

The Ultimate **GOOGLE ADS** Beginners Guide



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INTRODUCTION

The challenges of running an effective Google Ads Pay-Per-Click (PPC) campaign can be great. As with other marketing channels, it's important to start with your target audience: identify who they are and then create a targeted Google Ads strategy. You also need to identify and understand your key competitors.

This guide will help you with your Google Ads strategy by equipping you with the techniques that top PPC experts use to achieve high return on investment (ROI) on all the campaigns they launch and manage.

So, whether you manage a small account with one or two search campaigns, or you manage multiple accounts and spend thousands each month, you will be able to apply the insights in this book to create outstanding campaigns.

This guide will equip you with all you need as a beginner to setup and run effective campaigns in Google Ads. You'll run better performing ads than your competitors if you follow the ideas here and implement them.

You'll learn what Google Ads is and how it works for businesses and organisations that want to advertise via the Google search engine.

It will help you gauge how well your campaigns are performing compared to the ROIs that other businesses are achieving.

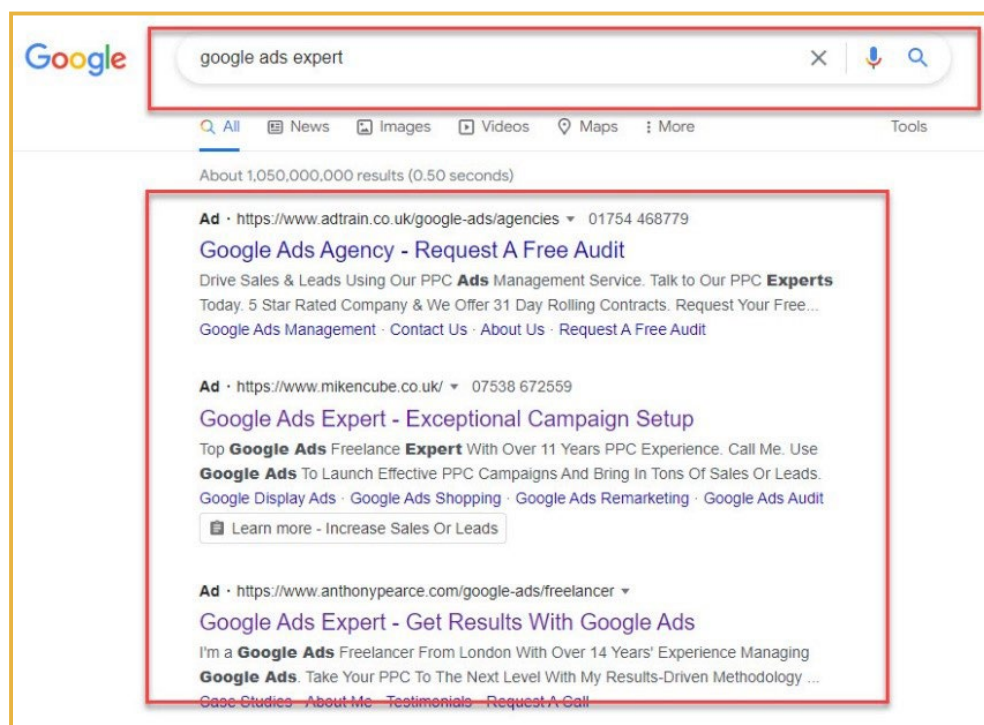
An important thing that you'll learn here, which will also serve you well in the future too, is how to set your budget and how much to start with. This will help you to be competitive while being cost-effective to ensure you receive a good ROI.

Finally, you'll learn how to manage your campaign and how to focus on the key points to ensure you're on top of it all, so that you can achieve quick profitability.

So, let's get started!

HOW GOOGLE ADS WORKS

Google Ads is an advertising platform that uses the PPC model of advertising. So, any business that wants to advertise on Google and target its customers must pay for each ad click that either leads to a website visit or a direct phone call.



Your ads will appear next to other ads in an auction system when you bid on keywords that relate to your products or services.

Your position in the results depends on a number of factors such as your maximum bid limit, competitiveness of your keywords, number of competitors, quality scores, and so on.

Generally, the higher your ads are, the more traffic you will get and the more conversions you're likely to get. So, being in the top positions has a lot of benefits, although it can get expensive if you overbid.

The average return through Google Ads is 200%, and that has helped many advertisers to be profitable. There are many businesses that have achieved much higher returns, with some even reaching 2,000%. That means some businesses are seeing an impressive return of \$20 for every \$1 spent.

There are several things that are required for you to be able to advertise on Google and promote your business, products, or services.

A GOOGLE ADS ACCOUNT

First, you'll need to create an account at the below website to advertise on Google:

www.ads.google.com

You can do this in minutes and then add your payment details including your credit/debit card.

CAMPAIGN

Next, you'll need to create a campaign. In there, you'll add things like your budget, locations you want to target including languages, and you'll set a bid strategy that will help you to bid on the keywords you want to appear for.

And you'll create your ad groups in the campaign where you'll add your ads and keywords.

TEXT ADS

The ads you create in your search campaign are called Responsive Search Ads. They provide you with up to 15 headline spaces and four description lines for you to add as much information as you can about what you are promoting. The system then creates ad combinations that are relevant to what people are searching for on Google.

Regarding the number of ads you create, it's fine to add one responsive search ad in each ad group. The system then works out the headline and description combinations that are relevant to the search terms.

KEYWORDS

Keywords are an important feature in Google Ads. So, you'll need to carry out some [keyword research](#) to find those that are relevant to your products or services and what people are searching for on Google.

Use the Keyword Planner tool in your Google Ads account to carry out the research. It's an easy-to-use tool and you'll find it in the Tools & Settings section in your account.

CONCLUSION

These are the main components to a Google Ads account and what you'll need to be able to advertise. Understanding how the system works will help you to setup and run campaigns that work well for your business. Also, taking some [Google Ads training](#) will help you to make that possible.

In the section on '[How to Setup An Effective Campaign](#)', you'll get detailed instructions on how to setup your campaign in Google Ads

IS IT EASY TO RUN GOOGLE ADS?

This is the question many people who are new to PPC advertising are asking. It's a reasonable question considering all the misinformation out there about Google Ads advertising.

The reality is that it is easy to run Google Ads and many people that are new to this platform have discovered that to be the true.

Of course, there is a bit of a learning curve with some of the features, and depending on the campaign type that you setup, you may have to go through a bit of a learning process to get accustomed to it.

But there are some steps you can take to resolve that. One of the ways to overcome it is to get one or two hours of Google Ads training to get a good introduction around the main controls.

And you can read many helpful articles or a Google Ads blog to get step by step instructions on how to setup effective campaigns.

I've listed some tips below to help you get started.

GOOGLE ADS INTERFACE

The Google Ads interface has undergone many iterations over the years. The current Google Ads interface has been around for a few years and is proving to be one of the most intuitive in the PPC industry and for Google itself.

You can easily jump from campaigns to ad groups to keywords and more. And it's a lot faster than previous versions.

Taking a tutorial will help to familiarise you with the controls and will easily show you how to do what you need to, to advertise effectively.

CAMPAIGN TYPES

Some campaign types are easier to create than others. Some can be setup in minutes, like Smart campaigns that only require a few details from you such as the keywords, locations to target, some ad text and a few others and you're good to go.

Other campaign types like Search campaigns require some level of research before you can advertise. So, you should do some keyword research and competitor research to setup good campaigns.

You will also need to set things like location and language targeting, a bid strategy, ad extensions, negative keywords, text ads and more.

And then there are campaign types that require a lot of testing like Display and Video campaigns to get a good ROI. So, you'll need to run some experiments and include ad variations and change some features as you advertise to find the best campaign type for your business.

WORK WITH A GOOGLE ADS EXPERT

One way to get you started effectively is to work with a Google Ads expert. This is especially important if you're still struggling to understand the features and need help getting started.

An expert will help you with things like keyword research, campaign setup and more. They can also train you, so you can take over the management of your campaigns if you'd prefer to.

So, this will help make advertising on Google a lot easier and you'll be able to start increasing profits more quickly for your business than struggling by yourself.

Just make sure you check that they have experience in your industry and have reviews/references and case studies to show their expertise. And it's even better if they are a certified Google Partner.



HOW GOOGLE ADS HELP BUSINESSES

Whether you're a small or large business, Google Ads can help your business to drive sales or leads online through effective ads.

In fact, Google Ads allows the smallest of businesses, with very small budgets to appear right next to some of the biggest companies and advertisers on the planet.

That is hard to achieve with other advertising channels, especially offline ones like TV and print (commonly referred to as above-the-line marketing), which require large budget outlays.

So, here are some ways that Google Ads helps businesses:

TARGET PEOPLE WHO ARE SEARCHING

One of the main ways that Google Ads helps businesses is by helping them to target people that are searching for their products or services on Google and other partner search engines.

So, you can find the keywords that people are searching with on Google and target them with your text ads. That means you'll need to carry out keyword research to find the keywords that they are using to find your products or services.

And you'll then create a Search campaign to start advertising as soon as your ads are approved.

GET SALES OR LEADS

Google Ads help businesses to drive sales or leads online. Using the ads and keywords as described above, you can create campaigns that are focused on driving these conversions.

And you can do this with other campaign types besides the Search campaigns too. You can also build Display and Video campaigns and create image and video ads to promote your products or services.

To manage your campaigns effectively, you'll need to setup conversion tracking to track all leads or sales that you get, and you can do this in your Google Analytics or Google Ads account.

RAISE BRAND AWARENESS

If you're looking to raise brand awareness and increase exposure for your products or services, then Google Ads is the right platform for you.

There are campaigns that can help you with that including Video and Display campaigns.

You can use image and banner ads to advertise, and text ads on Display sites and YouTube as well.

CONCLUSION

There are many ways that Google Ads help businesses and charities, and the above list is helpful in understanding how this platform works. So, hopefully this has helped you see the benefits of advertising with Google Ads and how it can help your business.

WHAT IS A GOOD RETURN IN GOOGLE ADS?

According to Google, the average return from Google Ads is 200%. That means, on average, advertisers get back £2 for every £1 they spend running PPC campaigns.

That's a good return on ad spend and is the reason why Google Ads is such an effective way to advertise online. In fact, this unique way of advertising targets people who are actively searching for your products and services online.

However, there are many businesses and industries that see much higher returns; up to 1,700% and even more. This differs from industry to industry of course as described below:

ECOMMERCE BUSINESSES

One of the benefits of promoting an ecommerce business with Google Ads is that tracking the ROI is much easier when compared to other types of businesses. This is harder, for example, with B2B industries which have usually a longer purchase cycle.

Using Shopping and Search campaigns, you can target people who are searching for your products on Google, and they can purchase from your website through clicking an ad.

Your product listings, which show a title, image, and price, help to promote your products effectively and achieve a good return. And with your text ads in your Search campaign, you can highlight the benefits of your products and help to achieve a high click-through-rate (CTR) which will boost your sales.

So, the return on ad spend for ecommerce businesses is relatively high, especially for Shopping ads which target people who are mainly in the latter stages of the buying cycle.

But competition can be quite high for many ecommerce businesses and online retailers, and that can have an impact on returns. It can often take months or years for these businesses to have highly profitable Google Ads campaigns as they build their brands.

SERVICE BUSINESSES

A return of about 200% is a good start for service-based businesses, whether in the B2B or B2C space.

Of course, this covers a wide range of business types, and this will differ widely, but achieving a 200% return will ensure that your campaigns are profitable.

As you manage and monitor your ads, you can work on improving this return and be more profitable.

Many businesses that offer unique benefits as part of their services and have less competition can achieve returns of up to 1,000%. Many of these are highly specialised. For example, accountants that work with specific industries. So, specialisation is an effective way to achieve a high ROI.

CONCLUSION

A good return from Google Ads depends on the nature of your business and industry, and the level of competition you have. Having unique products and services helps, and that makes it possible to achieve a high ROI. Aside from the return, you should also focus on the profitability of your ads.

HOW LONG DOES GOOGLE ADS TAKE TO BE PROFITABLE?

So, how long does Google Ads take to be profitable? The answer to that question varies from industry to industry and from business to business.

But the good news is that many businesses are profitable within days of activating their ads. There are many businesses that achieve over 1,000% return on ad spend, so Google Ads is very profitable. It can happen quickly, but at times it takes longer, so giving your ads some time to run is important too.

It's important that you're actively managing your campaigns by doing things like adding negative keywords. This will help to block searches that are not relevant and make your ads more targeted and therefore more profitable.

B2B & B2C INDUSTRIES

However, some campaigns can take weeks or months to be profitable, and that's for both B2B and B2C industries.

For example, the click to lead conversion for some B2B industries can be a few weeks, so it will take a while to reach your lead gen targets and be profitable. It may take weeks or months in some cases, as people come to know your business more and keep returning to either purchase or make contact.

So, raising brand awareness is important too. It helps to shorten the purchase cycle and makes your ads more profitable as time goes, and that works for both B2B and B2C.

ECOMMERCE BUSINESSES

For ecommerce, people will often shop around and spend days or weeks looking at different offers before purchasing. This is usually the case if the products are relatively expensive.

And for some ecommerce businesses, customers only become profitable after making multiple purchases, so it's important to include other channels like email marketing and remarketing to keep reminding them of your offers.



You must also consider the lifetime value of your customers. You should calculate this to be able to see your profitability and to help you set the correct budget.

CONCLUSION

So, as you can see, how long your Google Ads takes to be profitable depends on multiple factors. You should consider the buying process of your customers, including how long that is, and the industry you're in. Then, let your ads run for a few weeks or months to give them a chance to be profitable as people get to know your business.

HOW TO SETUP AN EFFECTIVE CAMPAIGN

In today's competitive market, advertisers need to have an effective marketing strategy to reach their clients and customers. Running a Google Ads account for your business is what you need to reach your target market.

As mentioned above, Google Ads is a PPC advertising platform that allows you to target people that are actively looking for your services or products. This is known as an inbound system and you only pay for performance like impressions, clicks and calls to your business.

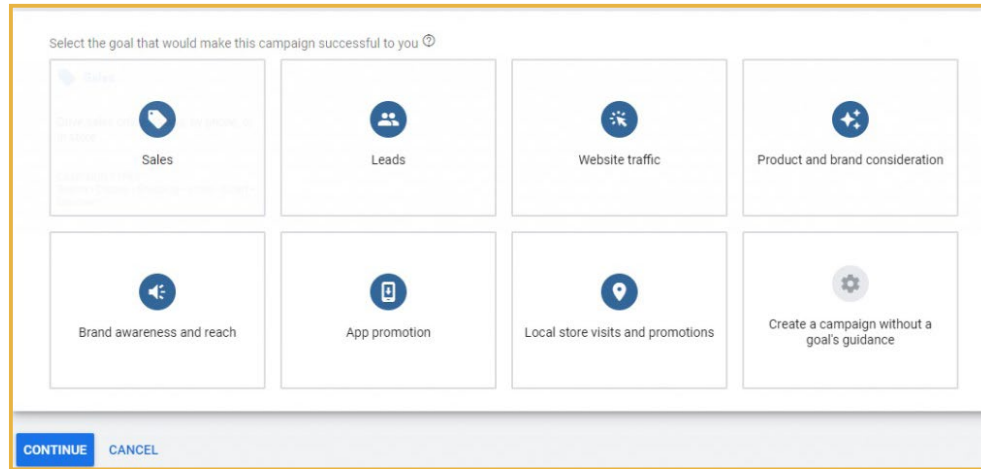
To get started with Google Ads for your business, visit www.ads.google.com to create your account and then follow the steps below to create your first campaign

1. Sign into your Google Ads account.
2. Select 'Campaigns'.
3. Click the plus icon to create a new campaign.
4. Choose the goal of 'Sales', 'Leads' or 'Website traffic'.
 - a. You can also select 'Create a campaign without a goal's guidance'.
5. Under 'Select a campaign type' select 'Search'.
6. Under 'Select the ways that you'd like to reach your goal', you can enter additional information about your business.
7. Click 'Continue'.
8. On the next page, you'll enter a name for your campaign.

These are some tips to follow as you create your campaign, including the ad groups where you'll house your keywords and ads.

CAMPAIGN GOAL

If the goal for your Google Ads account is to drive leads and enquiries, then you should select the 'Leads' goal. This determines the features you get to promote your business.



This also determines the campaign type that is available to you. For example, if you want to target people looking for an accountant in your location, you should choose the Search campaign.

So, anyone searching for an accountant in your location on Google or its search partner websites, either on a desktop, mobile or tablet will see your ad and can click through to your website.

Later, you can setup other campaign types like Display, Discover and Remarketing to retarget your past visitors or reach them in their Gmail accounts.

CAMPAIGN TYPE

A Search campaign type allows you to target people actively searching for an accountant in your location. For a 'Lead' goal, this means you are looking to drive calls and enquiries to your accountancy firm.

After selecting 'Search' as the campaign type, you are presented with five options that help you reach your goal.

Because you want to drive leads, the website visits, phone calls and lead form submissions from the above would be the most ideal. You can select all three and then provide the required info like the website address and phone number and add the lead form.

Select the ways you'd like to reach your goal [?](#)

- Website visits
- Phone calls
- Store visits
- App downloads
- Lead form submissions

BUDGETS

To run an effective Google Ads campaign, you should have the right budget amount. Initially, you will have a small budget to test your ads and keywords and then you can increase it as performance improves.

Bid strategy [?](#) **Manual CPC** [Edit](#)
[Run an experiment to optimise for conversions with Target](#)

Budget [?](#)

£ 100.0 per day
Actual daily spend may vary. [?](#)

[Save](#) [Cancel](#)

[very method \(advanced\)](#)

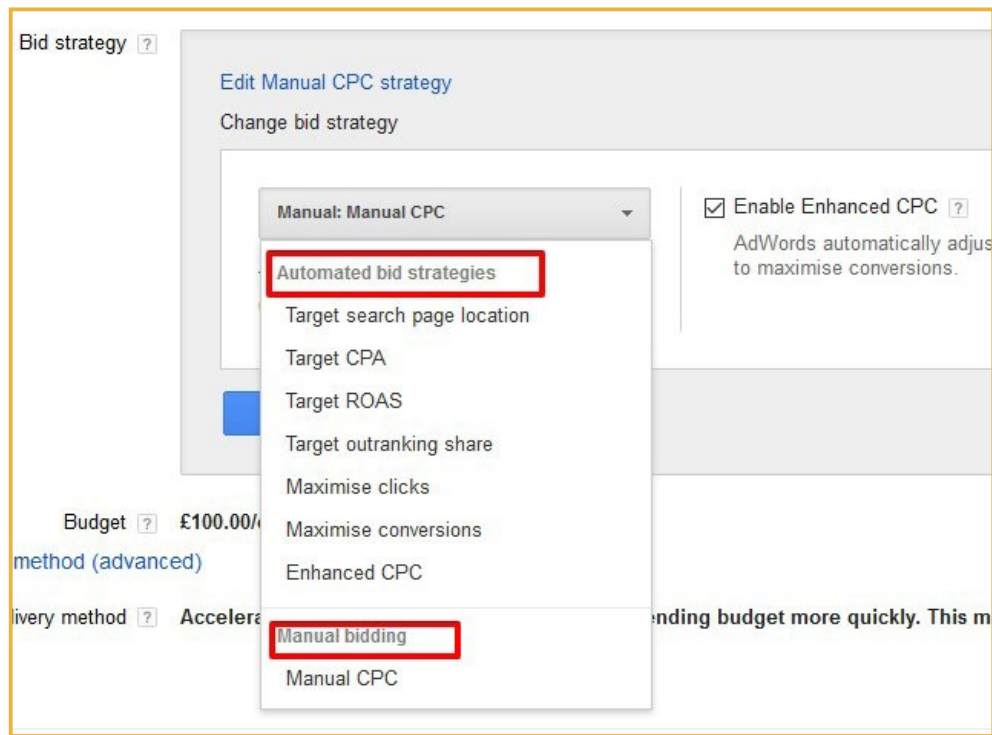
Many businesses start with £300 or \$500 in their Search campaign and then increase it as search relevance improves and enquiries increase.

See the section below on more information on how to set your budget.

BIDDING

For your Search campaign, you have access to both automated and manual bidding strategies. An automated strategy like Maximise Clicks is one of the best bid strategies to start with. It helps you get as many clicks as possible for your budget.

The automated bid strategy sets the bid automatically at auction time and will be determined by many factors, like the search term, device used, location, browser and much more.



KEYWORDS

When choosing keywords to target certain customers, think of the actual searches that people will conduct on Google. There will be many, of course, because people will think of various words and services when looking for accountancy services for example, so you won't be able to add them all as keywords.

However, you can still target them with the keyword match types that you use.

For example, a phrase match keyword like 'local accountant' will match with a wide range of search criteria that include synonyms, misspellings, plurals, singulars, close variants and so on. This will include:

Local accountants – plural

Accountant near me – close variant

Local accounting firm – close variant

You can, of course, block any that you don't and add them as negative keywords, and that will block them from triggering the searches.



TEXT ADS

There are a few ad types available for your Search campaign. If you've selected 'phone calls' as one way to reach your prospective customers, then you can add some call-only ads. With this ad type, you only pay when someone calls your business looking for your solutions.

This can be cost-effective and will save you a lot of money from wasted clicks. However, running call-only ads will limit your reach and lead to less potential traffic.

A responsive search ad gives you wider reach and more text space to promote your business. Your ads will appear on all devices and the Google machine learning algorithm picks the best headline and description combinations to maximise your reach at auction time.

LOCATIONS

As an accountant targeting local clients, you have the option to target a town, city, postcode, county, or territory. Or you can use radius targeting to target people within a certain distance of a location like a town or postcode. You can also add multiple locations in one campaign like cities that are related to your customer base.

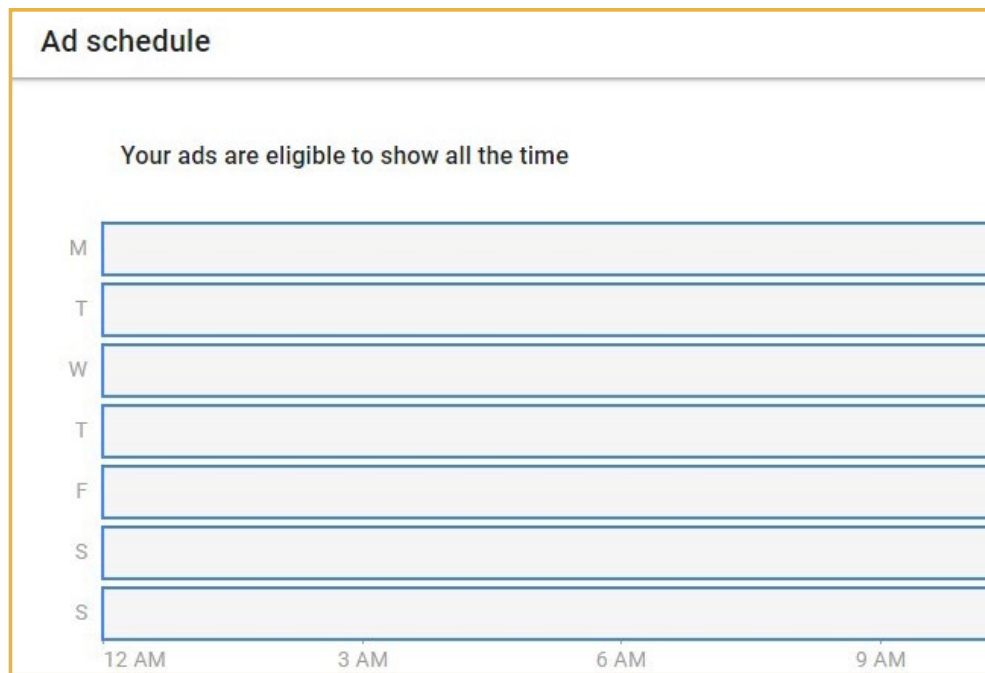
Targeted locations (46)	Reach
Atherton, England, United Kingdom city	65,000
Birmingham, England, United Kingdom city	6,550,000
Bridgnorth, England, United Kingdom city	58,000
Bromsgrove, England, United Kingdom city	205,000
Burton upon Trent, England, United Kingdom city	256,000

AD SCHEDULE

The timing of when your ads are active is important because that determines who sees them and what enquiries and leads you get. For example, an accountancy practice running ads during working hours only is a standard option because you will reach businesses and people that are ready to make contact and sign up for your services.

However, running ads 24/7 is also beneficial as people now do a lot of research outside of working hours, such as in the evenings and weekends. This prevents any missed opportunities, and you can increase clicks and enquiries by targeting searches in your location.

In Ad Schedule, you can set the days and hours when you want your ads to be active. You can then change it as you assess its performance for when you receive the most engagement from potential customers.



HOW TO SET YOUR GOOGLE ADS BUDGET

One of the important things you will need to consider when looking to advertise online is what your Google advertising cost budget should be. This is especially true if you plan on advertising on Google and its partner websites and apps.

As effective as Google Ads is, it can only be truly effective for your business if you have a sufficient budget. Many businesses, and small ones in particular, don't do any research before planning their campaigns, and therefore assign the wrong campaign budgets.

When this is done correctly, you'll quickly see which ads, keywords, campaigns, ad groups, etc., are working for you – and which ones aren't.

I've outlined some points here that you should consider as you work on your Google advertising cost strategy. Hopefully, this should help you to better understand how to set a budget and update it to maximise sales or leads for your business.

ADVERTISING BUDGET

The budget feature in Google Ads helps you set a daily limit on how much you want to spend. On some days it will exceed your limit, especially when there has a high volume of searches, but you won't be charged more than your daily budget multiplied by the average number of days in a month (30.4 days).

Search campaign

For Search ads, you can carry out keyword research to identify the keywords and search queries your ads should appear for. This is also very helpful in setting a budget that will determine your Google advertising cost. The Keyword Planner tool is available in your Google Ads account under 'Tools' and it's a free tool that you can use to carry out the research.

Shopping campaign

With Shopping ads, your products appear in the search results when search queries match with product attributes. So, this is not based on keyword targeting like Search ads as described above, but on the attributes you provide in your product feed. These attributes include product titles, descriptions, price, SKU, part numbers and so on.

Display campaign

One of the benefits of Display ad campaigns is that the average cost per click is usually much lower than Search. Your ads in the Google Display Network appear across a wide range of Google partners which include some Google properties like Gmail, YouTube and third-party websites, apps and video sites. So, you can set a lower budget than you would and that includes Display Remarketing campaigns too which appear in the same placements. You will find your average Google advertising cost to be much lower as you reach out to people that have been on your website, and you'll have also increased awareness for your brand and business.

Remarketing campaign

Remarketing, as mentioned, above helps to bring past visitors back to your website with the goal to get them to convert into customers. You can run Remarketing ads for Search, Display and Video on YouTube. Again, the Google advertising cost is quite affordable because there is on average less competition and therefore a lower cost per click. These visitors are not actively searching for your products or services when they see your ad. They are browsing a website or app and the ad helps them remember your business.

YouTube video campaign

A Video campaign allows you to advertise on YouTube and its video partners. Using the Google Ads tools for video campaigns, you can run several ads on YouTube like in-stream and Discovery ads. This helps you raise awareness for your brands, and you can promote your videos, website, products or services and channels. Like Display campaigns, these campaigns often have lower average CPCs, and you can start with a budget as low as \$5 or £5 per day and then scale it up as performance improves.

COST PER CLICK (CPC)

The average cost per click for each visitor you get determines how many visitors you will get for your budget. You can limit the CPC by setting a bid limit or allow the Google Ads machine learning system to set the bids. Or you can run a manual CPC bidding strategy and control the bids at the keyword level to determine how much you will pay for each click.

It's important to note that you will not pay the actual bid amount you set, but an amount that allows you to clear the Ad Rank thresholds relative to the competitor immediately below you. This is often less than your bid – and sometimes significantly less. So, for example, if your bid is £1 and the next competitor has an 80p bid, you will pay 81p at auction time. This is known as your actual CPC and is determined by several factors like bids, Ad Rank, Quality Score and so on.

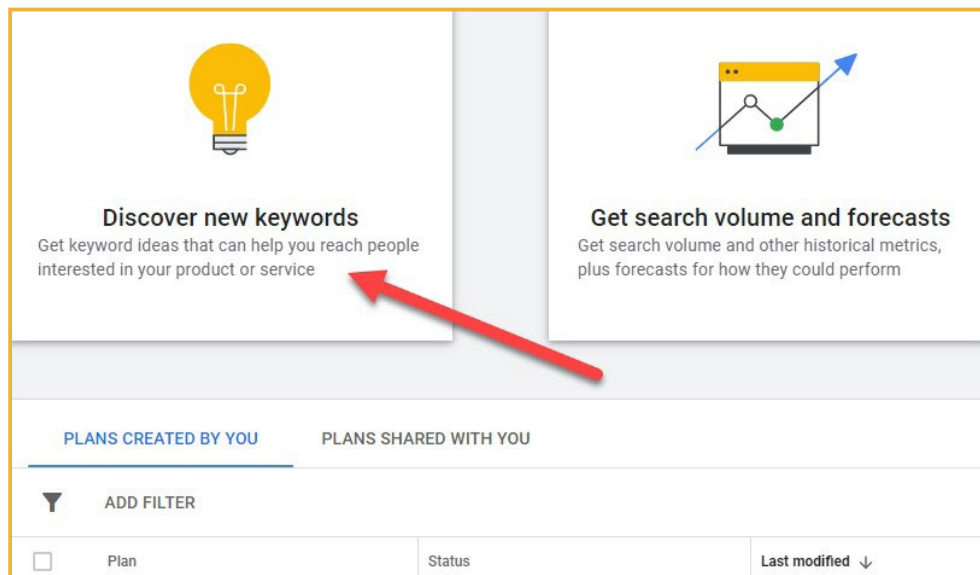
However, just bear in mind that your actual CPC will at times exceed your maximum CPC bid if, for example, you've enabled Enhanced CPC or if you've set a bid adjustment.

Knowing this helps you to set and adjust your budgets as you manage your campaigns and limit your Google advertising cost.

BUSINESS GOALS

Your business plan and goals should determine how much you will spend on Google advertisements. When you set a target for how many customers you need to acquire each month, for example, the keyword research tool will inform you on how much traffic you are likely to get and what the conversion rate is likely to be for that.

You can then set a budget on the volume of traffic that you need and the average CPC for that traffic. Google Ads has the Keyword Planner that you can use to carry out research and to run a forecast for the keywords you have selected.



TYPE OF BUSINESS

The type of business you want to promote will also determine your Google advertising costs too. Some industries are more competitive than others and some have very little competition on Google. Wherever you fall within that spectrum will help you to decide what your advertising budget will be.

If it's a competitive sector, for example, insurance and loan industries where the cost per click can be easily over £20 per click, then a higher budget will be required.

COMPANY SIZE

The size of your company also has a bearing on your Google advertising costs. Large companies with millions in annual turnover generally have larger budgets compared to smaller companies. However, how it's used depends on the actual digital strategy of the company.

For some advertisers, Google is one of the many channels they use, and will therefore allocate a small percentage of their advertising budget towards it. For others, Google is the primary channel, and it means everything to their online strategy.

Whatever budget you start with, it will be important to regularly review it and increase it as performance improves. As the targeting of your ads improves and you start getting a better cost per acquisition (CPA) and a greater return on ad spend (ROAS), you will want to scale the budget and continue to grow your business.

WHY MANAGING GOOGLE ADS IS IMPORTANT

Many advertisers, especially those new to Google Ads, spend very little time managing their campaigns. This is the number one reason why campaigns fail and do not achieve their objectives.

After setting up your Search campaign, you'll need to manage it to make sure it brings the required return. But first, you'll need to run it for a period of time and test the ads and keywords to see how they perform. This is the first part of your campaign management, and it will go a long way to achieving success with Google Ads.

How long you run and test them will depend on several factors, of course. Generally, for many new campaigns, this requires at least two weeks of running the ads to assess performance. But more importantly, the amount of traffic is what should determine how long the testing period should be.

This depends on the type of industry you're in. For many service businesses, getting at least 200 clicks will help you to assess the traffic and see how it is working. For ecommerce businesses, at least 500 clicks will usually be sufficient to assess performance.

This will help you to see the type of searches you're getting, and then you can block searches that are not relevant and add them as negative keywords.

This will help you to improve the targeting of your ads as you continue to manage your PPC campaign.

HERE IS WHY PPC MANAGEMENT IS IMPORTANT

1. It improves return on ad spend

When you first launch your PPC campaign, you're likely to have a low return on ad spend for some time – maybe a week or two. So, just setting up your PPC campaign and not managing it is not an option.

Managing your campaigns will help you to focus on a return on ad spend that will be easier to achieve as time goes by. You'll focus on features that will help to optimise your campaign effectively.

Unfortunately, many advertisers don't do this, and even some who manage their ads don't spend enough time on campaign management or don't manage it the correct way.

2. Helps you to control costs

Spending more time on your campaign helps you to see where you're wasting budget on traffic that is not converting. So, you're able to reduce spend on searches and ads that are not performing for you.

It also helps you to see where you should focus your budget to get the best return on your ad spend.

3. Measure your success

Managing your campaigns also helps you to measure and keep track of your success. So, you can assess how you're performing from week to week and month to month, and you can track how the changes you're making is impacting your campaigns.

This is important because it helps you to achieve your goals. Without tracking and measuring, you'll run your ads for a long time, waste budget, and like many, you may give up in frustration and think Google Ads does not work.

4. Improves the competitiveness of your ads

Each year, PPC advertising gets increasingly competitive because many advertisers are now moving online to promote their products and services. This has been especially true since the coronavirus pandemic.

Display URL domain	Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
You	52.51%	--	--	71.16%	25.8%
opom.co.uk	14.61%	22.19%	66.91%	73.92%	26.4%
bark.com	13.10%	21.40%	26.74%	47.72%	4.6%
adtrain.co.uk	11.30%	15.47%	78.47%	74.33%	28.3%
google.com	10.77%	17.17%	95.76%	97.92%	92.6%
algebradigital.co.uk	< 10%	6.80%	75.70%	73.34%	30.3%
click.co.uk	< 10%	9.10%	10.94%	37.55%	1.6%
microsoft.com	< 10%	9.26%	36.02%	56.32%	4.7%

A report like the auction insights report helps you to see who you're competing against in the ad results. You'll be able to see how often you appear in the top and absolute top positions relative to your competitors.

You can access the report in your campaign in the Ad groups or Keywords tabs. If appearing at the top is important for your business or industry, you can work on your [bid strategy](#) to bid higher and gain better positions.

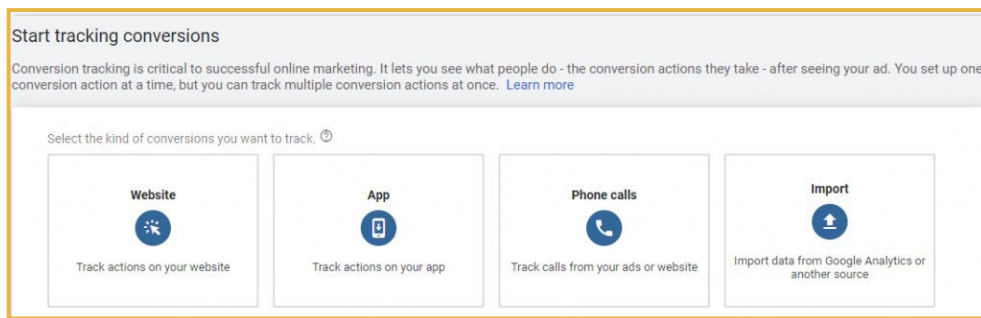
HERE ARE SOME TIPS TO HELP YOU WITH YOUR PPC MANAGEMENT

1. Setup conversion tracking

To see where your leads and enquiries are coming from, you'll need to setup conversion tracking. This will help you see which of your keywords, text ads, campaigns, etc., are driving conversions for your business.

In your Google Ads account, you can [setup conversion tracking](#) in the Conversions page under 'Tools & Settings'. There are several options to choose from, including tracking website conversions from contact forms and call conversions.

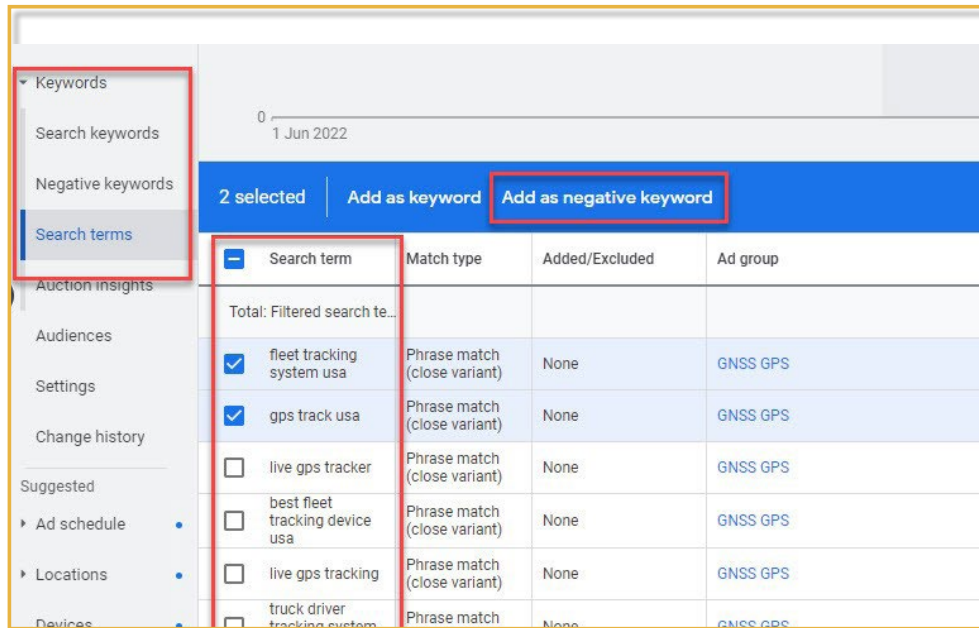
You can also import goals from your Google Analytics account when people fill out a form. This is usually a better tracking option because you can get detailed information on how your PPC traffic is performing when compared to other traffic sources like organic traffic, referrals and direct traffic.



2. Add negative keywords

Regularly add negative keywords to block searches that are not relevant for you. If you check your search terms report, you will see the actual searches that you are getting, and this will often be different from your keywords, especially if you're using phrase and broad match type keywords.

Select any that are not relevant as the image to the right shows, and then click the 'Add as negative keyword' button. This will prevent your ads appearing when people use these searches. Doing this regularly will improve the targeting of your ads and you'll notice an improvement in conversion rates.

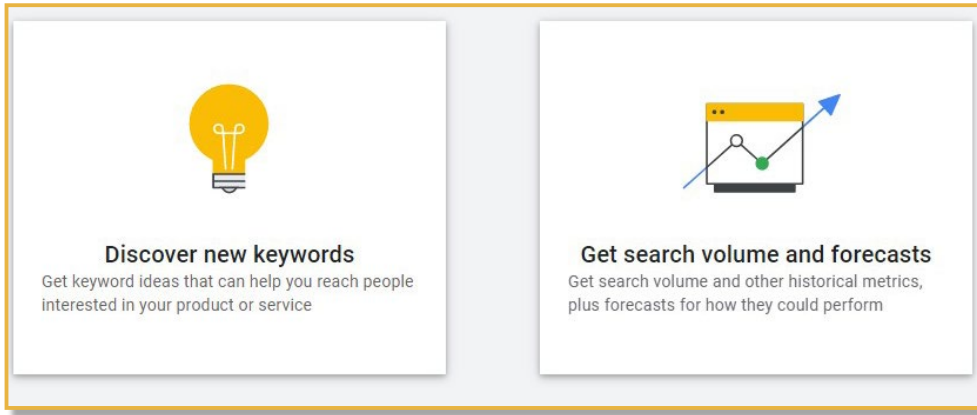


3. Find new keywords

PPC campaigns should be updated regularly to make sure they are targeting the right people and businesses. So, that means checking for new keyword opportunities to add to your campaign and ensuring that it is targeting all the right searches.

There are many ways to find new keywords. These include checking the Google search results pages for related keywords that you are not bidding on and checking competitor sites.

However, a primary method is through keyword research using the Keyword Planner tool in your account. This free tool is packed with features, and besides finding new keywords, you can also check what the average CPC is and do forecasting to see what you're likely to spend and what budgets to set.

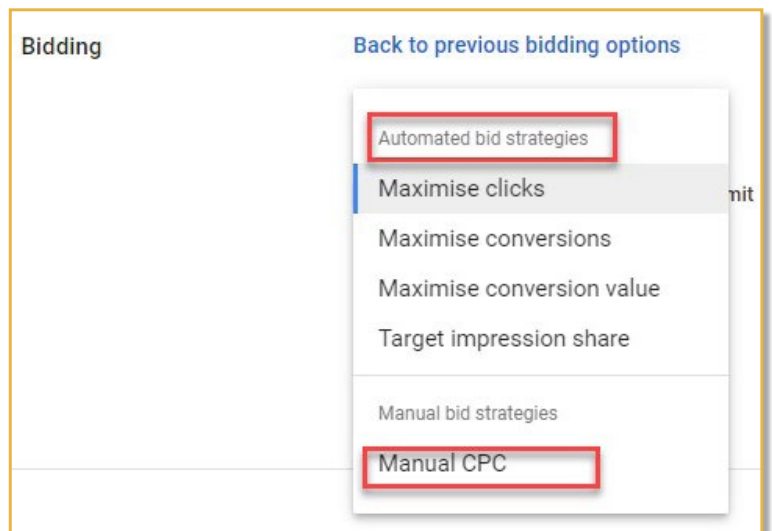


4. Update bid strategy

When you first get started with a PPC campaign, you should use an automated bid strategy. This helps to set bids automatically at auction time and saves you a lot of time. The machine learning system looks for opportunities to increase clicks and conversions and sets the bid to help you get the best position.

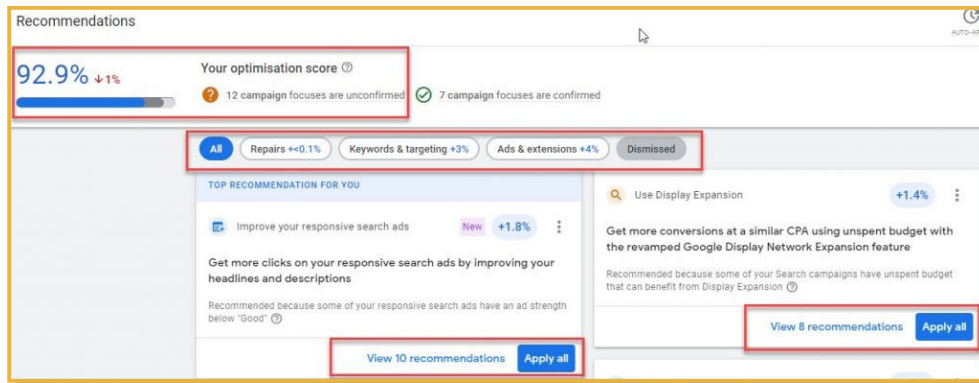
Maximise Clicks is the best bid strategy to start with because it works to get as much traffic as possible for your budget spend.

Later you can test other bid strategies. For example, if you get at least 15 conversions per month you can switch to a Smart bidding strategy like Maximise Conversions with a target cost per acquisition (TCPA).



5. Check recommendations

The Recommendations page shows many opportunities to improve the performance of your campaigns. These are created automatically by the machine learning algorithm when it finds opportunities to improve your campaigns.



There are many types of recommendations you will see here. This includes keywords and targeting, dynamic search ads, responsive search ads and many other recommendations to help improve your campaign.

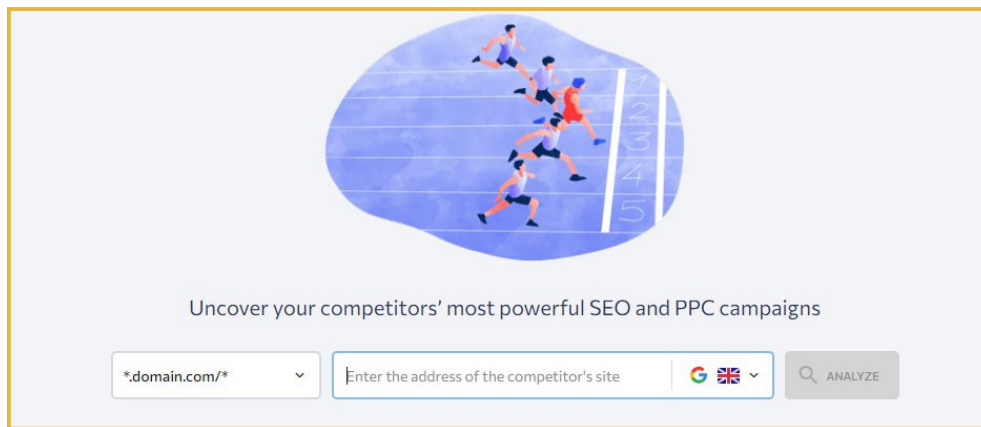
You will also see an Optimisation Score in there too. This is an estimate from Google of how well your account is set to perform. Applying the recommendations will help your campaign perform better and raise your score.

6. Do competitor analysis

Spend some time checking what PPC strategies other businesses are using. There are tools and reports that can help you with this; some are free and found within your Google Ads account and some are paid third-party tools.

A common tool used by many PPC advertisers is Spyfu. It shows what keywords competitors are bidding on.

Another tool is SERanking, which also gives you a good indication of what other advertisers are paying per month on average.



With SERanking, you can use the competitor research tool that shows what organic and PPC searches other businesses are appearing for.

7. Consider broad match type keywords

Unlike PPC advertising for other industries, for some industries the range of keywords tends to be lower, like professional services. So, there are not as many search variations even when targeting multiple locations.

However, there is still the possibility to find some long tail keywords that are more targeted but get fewer monthly searches.

So, it may be worth adding broad match keyword versions of your other match types. It's usually best to start with phrase and exact match keywords and then add broad match keywords later when you want to increase click volumes. But make sure you have a good [negative keyword list](#) to block searches that are not relevant.

CONCLUSION

Carrying out regular management of your PPC campaign will have a major positive impact on its performance. It will help to improve the return on your ad spend, reduce your costs, boost the performance of your ads and much more. So, after creating your campaign, make sure you spend time managing it for a few hours each week, which is sufficient for most campaigns.

WHEN DO YOU PAY FOR GOOGLE ADS?

With Google Ads, you only pay for performance, like when someone clicks your ad. However, your card is not charged each time someone clicks, but only when you've spent a certain amount that is set by Google. This is the primary payment option that's used by many advertisers, but there are others that I've listed below.

What's important to know is that Google Ads gives you a lot of control on how and when you pay. You can also easily pause your advertising campaigns and not accrue any more costs.

So, here are several ways to pay your Google Ads advertising costs.

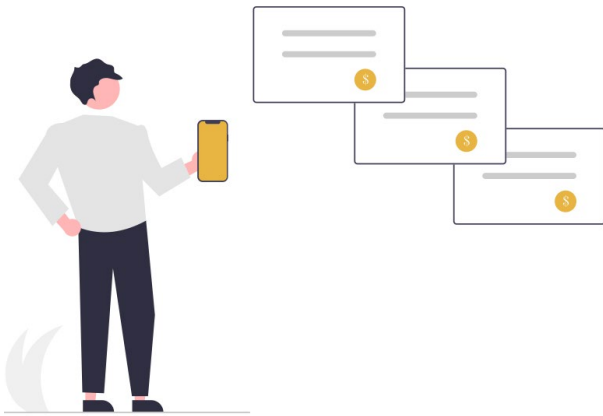
POSTPAY

With Postpay, you pay after you receive the traffic. So, you'll add your debit or credit card and you're charged after you get clicks. When you're charged depends on whether you're a new advertiser or have been advertising for some time.

As a new advertiser that has just launched, your card is charged when you've spent £50. Then this is increased to £200 and then to £350 and finally to £500. So, they increase your limit each time your card is charged successfully.

From then on, you're charged when you've received £500 worth of traffic or every 30 days, whichever comes first. For example, if you spend £1,000 within a 30-day period, your card will be charged twice.

PREPAY



With Prepay, you will top up your account with any amount you like and then as you get clicks on your ads, the money is deducted from your balance.

This is used by fewer advertisers, but it is an effective way to control your advertising spend, unlike Postpay which can accrue costs quickly.

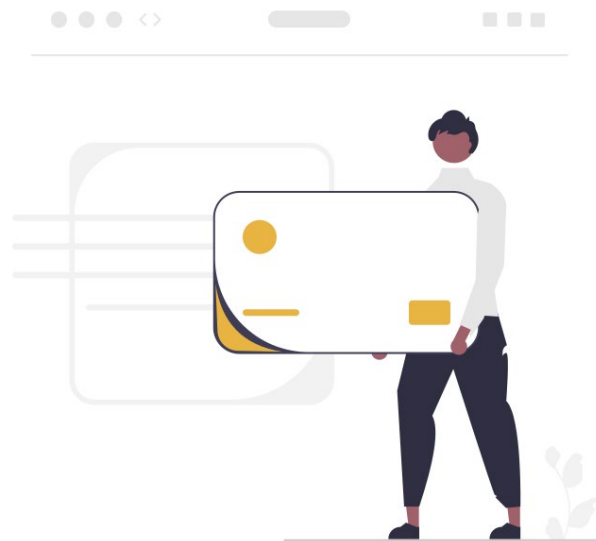
You can use your credit or debit card to top up your account.

MONTHLY INVOICING

For large advertisers and agencies that spend a lot of money on Google Ads, applying for invoicing is a good option. This is especially important for agencies that manage multiple accounts as it can simplify things by having one invoice at the end of the month.

So, you will receive an invoice from Google once at the end of the month. You then make payment by bank transfer, and you'll find the bank details in the invoice and the reference number to include in the payment.

It's important to use the correct reference number so that your payment is quickly identified, which is usually the next working day.



AUTHOR BIO

Mike Ncube is a Google Ads specialist and PPC consultant. He helps business owners, entrepreneurs and marketers find new customers and clients, boosts their sales, increases their leads, and reduces costs through Search, Shopping, Display, Video and App advertising on Google and its partner websites and apps.

He is also a Google partner with over 13 years' experience setting up and managing effective campaigns for clients that he has worked with. He is an author, having written many books on Google Ads, PPC advertising, and digital marketing



GET IN TOUCH

Need help setting up and managing new PPC campaigns in Google Ads? I'm ready help. Use the details below to reach out to me to discuss your requirements.



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