔵 Google Display Ads (Responsive Display Ads - RDA)

👉 These ads automatically adjust to fit various placements across the **Google Display Network (GDN)**.

✅ Recommended Image Sizes & Aspect Ratios

Asset Type	Size (px)	Aspect Ratio
Landscape Image	1200 x 628 px	**1.91:1** (Mandatory)
Square Image	1200 x 1200 px	**1:1** (Mandatory)
Portrait Image	960 x 1200 px	**4:5** (Optional)
Logo (Square)	1200 x 1200 px	**1:1** (Mandatory)
Logo (Landscape)	1200 x 300 px	**4:1** (Optional)

📌 File Types & Requirements

- **Formats:** PNG or JPG
- **Max File Size: 5MB**
- **No text overlay > 20% of image area**
- **Transparent backgrounds not recommended for logos**

🔴 Google Search Ads (Expanded & Responsive Ads)

👉 Search ads don't use images but require **headlines, descriptions, and ad extensions**.

✅ Text Ad Guidelines

Field	Character Limit
Headlines	Up to **15** headlines, each max **30 characters**
Descriptions	Up to **4** descriptions, each max **90 characters**
Display Path	Max **15 characters** (2 optional fields)

📌 Best Practices

- Use **at least 8-10 headlines** to give Google flexibility
- Include **keywords** naturally in at least 3 headlines

- Always use a **clear CTA (Call-to-Action)**

🛍️ Google Shopping Ads (Product Listings - PLA)

👉 Shopping Ads rely on product feeds with **automated images** pulled from Merchant Center.

✅ Image Size Requirements

Ad Type	Size (px)	Aspect Ratio
Product Image	800 x 800 px or higher	**1:1 (Square)**
Lifestyle Image (Optional)	1200 x 1200 px	**1:1 (Square)**

📌 Best Practices

- Use **high-resolution images** (larger than **800x800 px**)
- No **watermarks, logos, or promotional overlays**
- **White or light backgrounds** work best for product photos

---

🎥 YouTube Ads (Video Ads for Google Ads)

👉 YouTube Ads run as **skippable, non-skippable, bumper ads, or video discovery ads**.

✅ Video Ad Specs & Length Limits

Ad Type	Aspect Ratio	Max Length	Resolution
Skippable In-Stream	16:9	3 sec – 3 min	1080p+ recommended
Non-Skippable In-Stream	16:9	6–15 sec	1080p+ recommended
Bumper Ads	16:9	Max **6 sec**	1080p+ recommended
YouTube Shorts Ads	9:16	15–60 sec	720p+ minimum

📌 File & Format Requirements

- **Formats:** MP4, MOV, AVI, or MPEG
- **Max File Size: 512MB**
- **Frame Rate:** At least **30 fps**
- **Bitrate:** 16 Mbps or higher for HD

🟢 Performance Max (PMax) Ads

👉 PMax campaigns use **multiple assets** across Google's networks (Search, Display, YouTube, Discover, etc.).

✅ Asset Requirements for PMax

Asset Type	Size (px)	Aspect Ratio
Landscape Image	1200 x 628 px	**1.91:1** (Required)
Square Image	1200 x 1200 px	**1:1** (Required)
Portrait Image	960 x 1200 px	**4:5** (Optional)
Logo (Square)	1200 x 1200 px	**1:1**
Logo (Landscape)	1200 x 300 px	**4:1**
Video (Recommended)	1920 x 1080 px	**16:9**

📌 Additional Guidelines

- Upload **at least 5 images** in different sizes
- Use **high-quality visuals** (avoid blurry images)
- Add **at least 1 video** (Google may auto-generate one if missing)

🟠 Google Discovery Ads

👉 Discovery Ads appear in **Gmail, YouTube, & Google Discover Feeds**.

✅ Image & Asset Requirements

Asset Type	Size (px)	Aspect Ratio
Landscape Image	1200 x 628 px	**1.91:1**
Square Image	1200 x 1200 px	**1:1**
Portrait Image	960 x 1200 px	**4:5** (Optional)

📌 Best Practices

- Upload **multiple image sizes** for better placement coverage
- Use **engaging, eye-catching visuals**
- Keep the **main subject in the center** (avoid cropping issues)

📢 Summary: Google Ads Image & Video Specs

Ad Type	Key Sizes	File Types	Max File Size
Display Ads (RDA)	1200x628, 1200x1200, 960x1200	JPG, PNG	**5MB**
Shopping Ads	800x800+	JPG, PNG	**5MB**
YouTube Video Ads	1920x1080, 16:9	MP4, MOV	**512MB**
Performance Max	1200x628, 1200x1200, 960x1200	JPG, PNG, MP4	**5MB (Images), 512MB (Videos)**
Discovery Ads	1200x628, 1200x1200, 960x1200	JPG, PNG	**5MB**

📌 Final Tips for Google Ads Creative Optimization

✔️ **Use the highest resolution images possible** – blurry images hurt performance
✔️ **Test multiple formats & aspect ratios** for best results
✔️ **Keep text to a minimum on images** (especially for Display & Discovery ads)
✔️ **Use contrast & branding** to make ads stand out
✔️ **For Video Ads:** Hook viewers in the first **3-5 seconds**

By following these guidelines, you'll ensure **better ad placement, visibility, and performance** across all Google Ads networks! 🚀

📊 Google Ads Recommendation Score & Reporting Columns: What Matters?

Many advertisers get caught up trying to maximize **Google Ads' Recommendation Score**, believing that getting a **100%** score will automatically improve performance. **But does it really matter?**

The **short answer:** No, **Recommendation Score is not a direct ranking factor.** However, some suggestions can be useful. **It's a guideline, not a rule.**

🔵 Why Google Ads Recommendation Score Doesn't Matter (Much)

Google's **Recommendation Score** is based on how well you're using Google's automated features **(Smart Bidding, Broad Match, PMax, etc.)**—which often means **spending more money** rather than actually improving your ROI.

◆ **Common "Bad" Recommendations:**
🚫 **Increase your budget** → More spend doesn't always mean better results.
🚫 **Use Broad Match keywords** → This can waste ad spend without proper negative keywords.
🚫 **Switch to Maximize Conversions too early** → Needs enough conversion data first.
🚫 **Add audience segments that aren't relevant** → Just because an audience exists doesn't mean it's useful.

◆ **Useful Recommendations:**
✅ **Add negative keywords** → Helps prevent wasted spend.
✅ **Improve Ad Strength** → Can increase CTR with better headlines & descriptions.
✅ **Test new ad creatives** → A/B testing different messaging can help.
✅ **Fix tracking issues** → Ensures proper conversion tracking.

📌 **Best Practice:**

- **Ignore the Recommendation Score** as a performance metric.
- **Only apply recommendations** that align with your **campaign goals & strategy**.

📊 How to Add More Reporting Data to Google Ads (Columns & Metrics)

Google Ads gives you **tons of valuable insights**, but many key metrics are **hidden by default**. Here's how to **add columns** to get deeper reporting.

✅ How to Add More Columns in Google Ads

1. **Go to Google Ads Dashboard**
2. **Click on "Campaigns," "Ad Groups," or "Keywords"** (whichever view you want to edit).
3. **Click on "Columns" (top right of the table).**
4. **Click "Modify Columns"**
5. **Search for and add the following important metrics:**
6. **Click "Apply"**

🔎 Important Google Ads Columns & What They Do

1 Quality Score (for Keywords)

- **What It Is:** A score (1-10) that shows how relevant your ads, landing pages, and keywords are.
- **Why It Matters: Higher Quality Score = Lower CPC & Better Ad Rank**
- **How to Improve:**
  ✅ Improve **ad relevance** (match ad copy to search terms).
  ✅ Increase **CTR (Click-Through Rate)** with better headlines.
  ✅ Optimize **Landing Page Experience** (fast load times, mobile-friendly, relevant content).

---

2 Landing Page Experience

- **What It Is:** Google rates whether your landing page is useful & relevant to users.
- **Why It Matters:** A **bad landing page** lowers your Quality Score & increases CPC.
- **How to Improve:**
  ✅ Ensure **fast load speed** (**Test with PageSpeed Insights**)
  ✅ Make it **mobile-friendly**
  ✅ Match **ad copy & landing page content**

---

3 Expected CTR (Click-Through Rate)

- **What It Is:** Google's prediction of how likely users are to click your ad.
- **Why It Matters:** Higher CTR improves **Quality Score** & lowers CPC.
- **How to Improve:**
  - ✅ Use strong **CTAs (Call-to-Actions)** like "Get a Free Quote" or "Shop Now."
  - ✅ A/B test **different ad variations**.
  - ✅ Match **ad text to search intent**.

---

4 Impression Share (%)

- **What It Is:** The % of total available impressions your ad is receiving vs. competitors.
- **Why It Matters:** If you're losing **Impression Share due to budget**, you may be missing out on conversions.
- **How to Improve:**
  - ✅ Increase bid/budget (if profitable).
  - ✅ Improve **Ad Rank (better Quality Score & CTR).**

---

5 Search Term Report

- **What It Is:** Shows the actual search terms that triggered your ads.
- **Why It Matters:** Helps identify **irrelevant searches** that are wasting budget.
- **How to Improve:**
  - ✅ Add **negative keywords** to remove irrelevant searches.
  - ✅ Identify **high-performing search terms** & create dedicated ad groups.

---

6 Conversion Rate (CVR) & Cost Per Conversion (CPA)

- **What It Is: Conversion Rate = % of users who completed a desired action** (lead, purchase, call, etc.).
- **Why It Matters:** Higher CVR means better efficiency & profitability.
- **How to Improve:**
  - ✅ Optimize **landing pages** (faster speed, clear CTAs, fewer form fields).
  - ✅ Use **remarketing** to re-engage non-converters.

---

7 Device Performance

- **What It Is:** Shows performance breakdown by **Mobile, Desktop, & Tablet**.
- **Why It Matters:** Helps allocate budget efficiently.
- **How to Use It:**
    ✅ **If mobile performs better → Increase mobile bid adjustment.**
    ✅ **If desktop converts better → Shift budget toward desktop traffic.**

🎯 Summary: How to Get Better Google Ads Insights

Metric	What It Shows	Why It Matters	How to Improve
Quality Score	Ad relevance, CTR, landing page quality	Affects CPC & Ad Rank	Improve landing page & ad copy
Landing Page Exp.	How user-friendly/relevant page is	Bad experience = Higher CPC	Improve page speed & content
Expected CTR	Predicted click-through rate	Higher CTR = Lower CPC	A/B test ad copy, use strong CTAs
Impression Share	% of available impressions won	Low share = Losing clicks to competitors	Increase bids, improve Ad Rank
Search Term Report	Actual searches triggering ads	Find wasted spend	Add negative keywords
Conversion Rate	% of users converting	Measures efficiency	Optimize landing pages & CTAs
Device Performance	Mobile vs. Desktop vs. Tablet	Helps budget allocation	Adjust bids for high-performing devices

---

🚀 Final Thoughts: Focus on the Right Metrics, Not Just Google's Suggestions

🔹 **DO NOT blindly follow Google's Recommendation Score**—it's designed to increase your ad spend, not necessarily your **profitability**.
🔹 **Add custom columns** in **Google Ads** to track the metrics that actually **drive ROI**.
🔹 **Quality Score, Landing Page Experience, & Search Terms Report** are much **more important** than Google's recommendations.

◆ **Always test & optimize**—don't assume that Google's default settings are the best choice for your campaigns.

You can also add keyword as an column option when going through search term report to see the keyword that was triggered when you go through search terms
Negative keywords are super important

🔎 How to Analyze Google Ads Search Terms: Account vs. Ad Group Level & Key Metrics

Understanding your search terms report is one of the most powerful ways to improve Google Ads performance. This report tells you **exactly** what users searched before clicking your ad—helping you identify **high-value keywords** and **remove irrelevant ones** to save budget.

📌 Where to Find & Analyze Search Terms in Google Ads

1️⃣ Account-Level Search Terms Report

- **Best For:** Identifying trends across all campaigns.

- **How to Access:**

  1. In **Google Ads**, go to the **Keywords tab**.
  2. Click on **Search Terms** in the left-side menu.
  3. Select **All Campaigns** to view data across your account.
- **How to Use It:**
  ✅ Find **account-wide negative keywords** that waste budget.
  ✅ Spot **common search trends** across multiple campaigns.
  ✅ Identify **brand-related searches** that could be moved into a dedicated campaign.

2️⃣ Campaign-Level Search Terms Report

- **Best For:** Refining performance within a specific campaign.

- **How to Access:**

  1. Click into a specific **campaign**.
  2. Navigate to the **Keywords** tab.

3. Click **Search Terms** to see all queries related to that campaign.
- **How to Use It:**
   - ✅ Find **high-performing terms** to add as **exact match** keywords.
   - ✅ Identify **low-quality traffic** and add as **negative keywords**.
   - ✅ Compare performance of **broad vs. phrase vs. exact match** keywords.

3️⃣ Ad Group-Level Search Terms Report

- **Best For: Highly granular keyword optimization** within an ad group.

- **How to Access:**

   1. Click into a **campaign**, then select a **specific ad group**.
   2. Go to **Keywords > Search Terms**.
- **How to Use It:**
   - ✅ Identify **which search terms trigger which ad groups** (useful for SKAG/STAG structures).
   - ✅ **Move search terms** into more specific ad groups for better control.
   - ✅ Prevent **keyword overlap** by ensuring the right searches trigger the right ads.

🔢 Important Columns to Add in the Search Terms Report

To get **the most insights**, customize your columns in Google Ads by adding these key metrics:

Column Name	What It Shows	Why It Matters
Search Term	The actual query a user typed	Helps find **new keyword opportunities** or wasted spend
Match Type	Broad, Phrase, or Exact match	Tells you **which match types** are driving performance
Conversions	Number of actions (leads, sales, etc.)	Helps identify **profitable** vs. **wasteful** search terms
Cost Per Conversion (CPA)	Average cost per conversion	Helps determine **if a term is too expensive** to keep bidding on

CTR (Click-Through Rate)	% of users clicking your ad	Low CTR could indicate a **bad match between ad and keyword**
Impressions	How often the search term appeared	Shows if a term has **high or low visibility**
Clicks	Total clicks for a search term	Helps determine which terms **drive the most traffic**
Quality Score	Google's rating of ad relevance (1-10)	Low scores mean **you need better ad copy or landing page alignment**
Search Impression Share	% of times your ad showed vs. potential	Low share means **you may need to increase bids or improve ad rank**
Conversion Rate (CVR)	% of clicks that converted	Helps prioritize **high-intent search terms**
Negative Keyword Matches	Which negative keywords blocked terms	Ensures **no relevant queries are getting blocked by mistake**

🔍 How to Interpret Search Term Data & Take Action

Finding	What It Means	What to Do
High impressions, low CTR	Your ad isn't relevant enough for that search term	Improve ad copy or add it as a negative keyword if it's irrelevant
High clicks, no conversions	Users click but don't convert	Optimize landing page, add call-to-action, check mobile experience
Low impressions, high conversion rate	The term is valuable, but not showing enough	Increase bids to get more visibility
Search terms triggering multiple ad groups	Keywords are competing against each other	Adjust keyword targeting to avoid overlap
Broad match generating irrelevant terms	Google is matching you to the wrong searches	Switch to **phrase/exact match** and add negatives

🎯 Pro Tips for Search Term Optimization

✅ **Check Search Terms Weekly** → Trends change, and constant optimization saves budget.
✅ **Add Negative Keywords Regularly** → Prevent wasted spend on low-converting searches.
✅ **Move High-Performing Search Terms Into Exact Match** → Gain better control and **higher conversion rates**.
✅ **Use Labels** → Mark high-performing vs. low-performing keywords for **easier tracking**.
✅ **Use Scripts/Rules to Auto-Exclude Bad Search Terms** → Set up automation to remove terms with **high spend & no conversions**.

🚀 Final Takeaways: Mastering Google Ads Search Terms

- **Look at search terms at different levels** (Account, Campaign, Ad Group) for maximum insight.
- **Customize columns** to see the most relevant data.
- **Identify top-performing terms** and convert them into **exact match keywords**.
- **Eliminate wasted spend** with a strong **negative keyword strategy**.
- **Optimize continuously**—search trends shift, so **frequent monitoring = better performance**.

By consistently **analyzing and refining search terms**, you'll drive **higher ROI and better ad performance** over time. 🚀

✅ **Use Search Terms Report Weekly** → Identify & exclude irrelevant queries.
✅ **Block Low-Intent Keywords** → Avoid terms like *"free," "cheap," "DIY," "jobs,"* etc.
✅ **Exclude Competitor Names** → Unless you're running a competitor campaign, they can waste budget.
✅ **Prevent Mismatches** → Add negatives for unrelated searches that trigger your ads.
✅ **Use Negative Keyword Lists** → Create reusable lists for common exclusions (e.g., customer service, careers).
✅ **Layer Match Types** → Use **phrase** and **exact match negatives** to avoid blocking relevant searches.
✅ **Exclude Irrelevant Locations** → Add cities or states where you don't operate.
✅ **Monitor & Adjust Regularly** → New search terms pop up—stay on top of them!
And negate irrelevant searches like if you do like botox you can negate search terms like best botox for ___ cause its not someone searching with high intent

Google Ads AI Copywriting Guide

Headlines (35 characters max)

- **Keep it direct and action-driven**
- **Use numbers and strong words** for impact
- **No filler words** like "Check out" or "We offer"

- **Capitalize important words**
- **Prioritize benefits over features**
- **Remove unnecessary words**

✅ **Industry Examples:**

Home Services:

- "Same Day AC Repair Near You"
- "Roof Leaks Fixed in 24 Hours"
- "Free Pest Control Inspection"

E-commerce:

- "New Shoes Under $50 Today"
- "Fast Shipping on All Orders"
- "Shop Bestselling Tech Deals"

Health & Wellness:

- "IV Hydration in 45 Minutes"
- "Botox for $99 This Week"
- "Doctor Approved Weight Loss"

Finance & Insurance:

- "Auto Loans as Low as 2.9%"
- "Instant Home Insurance Quote"
- "Compare Mortgage Rates Now"

Descriptions (90 characters max)

- **Lead with a strong benefit or offer**
- **Keep it simple and readable**
- **Use numbers where possible**
- **Call to action should feel natural**

✅ **Industry Examples:**

Home Services:

- "Get your AC fixed today. No hidden fees. Call now for a free quote."
- "Roof damage? Fast repairs and affordable pricing. Book a free inspection."

E-commerce:

- "Shop trending styles with free returns. Limited stock available."
- "New tech deals live now. Save big on top brands. Order before midnight."

Health & Wellness:

- "Feel better fast with mobile IV therapy. Book your appointment today."
- "Rejuvenate your skin with Botox. Limited spots available. Call now."

Finance & Insurance:

- "Low-interest auto loans with fast approvals. Check your rate in minutes."
- "Protect your home with affordable insurance. Get an instant quote now."

AI Optimization Rules:

1. **Avoid punctuation clutter** (No excessive commas, exclamation points)
2. **Write for skimming** (Short phrases, easy to read)
3. **Keep CTAs natural** ("Shop now" not "Click here to shop")
4. **Use numbers where possible** ("50% off today" not "Huge discount")
5. **Test variations** (Headline 1: "Same Day Roof Repair" vs. Headline 2: "Roof Fixed Fast")

✅ **Why?** High competition may cause CPA to fluctuate, making tCPA harder to sustain.

Output Example (AI Response Format)

Input:

- Conversions last 30 days: 18
- Avg CPA: $120
- Target CPA: $100
- Daily Budget: $250
- Bidding Strategy: Max Conversions
- Auction Insights: Medium Competition
- Impression Share Lost: 20%

AI Response:
📣 **Recommendation:**
"Your campaign does not have enough conversion volume to use Target CPA effectively. Stick

with Max Conversions to optimize for volume, and consider increasing budget to support more conversions."

🎯 **Suggested Bidding Strategy: Max Conversions**

Additional AI Optimization Rules:

1. **Limit Bidding Strategy Changes to Every 2-3 Weeks**
2. **If switching to tCPA, increase budget first and test gradually**
3. **Use micro-conversions (e.g., 'Add to Cart', 'Lead Form Start') if volume is low**
4. **Monitor CPA weekly and adjust bids in 10-15% increments**
5. **Ignore Google's suggested CPA if it is unrealistic compared to actual CPA trends**

Headlines and descfriptions should match the keywords that are in the ad groups.
The ad groups should contain around 4-5 phrase or broad match keywords to start and then you can add exact as you go through search terms.
Go through search terms once you are starting to get good conversion data and add those terms into your ad gorup.

Google Ads Phrase Match Is Losing Precision: Key Takeaways from Recent Research

After analyzing recent discussions and industry insights, it's clear that **Google's phrase match has become significantly less precise**, acting more like broad match in many cases. This shift is causing challenges, especially for **B2B and niche advertisers** who rely on tightly controlled search terms.

1. Phrase Match Is Now Behaving Like Broad Match

- Advertisers are reporting **irrelevant search terms** triggering phrase match keywords.
- Examples include **brand name vs. brand name** searches showing up for unrelated terms.
- Google's system appears to be **ignoring word order and implied intent** more than before.

2. Competitor Terms Are Becoming More Common

- Phrase match is increasingly matching for **competitor brand names**, even when no direct relation exists.
- This suggests Google is pushing higher **CPC queries** by default, potentially driving up ad costs.
- **B2B advertisers are seeing major inefficiencies**, making precise targeting harder.

3. Negative Keyword Management Is Essential

- Advertisers **must now use aggressive negative keyword strategies** to filter out irrelevant traffic.
- **Daily or frequent search term audits** are becoming necessary to maintain targeting precision.
- Some are even developing **custom scripts** to exclude irrelevant queries automatically.

4. Broad Match + Smart Bidding Is Outperforming Phrase Match in Some Cases

- Some advertisers report that **broad match (with smart bidding)** is **more efficient** than phrase match.
- When combined with **exact match**, broad match appears to intelligently expand reach without excessive waste.
- However, this is highly **account-dependent** and requires close monitoring.

5. Exact Match Is Also Loosening Its Rules

- **Exact match is no longer truly exact**, meaning Google is expanding its reach beyond strict keyword matches.
- The best workaround is using **exact match + strong negative keyword lists** to regain control.

6. Advertisers Are Shifting Strategies

- Some marketers are abandoning phrase match entirely and **relying only on exact match + broad match with smart bidding**.
- Others are increasing their use of **long-tail exact match keywords** to refine targeting.
- Many are **doubling down on conversion tracking** and **first-party data** to help guide Google's machine learning.

Final Thoughts: Adapt or Get Lost in Google's Automation

- Phrase match **is no longer a reliable middle-ground option** between exact and broad match.
- Advertisers must **actively manage negatives, test bid strategies, and audit search terms more frequently**.
- The safest strategy now involves a **mix of broad match (with smart bidding) and exact match (with tight exclusions)**.
- Expect further changes—Google is **moving toward full automation** and reducing manual control.

🔍 **Recommendation:** If phrase match is leading to wasted spend, test **broad match with smart bidding or an exact match-only strategy** while closely managing negative keywords.

Try it out in experiments too

You can upload negative keywords to pmax campaigns here
https://support.google.com/google-ads/contact/pmax_implementation

Are Offline Conversions Useful for Google Search Ads?

Based on industry insights and recent discussions, **Offline Conversion Tracking (OCT) can be highly beneficial for B2B advertisers running Google Search Ads.** Here's why:

---

1. Offline Conversions Help Google Optimize for Higher-Value Leads

- Standard **Google Ads conversions** (form fills, calls, etc.) don't differentiate between **qualified and unqualified leads**.
- **By uploading offline conversions (e.g., closed deals, qualified leads, revenue data)** back to Google Ads, you **train the algorithm** to prioritize better-quality users.
- This is especially useful for **B2B companies**, where lead qualification happens offline.

---

2. How Offline Conversion Tracking Works

- A user clicks a Search ad and submits a lead form.
- Google assigns a **GCLID (Google Click ID)** to the lead.
- The lead is stored in your **CRM or Google Sheet**.
- When the lead **progresses through the sales funnel** (e.g., becomes a customer), you upload that data back to Google Ads.
- **Smart Bidding adjusts automatically**, favoring users with similar characteristics.

✅ **Example Workflow:**

1. User clicks on an ad and fills out a form.
2. The lead enters the CRM with the **GCLID attached**.
3. The lead becomes a **qualified prospect or closes as a customer**.
4. You upload the **GCLID + revenue (optional) back to Google Ads**.
5. Google **prioritizes showing ads to users with similar behaviors.**

---

3. Search Ads Still Reach Everyone, But Targeting Improves

- Search Ads still appear based on **keyword intent**, but Google optimizes toward **higher-value leads** over time.

- If you don't upload offline conversions, Google **might waste budget** on lower-quality leads that don't convert.
- For **B2B companies struggling with unqualified leads**, **this is a game-changer**.

---

4. Common Misconceptions

❌ **"Offline conversion tracking only works for Display Ads."**
✅ **False** – Google optimizes **Search Ads too** when offline conversions are used.

❌ **"It only works for high-budget campaigns."**
✅ **False** – Even small B2B advertisers see improvements in lead quality.

❌ **"It's complicated to set up."**
✅ **Depends** – If you use a CRM like HubSpot, Salesforce, or even Google Sheets, you can **automate the upload**.

---

5. When Offline Conversions Are Most Useful

- You **struggle with low-quality leads** from search ads.
- Your business has **a long sales cycle** with qualification steps.
- You rely on **lead nurturing instead of instant purchases**.
- Your Google Ads **cost per lead is too high**, and you need to improve efficiency.

Final Takeaway: Should You Use Offline Conversions for Search Ads?

✅ **Yes—if your business depends on lead qualification, especially in B2B.**
🚀 **It allows Google to optimize for better, high-value leads instead of wasting budget on poor-quality clicks.**

Turn off search partners
Turn off google display network
Only target people currently in not interested in for location targeting settings

Google Ads Tips for Small Business Owners Managing PPC Themselves

If you're a small business owner running **Google Ads on your own**, there are key **settings and strategies** to focus on in order to avoid common pitfalls. Here's a **summary of the best advice** from experienced PPC specialists:

---

1. Avoid Google's Default Settings & Automated Recommendations

- **Google's suggestions often prioritize increased ad spend** rather than better ROI.
- **Turn off the Display Network and Search Partners** unless you have a strategy for them.
- **Disable "Presence or Interest" location settings** to avoid wasting money on irrelevant regions.

---

2. Optimize Your Campaign Setup for Efficiency

- **Start with Search-Only campaigns.** Avoid Performance Max and Display initially.
- Use **Exact Match and Phrase Match keywords** only—**Broad Match can waste budget.**
- Set **manual bidding first** to understand performance before switching to Smart Bidding.
- **Track all conversions properly**, including phone calls and form submissions.

---

3. Constantly Monitor & Optimize Keywords

- Regularly **audit your search terms** to **exclude irrelevant traffic** using **negative keywords**.
- **Monitor location targeting** to ensure your ads don't show in unintended countries.
- **Adjust bids based on performance**, rather than blindly increasing budget.

---

4. Budgeting & Bidding Tips

- Use the formula: **Monthly budget ÷ 30.4 = Your daily budget.**
- Don't make drastic bid changes; **adjust in 10-15% increments** to avoid disrupting performance.
- **Set a max CPC to control costs** and prevent overpaying for clicks.

---

5. Training & Resources to Learn Google Ads Properly

- **Google Skillshop (Free)** – Google's official training platform.
- **YouTube Channels**: Grow My Ads, Aaron Young, Sam Piliero, Joel Davies.
- **Books**: "Ultimate Guide to Google Ads" by Perry Marshall.
- **Udemy Courses**: Look for recent, well-rated courses with practical walkthroughs.

-

Final Takeaway: You Can Do It—But Be Smart About It

- **It's possible to manage Google Ads yourself**, but expect **a learning curve** and **some wasted spend early on**.
- Focus on **strategy, tracking, and optimization**, rather than just setting up ads and hoping for results.
- **Don't outsource too early**—learn the basics first so you can **evaluate whether an expert is truly adding value.**

Best Call Tracking Solutions for PPC Campaigns

If you're looking to **upgrade your call conversion tracking** for Google Ads, there are several **reliable and cost-effective options** to consider. Here's a breakdown of **the most recommended tools and strategies** from experienced PPC professionals:

---

1. Google Ads Call Tracking (Free, Basic Option)

- **Google Forwarding Number** allows tracking of calls directly from Google Ads.
- Calls are **visible in Google Ads reports** and can be imported back as conversions.
- **Limitations**: Only works within Google Ads, lacks deep insights, and can't track calls from other sources.

---

2. CallRail (Most Popular for Small-Mid Agencies)

- **Easy to set up** and integrates well with Google Ads.
- **Tracks phone calls, forms, and web sessions** across multiple marketing channels.
- **Client-friendly reporting** and automation options.
- **Downsides**: Some agencies find it **lacks advanced customization** and may require **Zapier for CRM integrations**.

---

3. CallTrackingMetrics (More Features, Slightly Cheaper than CallRail)

- **Similar to CallRail but with more customization** for call attribution.

- Works well for **multi-location businesses** needing call routing.
- **More powerful reporting and integration options**.
- **Downsides**: Less user-friendly than CallRail for beginners.

---

4. WhatConverts (Best for Multi-Channel Lead Tracking)

- Tracks **calls, forms, live chat, emails, and transactions** in a single dashboard.
- Provides **quote and sales value tracking**, sending data back to Google Ads.
- **Best for agencies managing multiple clients** and tracking more than just calls.
- **Downsides**: Higher learning curve and slightly pricier.

---

5. Nimbata (Cost-Effective Alternative)

- **More affordable than CallRail** while still offering solid tracking.
- **Easier setup and good customer support**.
- Great for **agencies needing to track calls without breaking the bank**.
- **Downsides**: Fewer integrations and features compared to premium tools.

Key Takeaways

✅ **For Basic Tracking**: Use **Google Forwarding Numbers** (free but limited).
 ✅ **For Small Agencies or Businesses**: **CallRail** is the easiest and most widely used.
 ✅ **For Advanced Features & Integrations**: **CallTrackingMetrics** offers better customization.
 ✅ **For Tracking More Than Just Calls**: **WhatConverts** provides a **full lead tracking solution**.
 ✅ **For Budget-Friendly Tracking**: **Nimbata** is a **cheaper alternative** with good support.

Best Strategies for Testing Ad Copy in RSAs (Responsive Search Ads)

If you're looking to improve **ad copy testing for RSAs** while keeping **both performance and client satisfaction in check**, here are the most effective strategies recommended by PPC professionals:

---

1. Use an Ad Variation Experiment

- **Google Ads' built-in "Ad Variations" tool** allows for **controlled A/B testing** of different RSA elements.

- Lets you **test entire sets of ad variations** rather than relying on Google's optimization.
- Helps in **isolating specific changes** (e.g., different headline approaches) for **clearer performance insights**.

---

2. Run Two RSAs: One for Performance, One for Client Visibility

- **Primary RSA (Unpinned)**: Google optimizes for best performance.
- **Secondary RSA (Pinned Headlines & Descriptions)**: Only serves **10-15% of impressions**, ensuring that when the client searches, they mostly see the messaging they prefer.
- This way, the **algorithm still optimizes traffic**, while **keeping the client reassured**.

---

3. Structured "Bucket" Testing Approach

Instead of randomly mixing headlines, organize them into **distinct categories**:

- **Benefit-focused** (e.g., "Save 30% on Custom Solutions")
- **Problem-focused** (e.g., "Struggling with X? We Can Help")
- **Social proof/testimonials** (e.g., "Rated #1 by 10,000+ Clients")
- **Call to Action (CTA)** (e.g., "Get a Free Quote Today")

Ensure **each RSA includes headlines from all buckets** to get a well-rounded test.

---

4. Isolate Testing to Just Descriptions

- Keep **headlines the same** across different RSAs.
- **Only test variations in descriptions**.
- Provides **cleaner test data** without Google's unpredictable optimization distorting results.

---

5. Automate Client-Facing Ad Screenshots

- Set up **VPNs or ad preview tools** to capture **screenshots of their ads in real-world searches**.
- Share these weekly with clients to **satisfy their need to "see" their ads** without them constantly disrupting performance by searching.

---

6. Strategic Pinning Approach

- Instead of **pinning everything**, pin just **one key message** in H1.
- Let Google rotate **H2 and H3 dynamically**.
- This keeps a **core message stable** while still **allowing optimization**.

Smart Google Ads Strategy for a $1,000 Budget (2025 Edition)

If you're running a **local web design** campaign with a **low-ticket offer ($1,200 website package)** and want to validate your idea with **$1,000 in ad spend**, here's the best way to **maximize conversions and avoid wasting budget** in 2025.

---

1. Campaign Setup & Best Practices

✅ **Use Search Ads Only** – Skip Display & Performance Max to avoid irrelevant traffic.
✅ **Target Your City Only** – Set location to **"Presence"** (not "Presence or Interest") to prevent out-of-area clicks.
✅ **Bidding Strategy** – Start with **Manual CPC** (~$5-$10 per click) and switch to **Maximize Conversions** after gathering data.
✅ **Negative Keywords** – Block searches like *"free website design," "DIY website builder," "web design jobs,"* etc.

---

2. High-Intent Keywords for Local Leads

Use **exact match** & **phrase match** for **buyers actively looking** for web design services.

- **Best Converting Keywords:**

  - `"web design company near me"`
  - `"affordable small business website"`
  - `"hire a web designer in [city]"`
  - `"business website for under $1,500"`

- **Keywords to Avoid (High Cost, Low Intent):**

  - `"how to build a website"`
  - `"best free website builders"`
  - `"web design courses"`

---

3. High-Performing Ad Copy & Headlines

Google's **Responsive Search Ads (RSAs)** allow 15 headlines and 4 descriptions. **Best practices:**

- ◆ **Headline Examples:**

  - "Custom Websites – Only $1,200!"
  - "Get a Small Business Website Fast"
  - "Professional Web Design – Flat Rate"
  - "Turn Clicks Into Customers"
  - "Website in 7 Days – Get Started Now"

- ◆ **Description Examples:**
👉 "Professional, mobile-friendly websites for small businesses. Flat $1,200 pricing. No hidden fees!"
👉 "Fast, affordable web design in [City]. Get a custom-built site that drives leads!"

📌 **Call-to-Action (CTA) Ideas:**
✅ "Schedule a Free Call Today!"
✅ "See Our Portfolio & Get Started!"
✅ "Limited Spots Available – Contact Us Now!"

---

4. Budget Breakdown & Expected Results

💰 **Estimated CPC (Cost Per Click):** $5-$10
📊 **Total Clicks for $1,000 Budget:** ~100-200
📞 **Estimated Leads (5-7% Conversion Rate):** 5-14
💼 **Clients Needed to Break Even:** 1
🚀 **Clients Needed for Profit:** 2+

---

5. Tracking & Optimization for Best ROI

✅ **Set Up Conversion Tracking** in Google Tag Manager (track form fills & calls).
✅ **Monitor Search Terms Daily** – Add negatives to cut irrelevant clicks.
✅ **A/B Test Ad Variations Weekly** – Test different headlines & CTAs.
✅ **If No Leads in 2 Weeks** – Adjust bids, test different ad copy, or improve landing page.

Final Takeaway

- **$1,000 can be enough to validate your offer** if spent on high-intent local searches.
- **Keep ad copy simple, clear, and action-driven.**
- **Landing page optimization is just as important as ads.**