

# Google Ads 2025

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Unlocking the power of Google Ads for your business

# Marina & Sandra



We are passionate about helping great companies get discovered by your future customers. They met while working at Amazon, managing media annual budgets up to \$60MM to support warehouse hiring in over 2,500 facilities across North America.

We formed Marketing Works last year to help local businesses grow using the most effective digital marketing tactics. Our combined experience covers almost every marketing channel and we each bring a distinct perspective to every campaign.

## Your Presenters

Get to know us

# Our Group Today

Let's get to know you

## Q1: Have you ever run Google Ads for your business?

# Our Group Today

Let's get to know you

Q2: Does your business mainly  
sell Products or Services?

# Our Group Today

Let's get to know you

## Q3: What does your business do?

Please comment in the chat

# Our Group Today

Let's get to know you

## Q4: What are you hoping to get from today's webinar?

Please comment in the chat

# Agenda

Today we'll talk about...

- Why you need to plan for marketing
- Setting up a free Google My Business profile
- Why you should start with Google Search Ads
- Search trends for your business
- Campaign design and budgeting
- Common mistakes to avoid

# Plan for Marketing

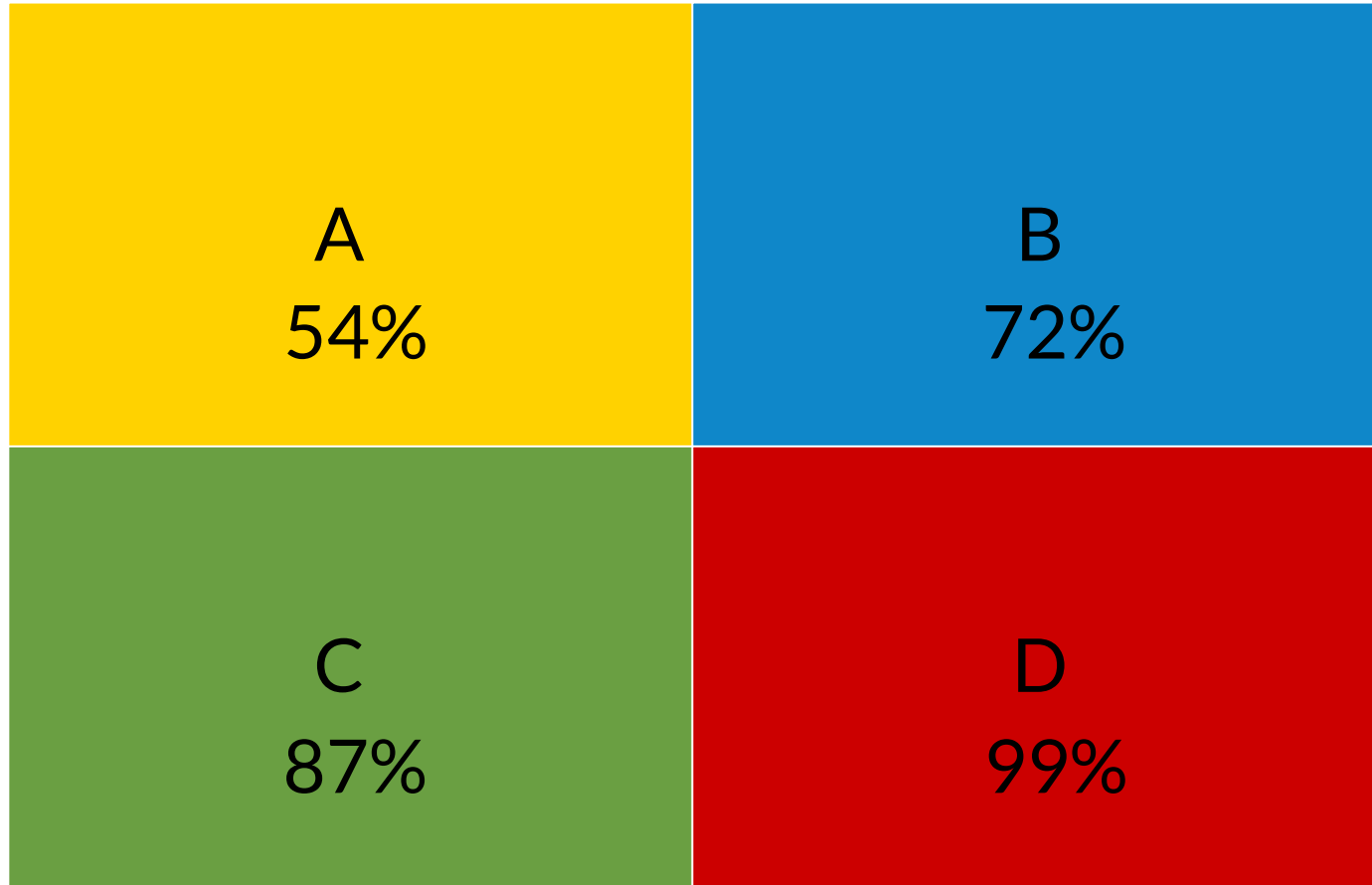
As part of your business plan



# Build from the Inside Out

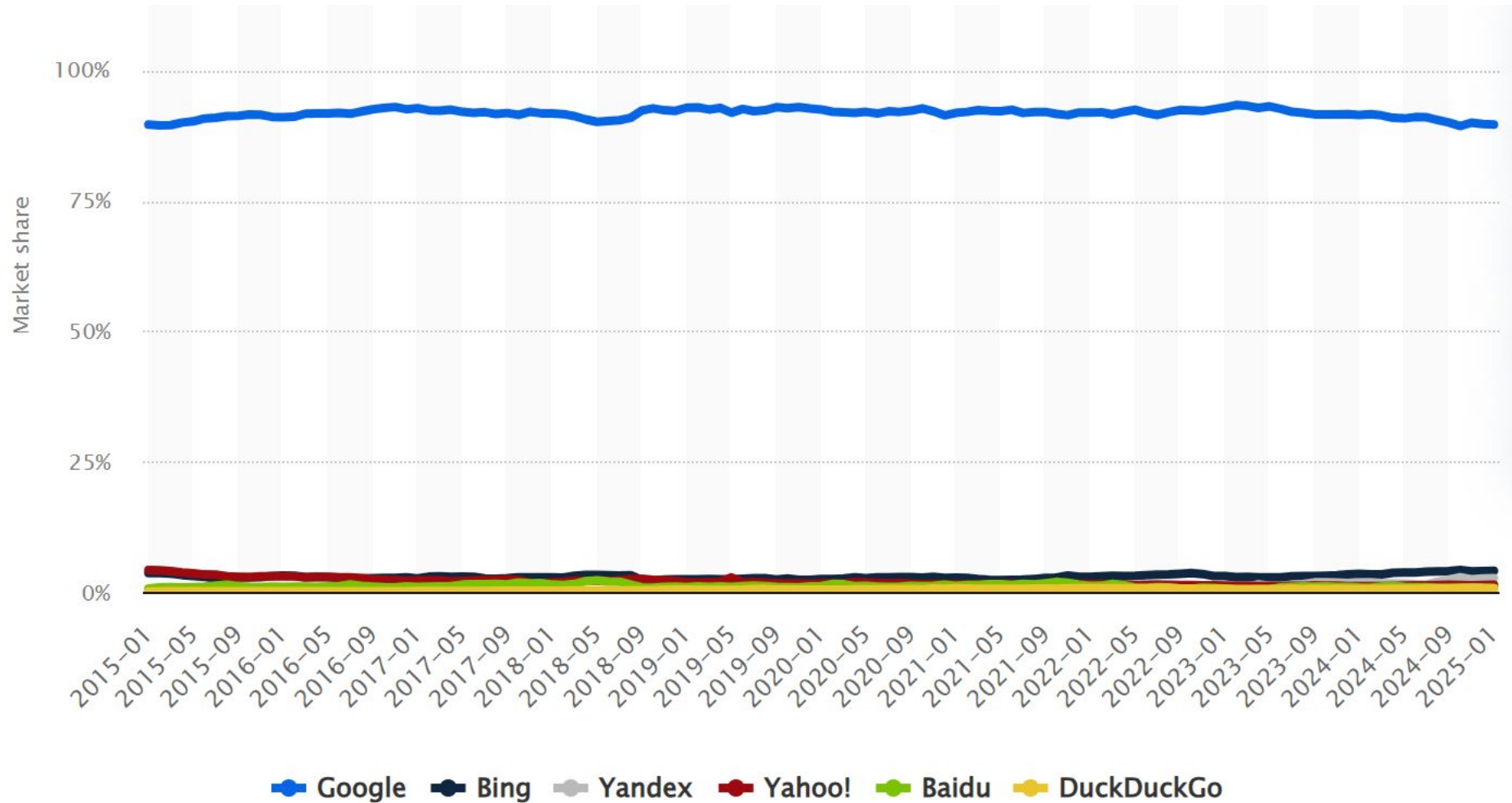


# What % of people use Google vs other engines in the United States?



# What % of people use Google vs other engines in the United States?

C: Google leads the search engine market w/ 87% in US (Worldwide; StatCounter - Statista, January 2025)



Google

All Images Shopping Short videos Forums Videos News More Tools

Face Kids Water-resistant Spray Adult Get it today Lotion Organic Under \$25 Sport Sensitive Skin Reviews Amazon

Sponsored

Peak Performance Sun Stick SPF50

\$24.00

Freaks of Nature

★★★★★ (6)

Get it by 6/24

0.7 ounce · Stick · SPF 50 · Cruelty-free

La Roche-Posay Anthelios Melt-In Milk Sunscreen SPF 50

\$26.99

Amazon.com

30-day returns (most)

3 ounce · Lotion · SPF 100 · Anthelios

SALE

Blue Lizard Sport Mineral Sunscreen Spray SPF 50+

\$17.31 \$20

Amazon.com

Special offer

30-day returns (most)

5 ounce · Spray · SPF 50

Neutrogena Sport Face Sunscreen SPF 70+, Oil-Free

\$10.68

Amazon.com

Special offer

30-day returns (most)

2.5 ounce · Lotion · SPF 70 · Sport

Freaks of Nature Peak Performance Sunscreen Broad Spectrum

\$38.00

LovelySkin.com

★★★★★ (48)

Free by 6/18

1.7 ounce · SPF 50

Sky and Sol Face and Body Sunscreen SPF 50

\$29.99

Sky and Sol

★★★★★ (1k+)

Get it by 6/23

3 ounce · SPF 50 · Organic

Sunscreen for outdoor activities

From sources across the web

Blue Lizard Minera...

Badger Clear Zinc ...

SPF 50 PLAY Ever...

Thinksport Clear Zi...

Supergoop! Glows...

Supergoop! Unsee...

Black Girl Sunscree...

CeraVe Hydrating ...

Coppertone Sport ...

13 more Feedback

The New York Times

<https://www.nytimes.com> Personal care

The 4 Best Sunscreens of 2025 | Reviews by Wirecutter

May 7, 2025 — We've found that the "reef-safe" physical sunscreen Thrive Bodyshield SPF 50 and

Google

All Shopping Forums Short videos Images Videos Web More Tools

Face Adult Toddler Sun Care & Tanning Get it today Lotion Body Water-resistant Amazon Reviews Woman Boy

AI Overview

For outdoor activities, it's generally best to choose a **broad-spectrum sunscreen with an SPF of 30 or higher**. Broad-spectrum protection means the sunscreen protects against both **UVA** and **UVB** rays. "Sport" sunscreens, or those that are water-resistant, can be particularly helpful for activities like swimming or heavy sweating, where reapplication is crucial.

Here's a more detailed breakdown:

SPF (Sun Protection Factor):

An SPF of 30 or higher is recommended. SPF 30 blocks about 97% of UVB rays from reaching your skin.

Show more

Reddit · r/SkincareAddiction

70+ comments · 2 years ago

[Sun Care] Best Sunscreen for people who work outside.

La Roche Posay Anthelios UVMune 400 invisible fluid spf 50. It's about 20\$ where I live and it's totally worth it, best sunscreen I've tried, and has amazing filters. Korean sunscreens are good too ...

Any good sunscreen for outdoor work? : r/running - Reddit 7 posts Dec 26, 2023

Sunscreen recommendations : r/running - Reddit 123 posts Apr 30, 2024

More results from www.reddit.com

People also ask

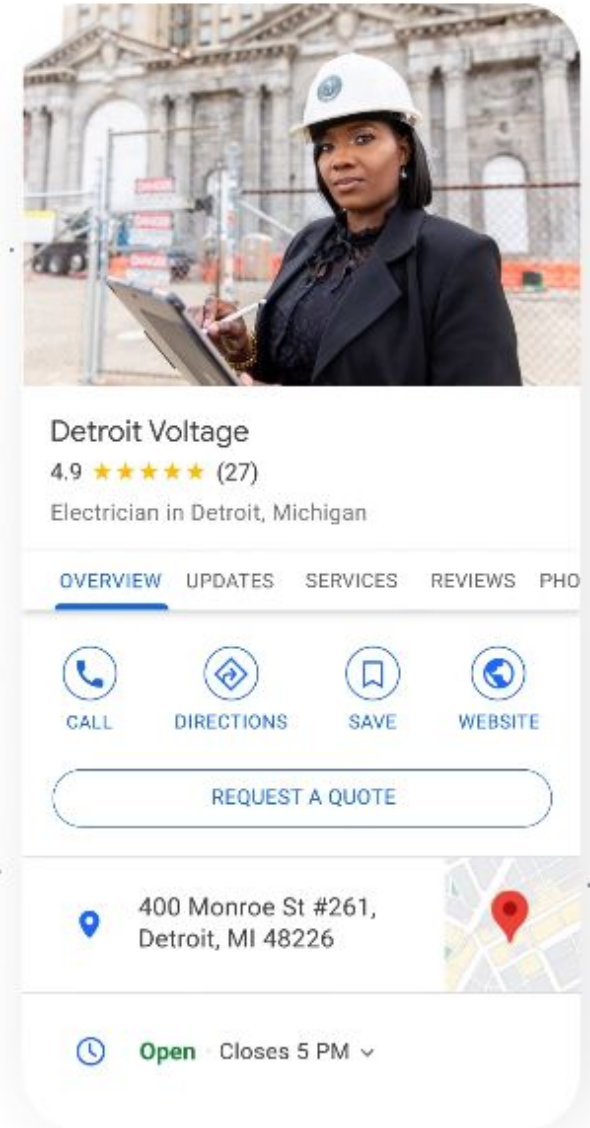
- What is the best sunscreen for exercising outside?
- What sunscreen should I use if I work outside?
- Which SPF is best for outdoor use?
- Is SPF 30 or SPF 50 better?

Feedback

# Why Google My Business profile?

- Your business appears in Google Search and Google Maps
- Gives people a one-click way to call you, visit your website, book appointments - and get directions!
- You can customize with photos, business info, and service offerings
- Instill confidence through positive reviews
- It's FREE

Go to: [google.com/business](https://google.com/business)



# What are Google Search Ads?

Google search results for "custom t shirt printing" in Seattle, WA 98102. The search bar shows "custom t shirt printing" with filters for "Open now", "Near me", "Within 5 mi", "Online", "Cost", "No minimum", "Stores", "For kids", and "Usa".

**Sponsored:**

- CustomInk** (https://www.customink.com) - custom t-shirts. **No Order Minimum - T Shirt Orders**. Custom Ink Offers a Range Of Customized T-Shirts That Fit Your Needs. Design Online Now! We Help You To Design & Order Customized Products For Your Clubs, Reunions & More. Top Brands Available. High Quality Products. Over 400 Styles Available. All-Inclusive Pricing. **Custom T-Shirts**. Create Your Own Custom Shirts. Over 190 Million Shirts Printed. **Design Yours Today**. Use Our Designs or Upload Your Own. With Low Prices & Free Shipping. **T-Shirts**. Classic Styles & Comfortable Fits Custom T-Shirts & Great Group Gear.
- rushorderteeshirts.com** (https://www.rushorderteeshirts.com) - **Custom T-Shirts - No Minimum Orders**. RushOrderTees Is The Fastest Way to Get Your Custom Apparel Delivered - 99.9% On-Time Rate. **Sponsored:** VistaPrint (https://www.vistaprint.com) - **No Minimum | Use Coupon Code: TEEDeAL**. VistaPrint® is Here to Help You Create Custom T-shirts Your Clients & Coworkers Will Love. New Customers Get 15% Off Bella +Canvas and 30% Off Fruit Of The... **Custom One** (https://customoneonline.com) - pages > screen-printing-s... **Same Day Custom T-Shirt & Screen Printing Seattle.**

**Organic Results:**

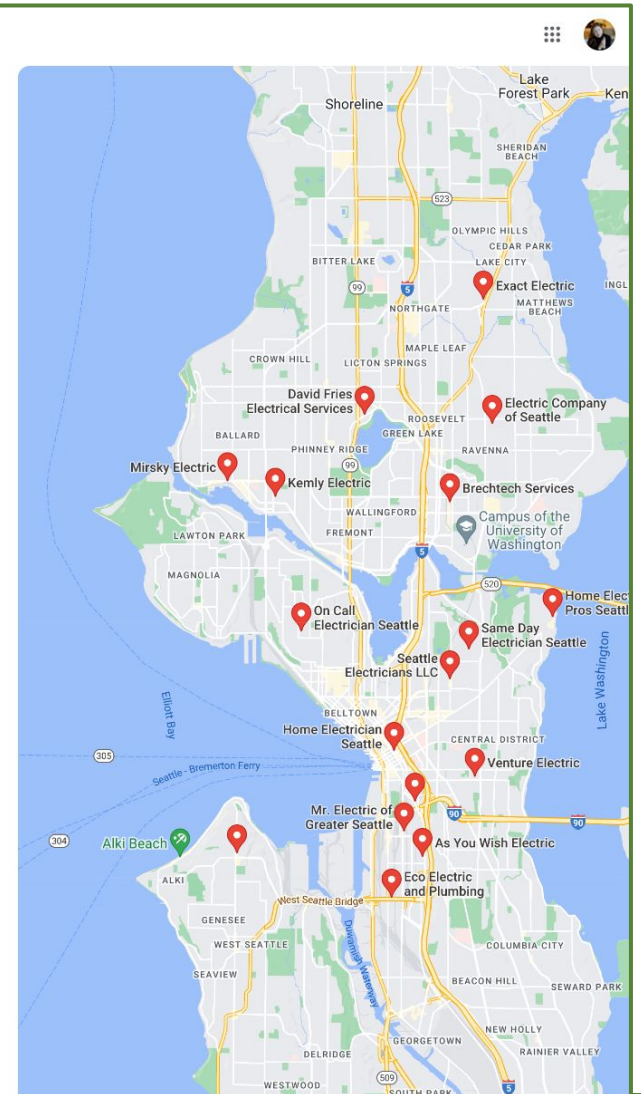
- Custom Fruit of the Loom...** \$0.99, 5 stars (9k+)
- Custom T-Shirt Next...** \$3.00, 5 stars (6k+)
- Custom Printed Dri...** \$0.99, 5 stars (2k+)
- Gildan T-Shirts Cust...** \$2.69, 5 stars (430)
- Custom T-shirts - Soft...** \$19.00, 5 stars (9k+)
- Custom Gildan Hea...** \$0.99, 5 stars (9k+)
- Hanes Authentic T...** \$6.09, 5 stars (9k+)
- Custom Gildan Ultra...** \$15.66, 5 stars (318)
- Custom T-Shirt Next...** \$3.00, 5 stars (6k+)

Google search results for "electrician near me" in Seattle, WA. The search bar shows "electrician near me" with filters for "Rating", "Hours", and "Sort by".

**Map:** Shows a map of Seattle with red pins indicating the locations of several electrician businesses.

**Business Listings:**

- 2 Sons Plumbing, Sewer, Septic, Electrical, Heating & Air**. **GOOGLE GUARANTEED**. **Sponsored** - 4.9 stars (2,554) - Electrician · 47+ years in business. Open · Closes 8 PM · Serves Seattle · (206) 736-8932. 10+ bookings nearby. **Get phone number**, **Message**, **Share**.
- Belred Electrical**. **GOOGLE GUARANTEED**. **Sponsored** - 4.8 stars (3,794) - Electrician · 38+ years in business. Open 24 hours · Serves Seattle · (206) 338-0566. 25+ bookings nearby. **Get phone number**, **Message**, **Share**.
- Reign City Electric**. 4.6 stars (121) - Electrician · 3+ years in busin... Open 24 hours - (206) 773-5311. Online estimates. **Call**, **Share**.
- Seattle Electricians LLC**. 4.5 stars (31) - Electrician · 15+ years in busin... Open · Closes 8 PM · Seattle, WA. **Directions**, **Share**.
- As You Wish Electric**. 4.9 stars (1,432) - Electrician · 15+ years in bu... Open · Closes 5 PM · Seattle, WA · (206) 785-1059. Onsite services. **Book online**, **Website**, **Directions**, **Call**.



# What are Google Ads?

A screenshot of a Google search for "custom t shirt printing". The search bar is at the top with the text "custom t shirt printing" and a search icon. Below the search bar are navigation tabs: "All", "Shopping", "Images", "Videos", "Forums", "Maps", "News", and "More". Underneath these are filter buttons: "Open now", "Near me", "Within 5 mi", "Online", "Cost", "No minimum", "Stores", "For kids", and "Usa". The main content area is divided into two large green rectangular blocks. The left block is labeled "Search Ads" and the right block is labeled "Shopping Ads". At the bottom of the page, there is a small search result snippet for "Custom One" with a red circular icon and the URL "https://customoneonline.com > pages > screen-printing-s...". Below this is another snippet for "Same Day Custom T-Shirt & Screen Printing Seattle" with a small image of people.

A screenshot of a Google search for "electrician near me". The search bar is at the top with the text "electrician near me" and a search icon. Below the search bar is a large green rectangular block labeled "Local Service Ads". Underneath this block are three search results for electricians in Seattle, each with a profile picture, name, rating, and address. The first result is "Reign City Electric" with a 4.6 rating and 121 reviews. The second is "Seattle Electricians LLC" with a 4.5 rating and 31 reviews. The third is "As You Wish Electric" with a 4.9 rating and 1,432 reviews. Below the search results is a map of Seattle showing the locations of these electricians marked with red pins. The map includes labels for various neighborhoods like Shoreline, Lake Forest Park, Ken, Lake City, Northgate, Green Lake, Ravenna, Fremont, Belltown, Central District, Alki Beach, West Seattle, and Rainier Valley. At the bottom of the map are navigation buttons: "Book online", "Website", "Directions", and "Call".

Why page 1?

# Less than 1%

look beyond the first page

*Source: Google*



Half of the users click on a result

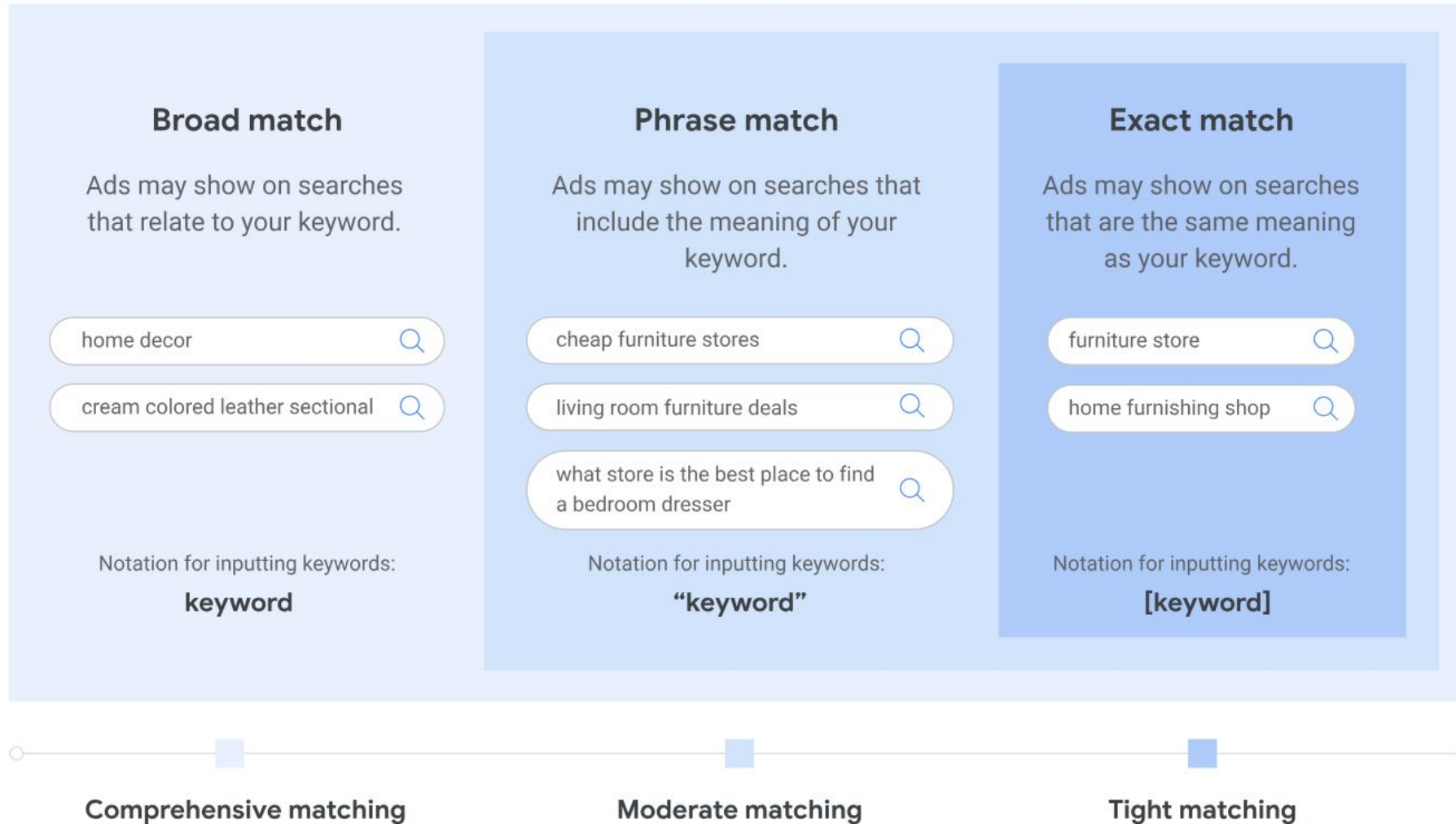
# within 9 seconds

*Source: Backlinko*

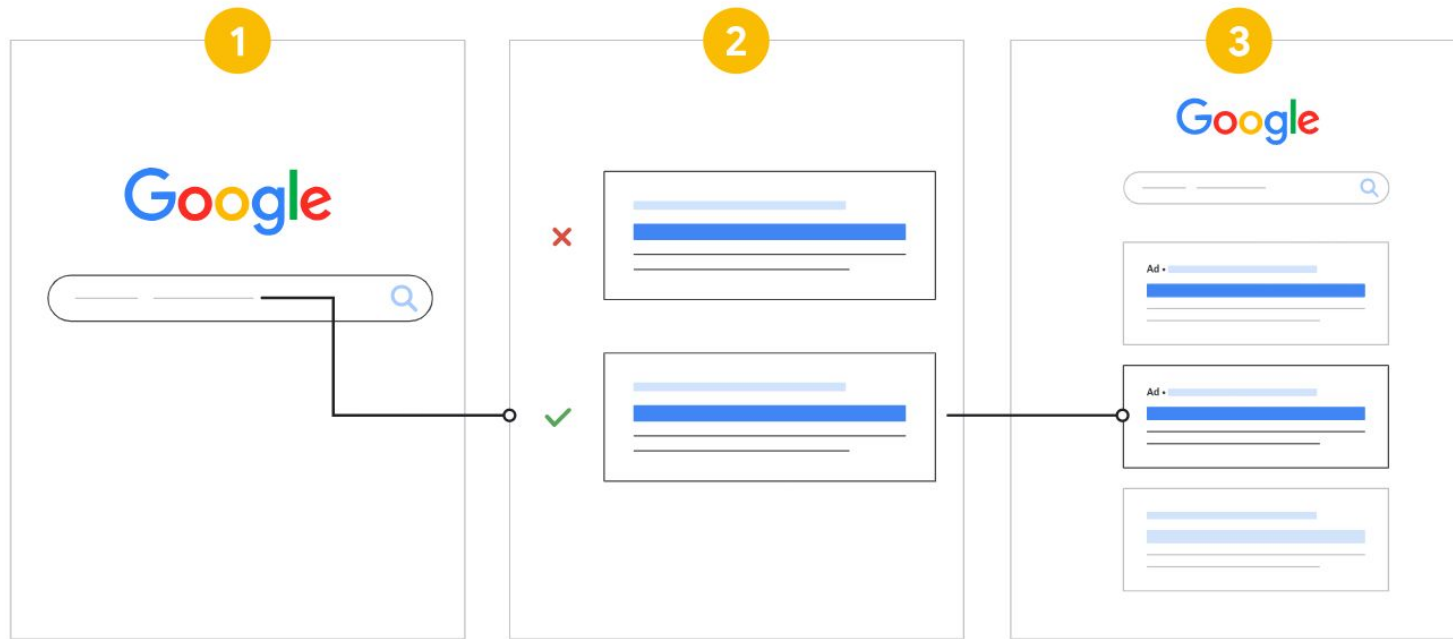


Matching user INTENT with CONTENT

# Core Concept 1: Keyword Match Types

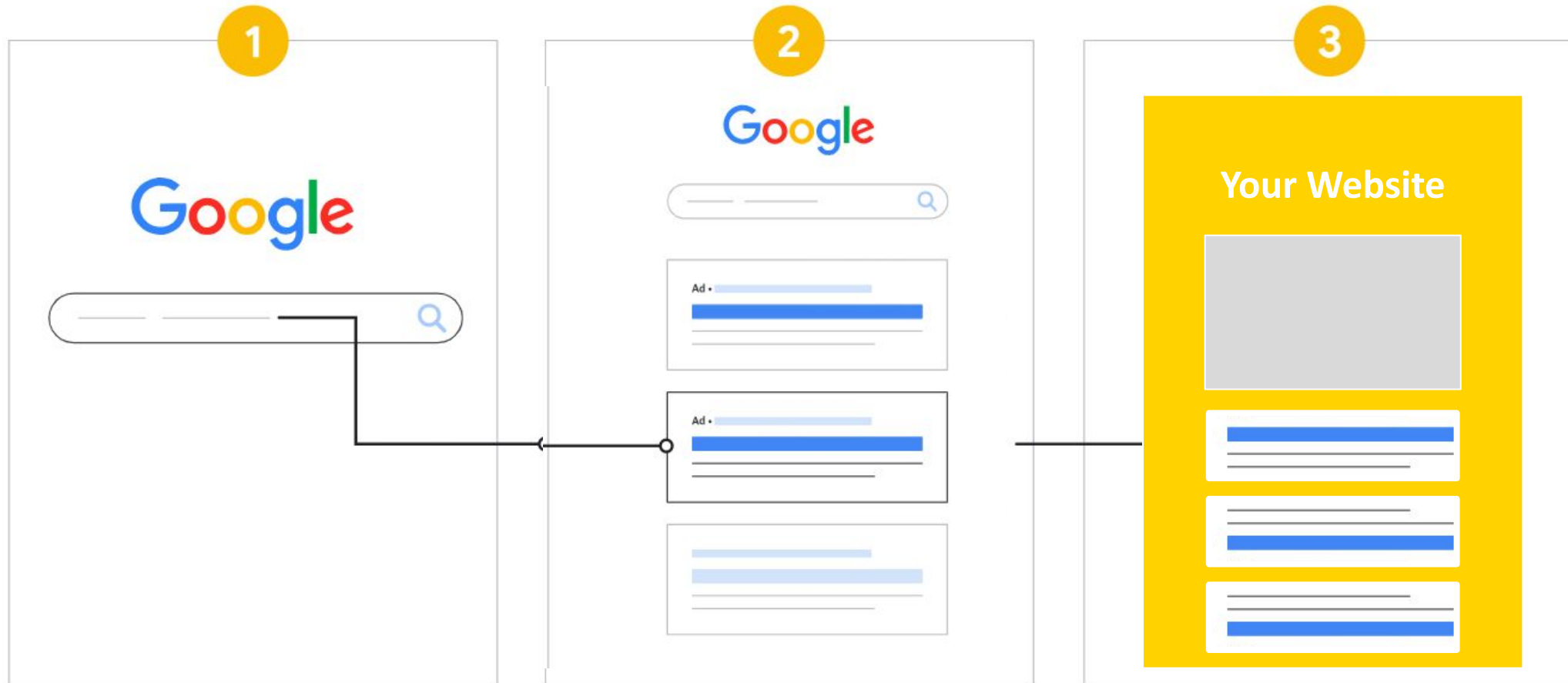


# Core Concept 2: Real-time Bidding



- Keywords (Broad, Phrase, Exact)
- Competition + CPC
- Quality score (1-10)
  - Ad relevance
  - Expected CTR
  - Landing page experience

# From your Customer's perspective...20 seconds:



# Types of Google Ads



## Search

Get in front of high-intent customers at the right time on Google Search



## Performance Max

Reach audiences across all of Google with a single campaign.



## Shopping

Showcase your products to shoppers as they explore what to buy



## Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads



## Display

Reach customers across 3 million sites and apps with engaging creative



## Video

Reach viewers on YouTube and get conversions

# Designing a Campaign



## 1 Set target

Set monthly target for driving new customers

## 2 High value actions

Identify high value actions on the website

## 3 Top keywords

Identify 5-10 top keywords for your business

## 4 Geography

Identify geographic targets and exclusions

## 5 Budget forecast

Forecast monthly spend and daily run rate

## 6 Ad content

Draft converting ad messaging

## 7 90-day outlook


Review what to expect in the first 90 days




- Create
- Campaigns
- Goals
- Tools
- Billing
- Admin
- Planning
  - Keyword Planner
  - Performance Planner
  - Reach Planner
  - App advertising hub
- Shared library
- Content suitability
- Data manager
- Troubleshooting
- Bulk actions
- Budgets and bidding
- Business data

### Keyword Planner

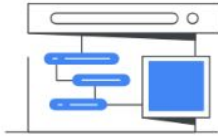
Select an active account  
Mindbridge Coaching



**Discover new keywords**  
Get keyword ideas that can help you reach people interested in your product or service



**Get search volume and forecasts**  
Get search volume and other historical metrics, plus forecasts for how they could perform



**Organize keywords into ad groups**  
Save time by automatically organizing keywords into ad groups in your account

Plans created by you

Plan	Status	Last modified	Forecast period
<a href="#">Plan from May 15, 2024, 1 PM, GMT-07:00</a>	Draft	May 15, 2024	Jun 1 - 30, 2024 (Next month)

1 - 1 of 1

- Create
- Campaigns
- Goals
- Tools
- Billing
- Admin
- Planning
  - Keyword Planner
  - Performance Planner
  - Reach Planner
  - App advertising hub
- Shared library
- Content suitability
- Data manager
- Troubleshooting
- Bulk actions
- Budgets and bidding
- Business data

## Keyword Planner

Select an active account  
Mindbridge Coaching

### Discover new keywords

Start with keywords      Start with a website

Enter products or services closely related to your business

+ Add another keyword

Get results

Try not to be too specific or general. For example, 'meal delivery' is better than 'meals' for a food delivery business. [Learn more](#)

Using your site will filter out services, products, or brands that you don't offer



Plans created by you

Plan	Status	Last modified	Forecast period
Plan from May 15, 2024, 1 PM,	Draft	May 15, 2024	Jun 1 - 30, 2024 (Next month)



cleaning service, housekeeping service

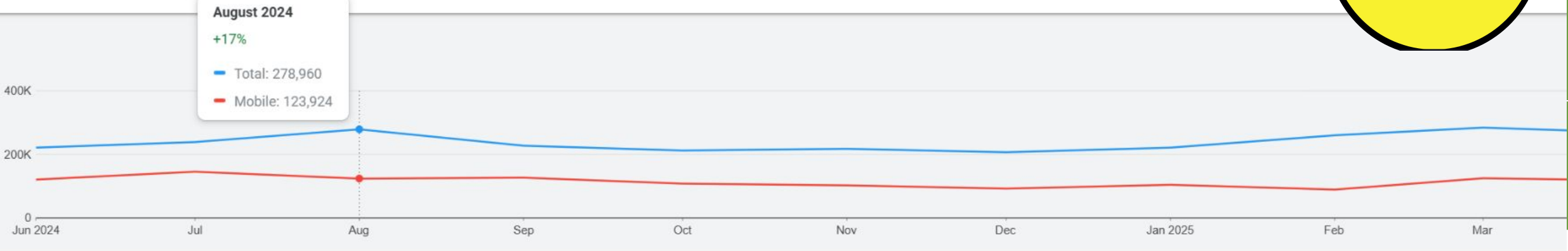
Seattle-Tacoma WA, Washington, United St...

English

Google

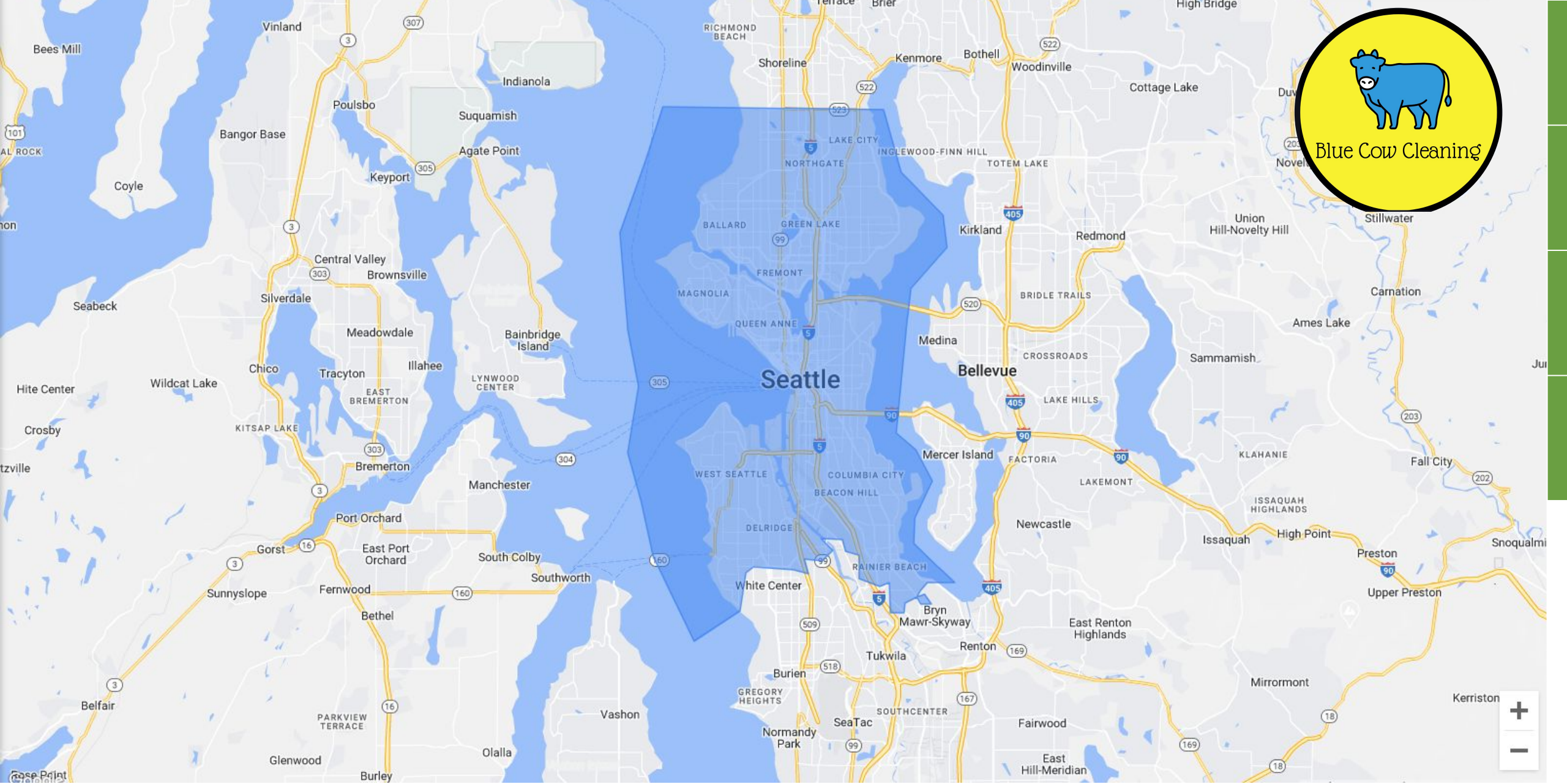
Jun 2024 - May 2025

Broaden your search: + cleaning + cleaning company + cleaning business + professional cleaning company + commercial cleaning company + janitorial company + local cleaning company



Exclude adult ideas X Add filter 1,026 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input type="checkbox"/> cleaning service	2,400	-45%	-16%	Medium	—	\$5.83	\$17.69
<input type="checkbox"/> housekeeping service	140	+24%	+133%	Low	—	\$3.70	\$13.65
Keyword ideas							
<input type="checkbox"/> cleaning services near me	4,400	-57%	-47%	Medium	—	\$5.85	\$18.51
<input type="checkbox"/> carpet cleaning near me	6,600	-33%	-19%	Medium	—	\$4.06	\$16.62
<input type="checkbox"/> dryer vent cleaning	3,600	0%	+24%	Medium	—	\$7.04	\$25.00
<input type="checkbox"/> gutter cleaning	1,600	-32%	-32%	Medium	—	\$8.27	\$38.21



# How to budget for a campaign



## Considerations:

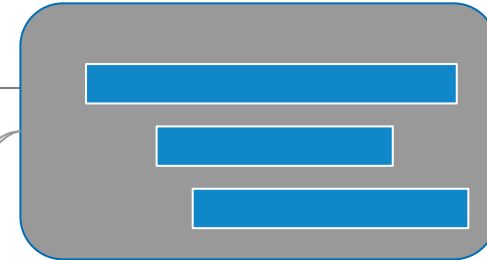
- **Capacity** for new customers
- Target **geography**
- **Services** you want to promote
- Expected **lifetime value (LTV)** of a new customer
- **Competition** and average CPCs for your category
- Workable **minimum** ... in Seattle area - \$40/day

BONUS Google fact: Your DAILY budget X 30.4 = Your MONTHLY budget

# Ad Copy Elements



<p><b>Spotless home with Blue Cow</b> <span style="float: right;">📌 1</span></p> <p>Required <span style="float: right;">24 / 30</span></p>	<p><b>Your trusted housekeepers</b></p> <p><span style="float: right;">26 / 30</span></p>
<p><b>Deep clean in Blue Cow style</b></p> <p>Required <span style="float: right;">19 / 30</span></p>	<p><b>Get your home summer-ready</b></p> <p><span style="float: right;">25 / 30</span></p>
<p><b>Eco friendly home cleaning</b></p> <p>Required <span style="float: right;">28 / 30</span></p>	<p><b>After-party cleanup</b></p> <p><span style="float: right;">27 / 30</span></p>
<p><b>Professional cleaning services</b></p> <p><span style="float: right;">29 / 30</span></p>	<p><b>Local and reliable</b></p> <p><span style="float: right;">27 / 30</span></p>
<p><b>Blue Cow cleaning services</b></p> <p><span style="float: right;">29 / 30</span></p>	<p><b>Home cleaning starting at \$XX</b></p> <p><span style="float: right;">27 / 30</span></p>
<p><b>Make your home sparkle</b></p> <p><span style="float: right;">28 / 30</span></p>	<p><b>Top rated cleaning service</b></p> <p><span style="float: right;">25 / 30</span></p>
<p><b>Schedule your cleaning today</b></p> <p><span style="float: right;">29 / 30</span></p>	<p><b>Make your home shine</b></p> <p><span style="float: right;">29 / 30</span></p>
<p><b>Expert home cleaners</b></p> <p><span style="float: right;">24 / 30</span></p>	



**Get your home ready for the season with Blue Cow Cleaning, local and reliable.**

Required 83 / 90

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**Create a healthier living space. Deep clean with Blue Cow team and our eco-friendly products.**

Required 86 / 90

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**Let us do the dirty work for a spotless home. Quality cleaning from dedicated professionals.**

89 / 90

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**A pristine and stress-free home is just a call away. Schedule online or call us today.**

89 / 90

# Responsive Search Ads



home cleaning

Ad • \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

eco friendly cleaning

Ad • \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



housekeeper

Ad • \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

professional cleaning service

Ad • \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# What to expect in the first 90 days



30

## Learning

- Google gathers data
- Keyword optimization
- Campaign goal - **Maximize clicks**
- Initial campaign metrics
- Troubleshooting

60

## Optimization

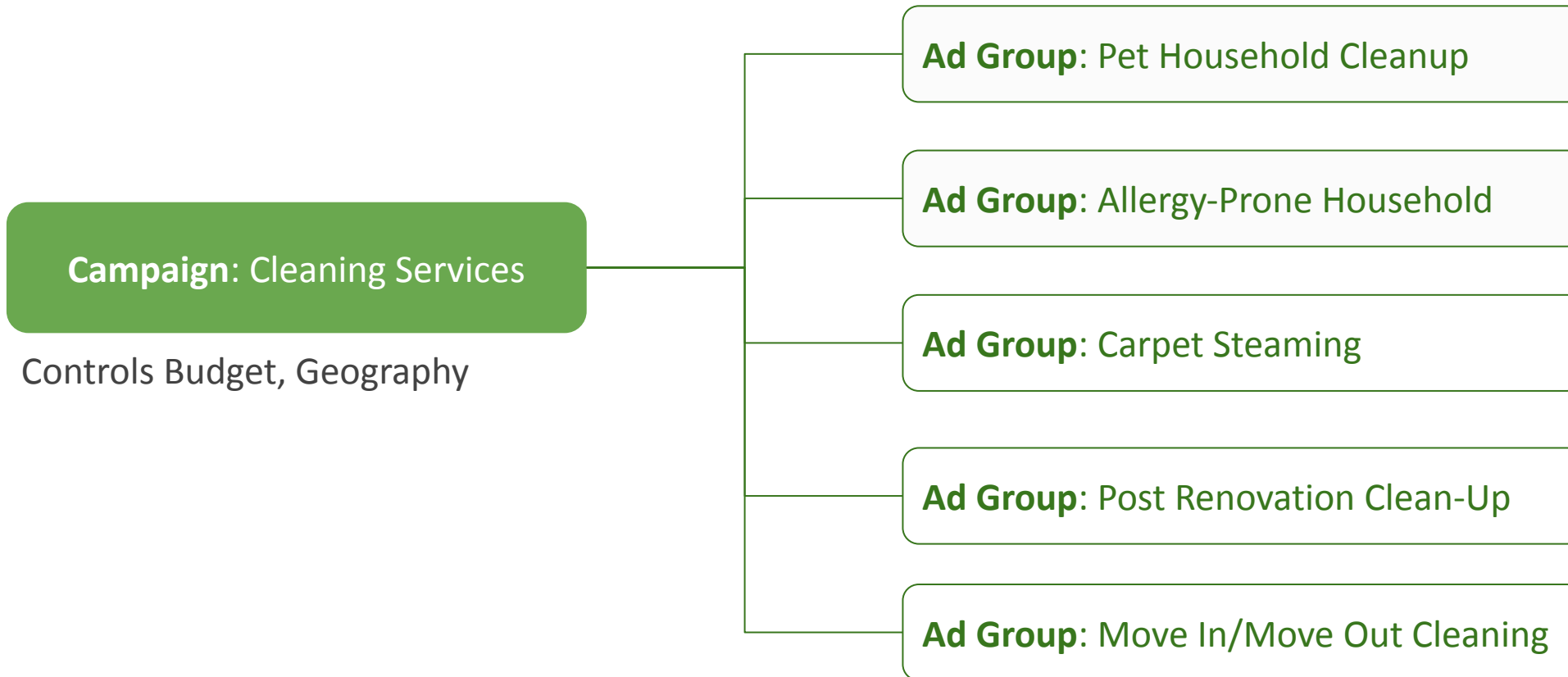
- Search demand insights
- Ongoing keyword refinement
- Evaluate geography
- Adjust ad copy
- Infuse new assets

90

## Conversion push

- Campaign goal - **Conversion**
- Audience insights
- Setting benchmarks
- Budget recommendations
- Ongoing optimizations

# Using Google Ads as a Market Research Tool



## 5 Common mistakes to avoid when running Google Ads

1. Using a SMART campaign (and fully relying on Google's recommendations)
2. ...
3. ...
4. ...
5. ...

## 5 Common mistakes to avoid when running Google Ads

1. Using a SMART campaign (and fully relying on Google's recommendations)
2. Not setting up conversion tracking
3. ...
4. ...
5. ...

## 5 Common mistakes to avoid when running Google Ads

1. Using a SMART campaign (and fully relying on Google's recommendations)
2. Not setting up conversion tracking
3. Not using Negative Keywords lists
4. ...
5. ...

## 5 Common mistakes to avoid when running Google Ads

1. Using a SMART campaign (and fully relying on Google's recommendations)
2. Not setting up conversion tracking
3. Not using Negative Keywords lists
4. Not connecting Ad Content to Landing Page Content (20 second test)
5. ...

## 5 Common mistakes to avoid when running Google Ads

1. Using a SMART campaign (and fully relying on Google's recommendations)
2. Not setting up conversion tracking
3. Not using Negative Keywords lists
4. Not connecting Ad Content to Landing Page Content (20 second test)
5. Expecting results too soon (plan for 90 days)

5 Common  
mistakes to avoid  
when running  
Google Ads

## #6 - **Bonus:** Individual vs Organization setup

**BONUS** for today's attendees:

FREE 30-minute marketing consultation

## Q&A

What questions do you have?

Connect with us:

sandra@marketingworks.io  
marina@marketingworks.io

[www.marketingworks.io](http://www.marketingworks.io)



# After-Party Poll

Before you go...

1. What was the **ONE THING** you learned today that was valuable to you?
2. What topic do you want to learn about that we didn't cover?