

Pay Per Click Advertising - Or How Not to Lose Your Shirt On Google

SUPERCHARGE



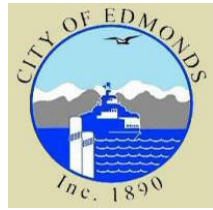
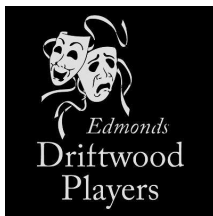
MARKETING

SUPERCHARGE

MARKETING

- *Professional website design, setup, and management*
- *All things digital!*
 - *Social Media! Setup, design, content, customization, and monitoring*
 - *Data Analysis and Metrics*
 - *Google Ads*
 - *General consulting, training, and speaking*





Where Businesses Come for Solutions



Bailey, Duskin & Peiffle, P.S. ATTORNEYS AT LAW



1. Introduction to Pay Per Click Advertising

2. Different Types of Ads & Campaigns

3. Keywords & Targeting Strategies

4. Measuring Success



Google Ads

- *When you consider advertising online...*





Answering Why

- *Lead Sources*
- *Time*
- *Intent*

Why Do I Need Pay Per Click Advertising At All?

- *I get all my business from referrals!*
- *I'm on social media!*
- *I have a great website and that's enough.*
- *Thoughts?*



Answering WHY

- *Customers, clients, and partners are online*
- *Ads are another way to connect with and serve customers*
- *People are digesting information online – including business*



Answering WHY

- *There's also intent...*
- *People running across a chiropractor's Facebook post.*
- *People running the Google search at right.*

The screenshot shows a Google search for "chiropractor belltown". The search bar is at the top, with the Google logo on the left and a search icon on the right. Below the search bar, there are navigation tabs for "All", "Maps", "Images", "News", "Shopping", "More", "Settings", and "Tools". The search results are displayed below, starting with "About 46,100 results (0.54 seconds)".

The first result is an advertisement for "walkin-chiro.com" with the phone number (877) 982-9495. The title is "Chiropractic | Convenient Hours & Location | walkin-chiro.com". The description says: "New & Convenient Mill Creek Office. See Innovative Chiropractic Today. Conveniently Located. Beautiful Relaxing Office. Top-Rated Care. Extended Hours. Services: Message Therapy, Pain Management, Auto Injury Care." The address is "1700 132nd St SE Suite C, Mill Creek, WA - Closed today · Hours". There are two buttons: "Meet Our Doctors" (Learn more about our doctors. Read their bios here.) and "Contact Us" (Contact us now to learn more and set an appointment.).

The second result is an advertisement for "belltownchiro.com" with the phone number (877) 420-4922. The title is "Belltown Spine & Wellness | Chiropractor Spine & Wellness". The description says: "15+ Years Serving Seattle -Free Consultation & Free Parking. Open Monday To Friday. Schedule A Consultation. Highlights: Providing Customized Services, Chat Option Available." The address is "2609 5th Ave, Seattle, WA - Closed today · Hours".

Below the search results is a map of the Belltown area in Seattle. The map shows several locations marked with red pins: "Scott Mindel, DC", "Belltown Spine & Wellness", "Maxwell Chiropractic Offices - Lauren...", "Whole Foods Market", and "Amazon". The map also shows "Olympic Sculpture Park" and "Pier 69".

Below the map is a list of search results. The first result is "Innovative Chiropractic Rehab & Massage" with a 4.6 star rating (55 reviews), address "1700 132nd St SE", and phone number "(425) 678-2313". It is marked as "Closed" and "Opens 9AM Mon". There are "WEBSITE" and "DIRECTIONS" buttons. The second result is "Belltown Spine & Wellness" with a 4.8 star rating (62 reviews), address "2609 5th Ave", and phone number "(206) 441-7984". It is marked as "Closed" and "Opens 10AM Mon". There are "WEBSITE" and "DIRECTIONS" buttons.

Answering WHY

- *Use of online ads shows no signs of decline*
- *Regardless of the state of the economy*

Google search ads beat targets despite global 'uncertainty'

By Paresh Dave and Nivedita Balu

4 minute read



Answering WHY

- *An excellent way to drive interest and sales*
- *Works as a stand alone or one of many fronts*
- *Integrate some of the latest technologies, like AI*



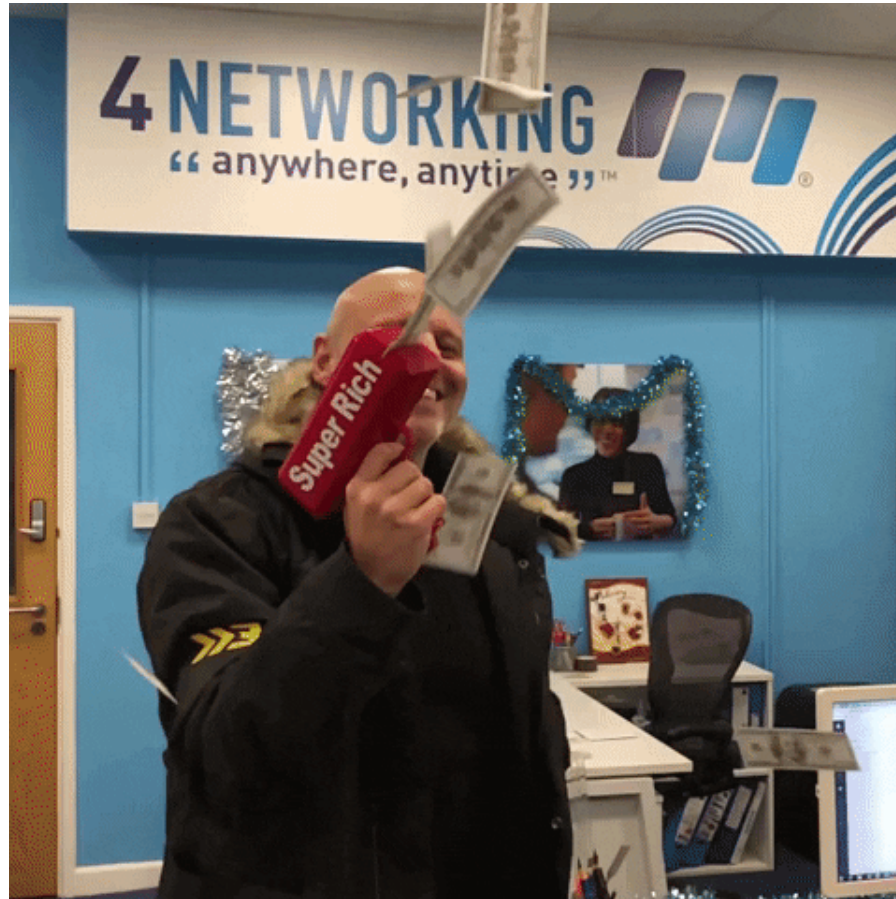


An Introduction To Online Advertising

- *General High-Points*
- *Terms*
- *Platforms*

An Introduction

- What many think online advertising will be for their business or venture...





***What Is The
Difference Between
Online Advertising &
SEO?***



whidbey island auto repair



Web Maps News Shopping Images More Search tools

About 91,400 results (0.53 seconds)

Automobile Repair - andysautorepairinc.com
Ad www.andysautorepairinc.com/ (425) 329-6451
Call Andy's Auto Repair today Contact Us Today.
gallery - map

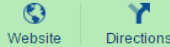
Dependable Auto Repair - Over 65 years serving Lynnwood
Ad www.kcmartin.com/ Affordable, knowledgeable service
Call for an appointment - All makes & All models
Special Offers - Alignments - Brakes - List of Services



Whidbey Tire & Auto
4 reviews · Tire Shop
2856 Howard Rd · (360) 321-4553



Matt's Import Haven
4.3 ★★★★★ (10) · Auto Repair Shop
6446 S Harding Ave · (360) 341-3504
Open until 5:00 PM



Simmons Garage, Towing & Auto Parts Store ~ AAA ...
www.simmonsgarageandtowing.com/
Simmons Garage, Towing & Auto Repair Service provides 24 hour professional towing & jumpstarts for most sizes of vehicles on & off Whidbey Island -We are a ...

NAS Whidbey Island - Automotive Services | DoDHN.com
www.dodhousingnetwork.com/...whidbey-island/base.../automotive-servi...
Contact information for Automotive Services at NAS Whidbey Island.

Whidbey Tire & Auto, South Whidbey WA | Car Talk ...
www.cartalk.com/... Garages by State > WA > South-whidbey > Car Talk >
Mechanic in South Whidbey, WA. ... Whidbey Tire & Auto. 5 out of 5 stars 5 ...
Whidbey is an island and this shop is located on the south end of the island. ... Sorry, I know that does not support the well based opinions of most car repair places.

Paid

Maps

Organic

- *Another key difference between SEO and SEM is the amount of time they take.*
- *SEO can take months to effectively climb the search engine rankings.*
- *With SEM your ads have the opportunity to show up and start generating traffic as soon as your campaign is ready.*



Some PPC Terms...

- *Campaign: Overarching, specific goal*
- *Ad Group: Collection of ads that focuses on a particular product, service or other offering (something thematically in common)*
- *Ad: Under the group these ads relate to that particular product, service or offering.*
- *Keywords: These are the keywords under a given ad group that are intended to trigger the ads*



- *Here is a structural breakdown of a Google Ads PPC.*
- *A single Google Ads account can have multiple campaigns active. at any one time*

Google Ads Account

WordStream

Campaign 1

Campaign 2

Ad Group 1A

Ad Group 1B

Ad Group 2A

Ad Group 2B

Keyword
Keyword
Keyword
Keyword

Ad A
Ad B

Keyword
Keyword
Keyword
Keyword

Ad A
Ad B

Keyword
Keyword
Keyword
Keyword

Ad A
Ad B

Keyword
Keyword
Keyword
Keyword

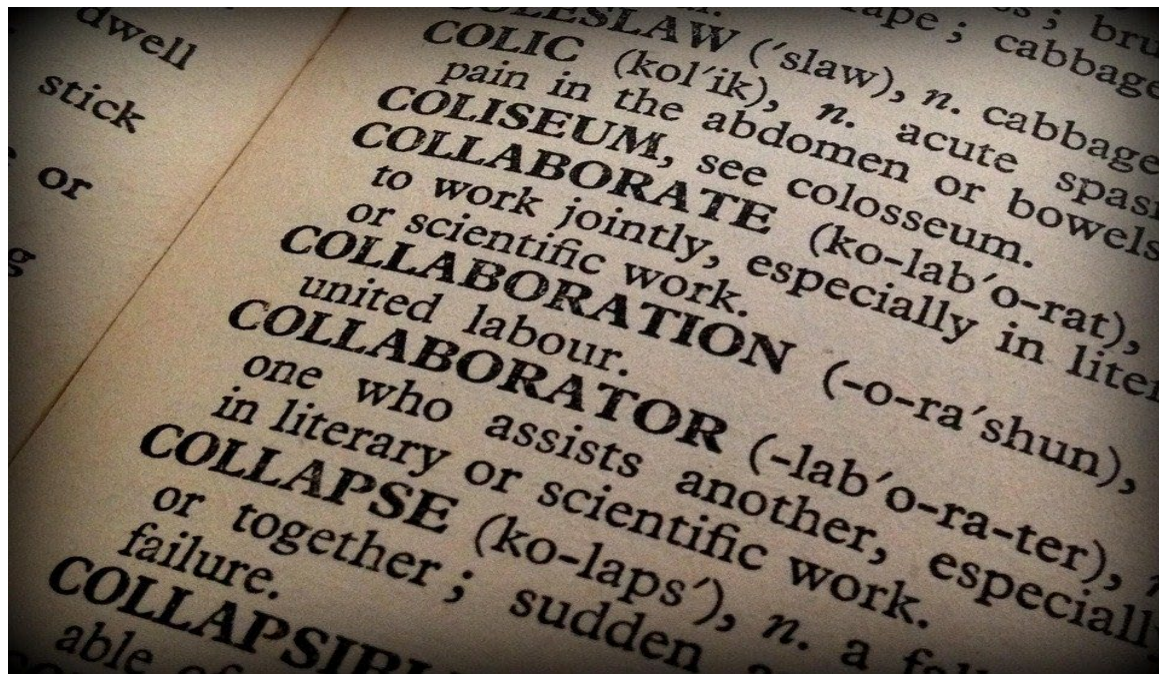
Ad A
Ad B

- *Google Ads (formerly Google AdWords) remains the most popular PPC advertising system in the world.*



Some more PPC Terms...

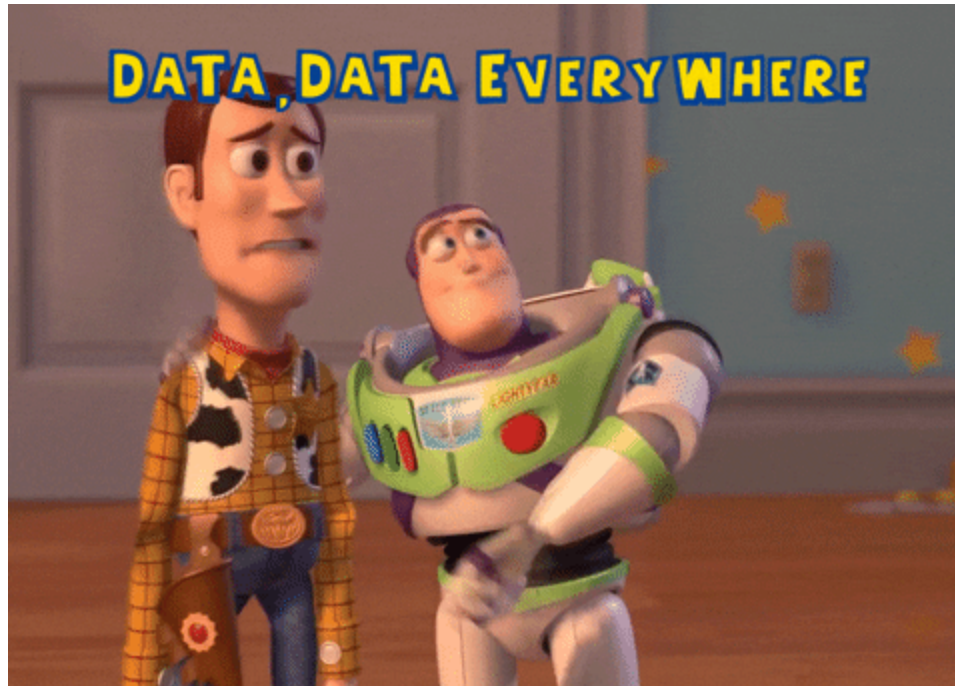
- *Impressions:* How many times an ad shows up.
- *Click-through-rate:* The rate of people clicking vs. seeing an ad
 - 2 percent goal here!
- *Cost-per-click:* How much each click is costing you.



***But my ads aren't
showing up!***

- *Can you trigger your own ads?*
 - *And should you?*

- *Remember, your user experience matters little.*
- *What matters is the data.*
- *Are your ads showing up at all (impressions)?*
- *Are they getting clicks (CTR)?*
- *And are you happy with the CPC?*



And Still A Few More Terms

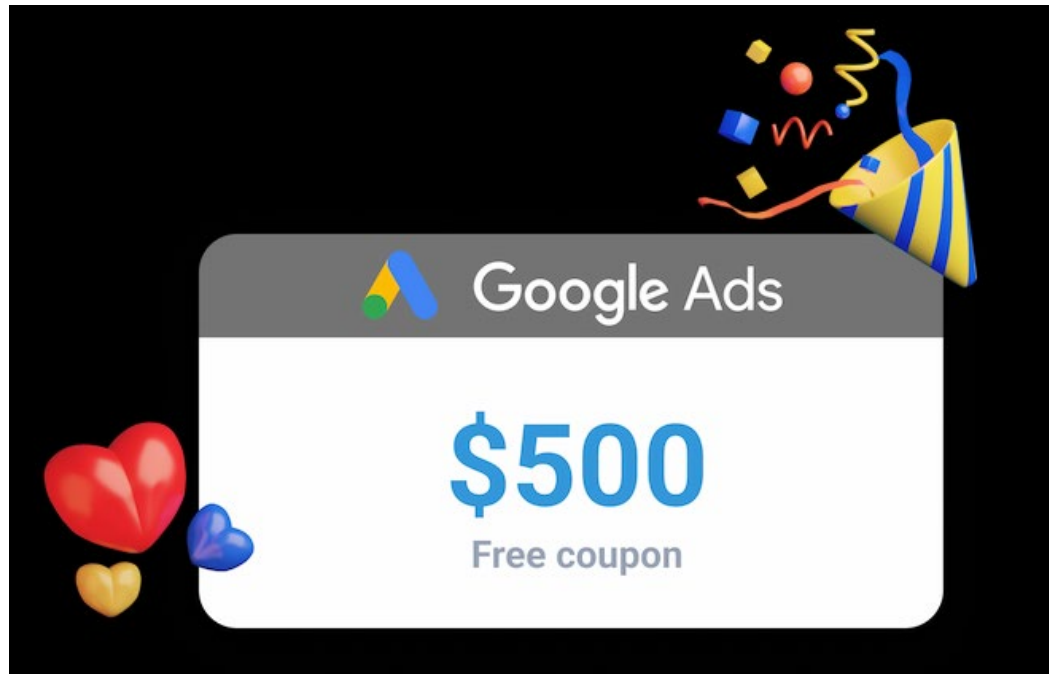


- *Conversions: Leads, leads, leads*
- *Audience: Your ideal client or customers, a target market.*
- *Cost-per-acquisition (CPA): How much the average lead is costing you.*

- *Have you done the math to ensure that online advertising makes sense?*
- *Answer that by estimating how much the average customer is worth.*
- *Then balance that against the expected cost of ads.*



- *What about budgeting? How much does this all cost?*
- *There's an enormous range.*
 - *\$500 on the small end*
 - *\$12,000 on the bigger end*
- *This will also depend on industry and competition.*
 - *Niche client spent \$168 last month and received 3 solid leads.*
- *Search coupon sites for Google Ads promo codes and coupons*



- *The importance of relevance!*
- *Your advertising campaign should have its content match up between what people are searching for, what you're advertising, and what content your site has on it.*
- *A common mistake is advertising something new that is absent from your current site or landing page.*





Ads & Campaigns

- *Matching up your goals*
- *What's in a campaign?*
- *Falling down on ads*

- *Signing up for Google Ads is easy.*
- *Any search will quickly get you to a log in or sign-up point.*

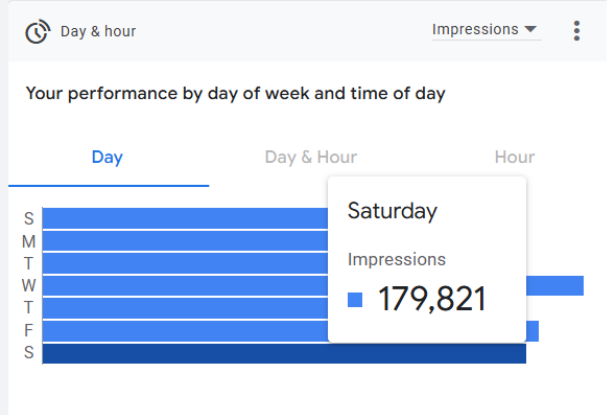
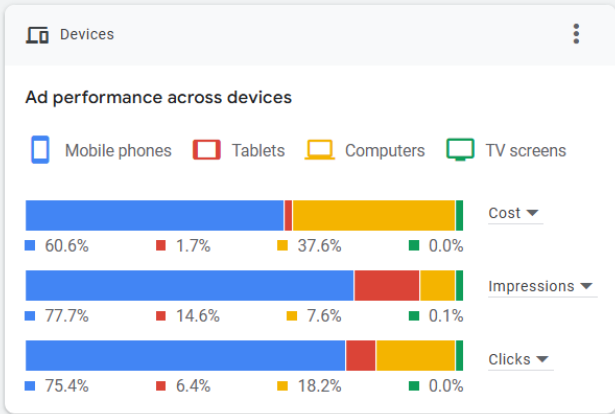
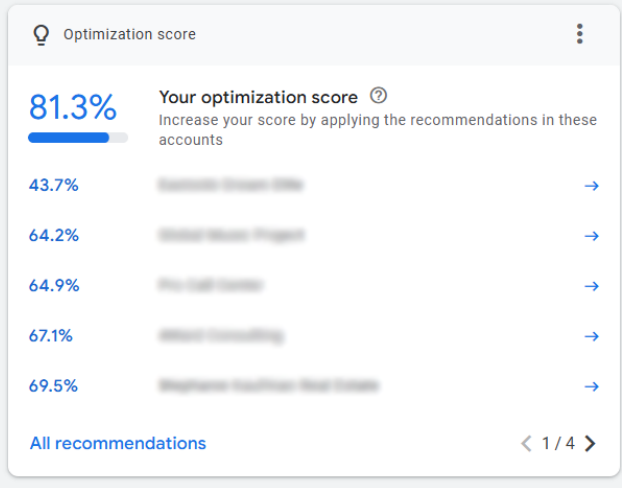
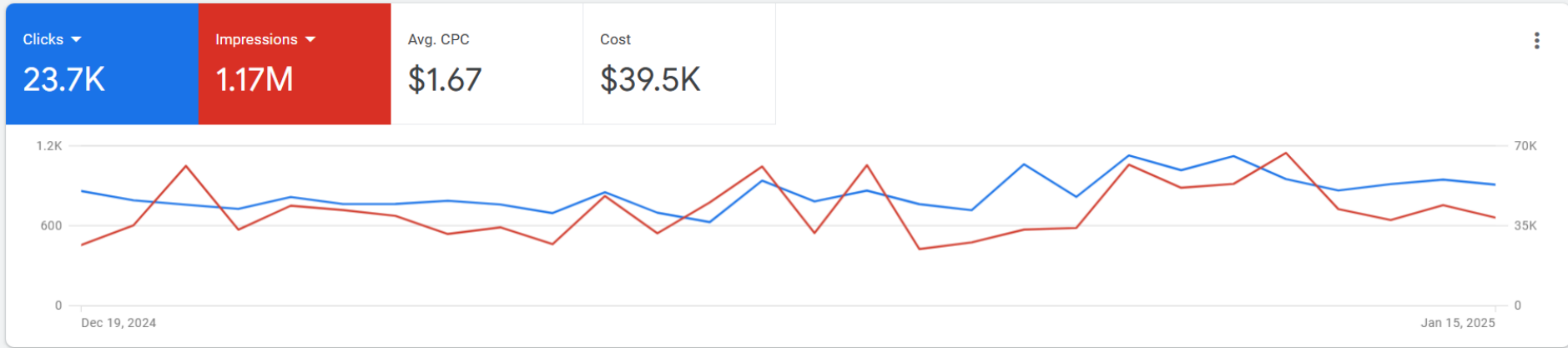
The image shows a Google search interface with the query 'google ads'. The search results page displays several entries:

- Ad · ads.google.com/**
Google Ads - Official Site | AdWords is now Google Ads.
 Reach your customers in the moments that matter. Get your ad on Google today. Show Up Online. Customized Reporting. Advertise On Mobile. No Budget Minimums.
 - **Get Started**: You can sign up online today or call our Google Ads team.
 - **See How Google Ads Works**: Write An Ad & Pick Your Keywords. See How To Set Up Your Advertising.
 - **What Does It Cost?**: Set Your Own Advertising Budget. Pay Only When Your Ad is Clicked.
 - **Why Choose Google Ads?**: Attract new website visitors and grow online sales.
- Ad · www.wordstream.com/**
Free Google Ads Tool | Try Our Simple & Free Tool
 Try the Free Tool That Everyone's Using - Over 3.5 Million Reports Run! Get Your Free...
 Grade Your Google Ads · WordStream Advisor · Schedule a Demo · Free Keyword Tool
- Ad · www.slicedbread.agency/**
AdWords Advertising Agency | ROI Driven Google Ads Agency
 Declining Sales? Struggling to improve ROI? Let us help you break through. We create AdWords strategies that are build to scale and produce measurable results.
- ads.google.com > ...**
Get More Customers With Easy Online Advertising - Google Ads
 Get more customers on the phone, on your site, and in the door. Online ads on Google can help you reach the right customers and grow your business.

The knowledge panel on the right provides additional information:

- Google Ads** (with a share icon)
- Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users.
[Wikipedia](#)
- Developed by:** Google
- Initial release date:** October 23, 2000
- Initial release:** October 23, 2000; 19 years ago
- People also search for** (with a 'View 10+ more' link):
 - Google AdSense
 - Google Tag Manager
 - Google Drive
 - WordPress
 - Google My Business
- [Feedback](#)

- *The Google Ads Overview Screen*



- *Creating a new campaign!*

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

CAMPAIGNS
AUCTION INSIGHTS
All time Nov 27, 2012 – Feb 23, 2020

Clicks ▾
None ▾

+

Campaign

Campaign status: All but removed [ADD FILTER](#)

	Campaign	Budget	Status	Optimization score	Campaign type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.	Conv. rate
<input type="checkbox"/>	Snohomish Social Media	\$7.50/day	Paused	-	Search	311	142,915	0.22%	\$2.57	\$800.10	1.00	\$727.60	0.34%
	Total: All but removed campaigns ?			-		311	142,915	0.22%	\$2.57	\$800.10	1.00	\$727.60	0.34%
	Total: Account ?			-		311	142,915	0.22%	\$2.57	\$800.10	1.00	\$727.60	0.34%

- *Ad goals...*

Select the goal that would make this campaign successful to you [?](#)



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

- *A quick note on call campaigns...they're under Sales or Leads campaign type!*
- *You can also create call ads!*



- *After picking a goal, you then get to choose from campaign types...*

Campaigns

Explore features

Performance Max

Search campaigns

Display campaigns

Smart Campaigns

App campaigns

Shopping ads

Video campaigns

Hotel campaigns

Demand Gen campaigns

Call campaigns

Things to do

- *How different campaign types show up in Google searches is NOT static.*

Google Announces a Range of AI Powered Ad Updates at Marketing Live

Published May 21, 2025

By [Andrew Hutchinson](#)

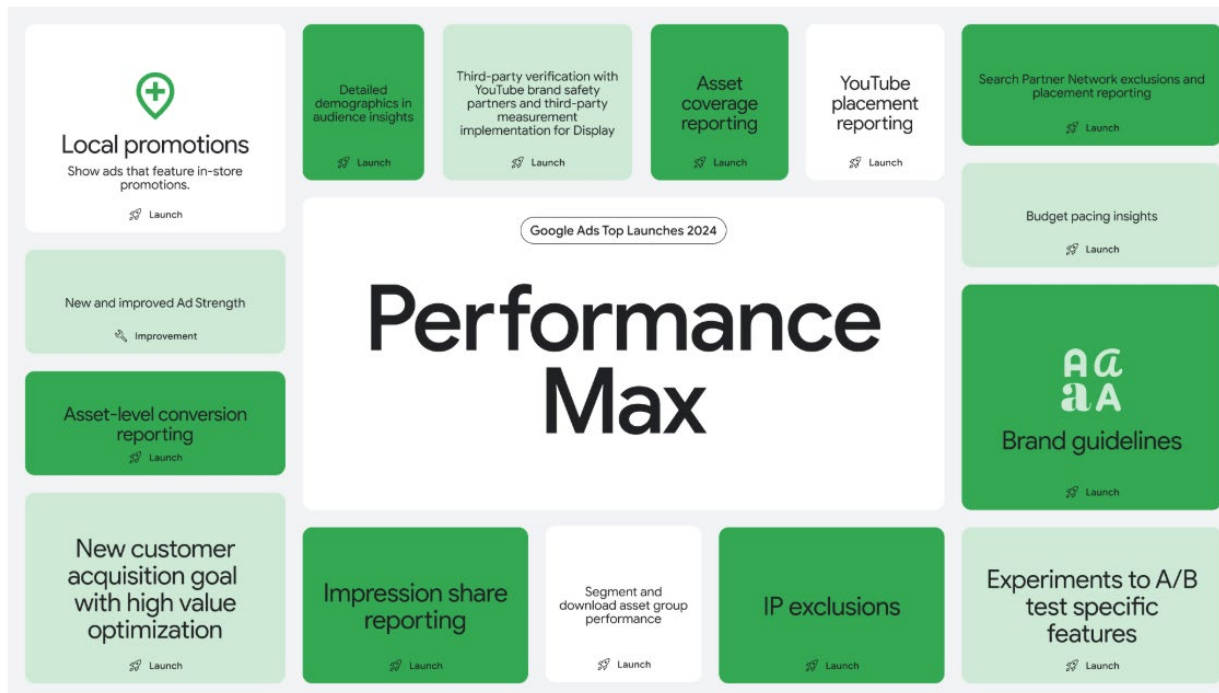
Content and Social Media Manager



Following on from its broader AI-focused announcements at its [I/O conference yesterday](#), Google has outlined a range of coming ad updates and tools, at its [Marketing Live event](#), including improved smart bidding, ad opportunities in AI search results, AI creative tools for marketers, and more.

First off, Google's looking to help advertisers maximize their ad spend with [improved smart bidding for Search campaigns](#), which will use AI to optimize ad spend.

- *More on Performance Max and Smart Campaigns*
- *They set up more information automatically.*
- *Do not have to do as much (no ad groups!).*
- *Writing a few ads and keywords and then they're done.*
- *Also set up to automatically adjust biddings, placement, etc.*
- *But we have seen some epic misses with these.*
- *Less ability to make changes and revisions.*



- *Everything is “AI” now...even though the features are older.*
- *Headline and description matching is now AI.*
- *Most anything basically iterative or regurgitative is AI.*
- *A lot of promise, but like all tools it needs human oversight and input.*



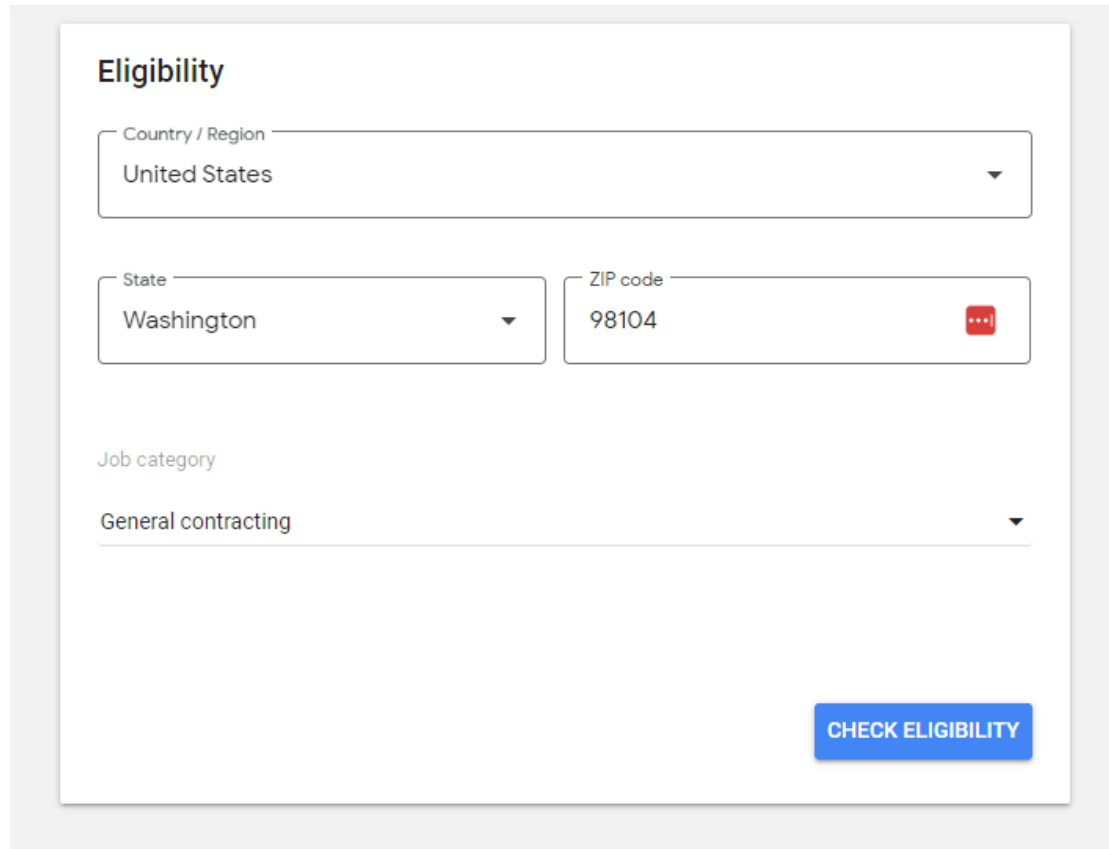
- *Other automated features with pros and cons*
- *Auto-applied recommendations*
- *“Dynamic” advertising*
- *Meant to save time, but can lead to destructive changes*
- *Still recommend manual review*



- *Google Local Service Ads – Google Guarantee*
- *You have to apply and hope that your industry is supported in your location.*
- *That means submitting paperwork.*



- *This can be a slog with various tax and formation paperwork and ID's all submitted*
- *Followed by a review process*



Eligibility

Country / Region
United States

State
Washington

ZIP code
98104

Job category
General contracting

CHECK ELIGIBILITY

- *Can also be worthwhile!*
- *Potential position above other ads in local searches*
- *You only pay for actual calls-leads.*
- *Google Guarantee green checkmark means Google would compensate anyone abused by a given company.*
- *Provides assurance.*

Google

All Images Maps News Videos Shopping Books : More Tools

Reviews Open now Residential Within 0.2 mi Online estimates Top rated Address

Results for **Shoreline, WA** Choose area

Sponsored · General contractors | Shoreline

✓ **GOOGLE GUARANTEED**

Green Point Home Services
 5.0 ★★★★★ (276) · General contractors
 25+ years in business · Serves Shoreline
 Open now · Family owned

Message Get phone number

Integrity Roofing & Construction
 4.8 ★★★★★ (499) · General contractors
 9+ years in business · Serves Shoreline
 Open now · Family owned

Message Get phone number

Show more

Sponsored

Houzz
<http://www.houzz.com>

Hire Local General Contractors - Local General Contractors
 Right for the job, right nearby. Those are the kinds of home pros you'll find on Houzz.


Sponsored

Thumbtack
<https://www.thumbtack.com> · thumbtack · nearyou


Find a General Contractor | Affordable & Efficient Pros
 Affordable prices. Free estimates, no guessing. Connect with a professional...
 ★★★★★ Rating for thumbtack.com: 4.7 - 1,251 reviews

Businesses



- *Let's run through a Search campaign!*
- *Click for traffic generation*
- *Also can include call campaigns!*

Select the ways you'd like to reach your goal 

Website visits



Phone calls


Store visits


App downloads

Lead form submissions


▪ *Watch your labels! No “Campaign 1”*


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

Type: Search Goal: Leads 


Campaign name Click Traffic - Facebook Management 


Networks



Search Network 


Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords


Include Google search partners 




Display Network


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

Include Google Display Network 

 [Hide more settings](#)

Start and end dates Start date: February 23, 2020 End date: Not set 

Campaign URL options No options set 

Dynamic Search Ads setting Get automated search targeting and customized ad headlines based on your website 

- *After campaigns it's on to ad groups!*
- *How can you group your ads?*
- *By topic*
- *By product*
- *By keywords*



- *After picking a campaign you run through ad group prompts*
- *More precise targets*

Set up an ad group

Ad group type ⓘ : Standard ▾


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

Ad group name

Ad group 3|

Keywords

Find relevant keywords by describing what you're advertising in this ad group

 Enter related web page URL

 Enter products or services

GET KEYWORDS

Keywords are words or phrases that are used to match your ads with the terms people are searching for

Enter or paste your keywords, one word or phrase per line

- *The art of writing ads!*
- *Use secure links (https)*
- *Be informative, respect the character limit.*
- *Use initial caps.*
- *Define a problem, then solve it.*
- *Remember this should relate to keywords!*

The image shows a screenshot of the Facebook Ads Manager interface. On the left, the 'New text ad' configuration panel is visible, showing the following details:

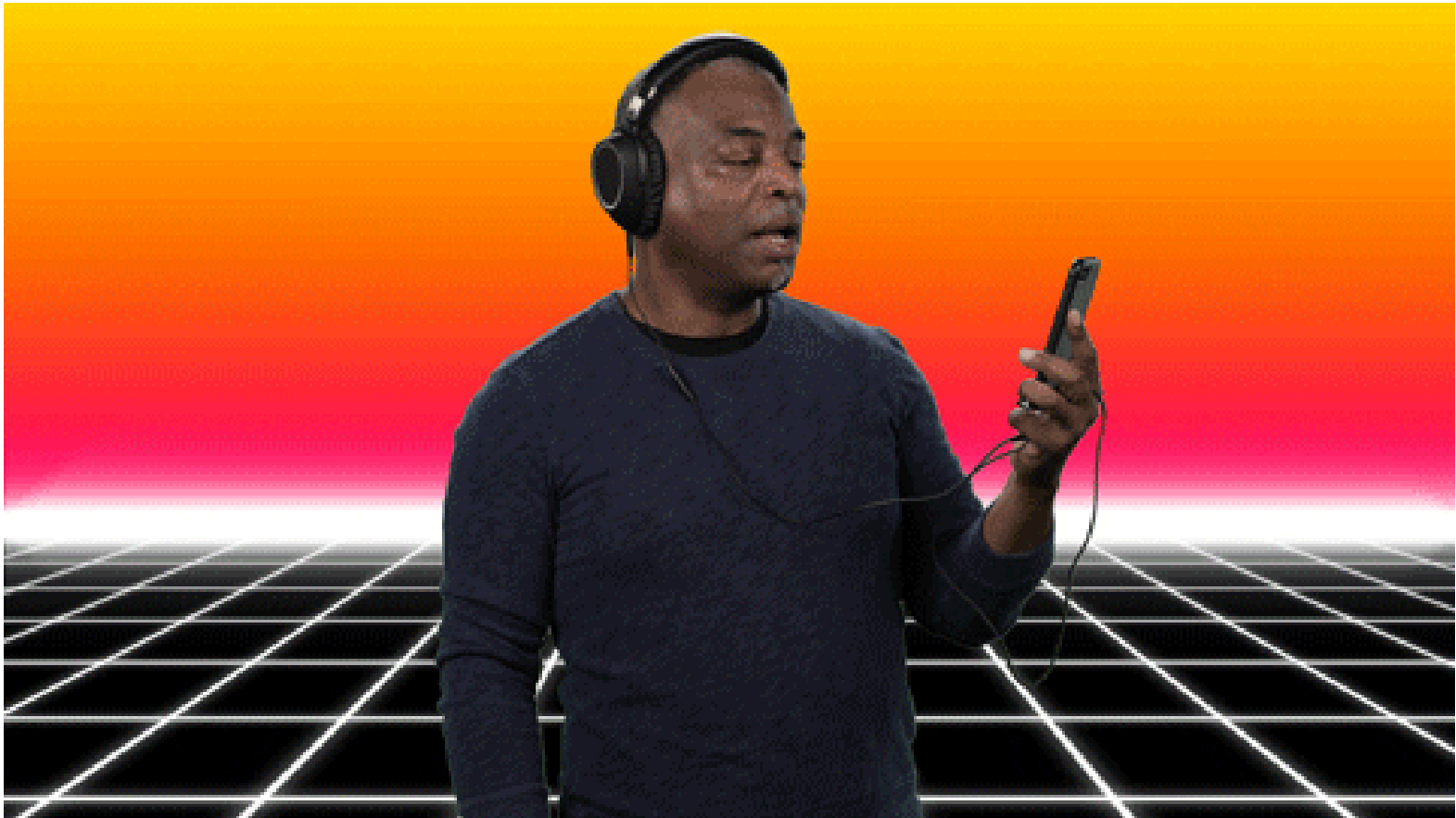
- Final URL: <https://superchargemarketing.com>
- Headline 1: Facebook Help For Lawyers (25 / 30 characters)
- Headline 2: Experienced, Local (18 / 30 characters)
- Headline 3: Plus A Legal Background (23 / 30 characters)
- Display path: [www.superchargemarketing.com / legal / facebook-help](http://www.superchargemarketing.com/legal/facebook-help)
- Description 1: Struggling On Facebook? Work With Local, Content Specialists. (5 / 15 characters)
- Description 2: Get Your Message Out Consistently & Professionally (61 / 90 characters)

On the right, a mobile preview of the ad is shown. The ad text is:

Facebook Help For Lawyers | Experienced, Local | Plus A Legal Background
Ad superchargemarketing.com/legal/facebook-help
Struggling On Facebook? Work With Local, Content Specialists. Get Your Message Out Consistently & Professionally
Call 425-247-1870

Below the preview, a note states: "Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)"

- *Google lets you swap headlines and descriptions, which can be helpful, but review to avoid surprises.*
- *Remember, this practice which was introduced 5+ years ago is now “AI”.*





Remember to preview those ads!

- *No such thing as just one ad.*
- *On average we have 5 to 8 ads for each ad group.*
- *Test out different wording.*
- *Different active extensions.*
- *Different solution propositions.*
- *Experimentation is at the heart of ads.*



- *Google auto or AI assets are interesting...*



Keywords & Targeting

- *Understanding keywords*
- *How does targeting work*
- *Avoiding epic fails*



Keyword Tools...

- *Google has a decent built-in tool after you start using ads.*
- *Wordstream is another*
- *Still others include Moz, Spyfu, Wordtracker*
- *Just watch the sales angle.*

WordStream

The Better Keywords, The More Success



- *Other targeting to consider includes...*
- *Geographic targeting*
- *Audience targeting*
- *Schedule targeting*




Targeting and audiences

Choose who you want to reach

Locations

Select locations to target 


- All countries and territories
- United States and Canada
- United States
- Enter another location

 Seattle


[Advanced search](#)

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

Location options


Target 


- People in, or who show interest in, your targeted locations (recommended)
- People in or regularly in your targeted locations
- People searching for your targeted locations

Exclude 

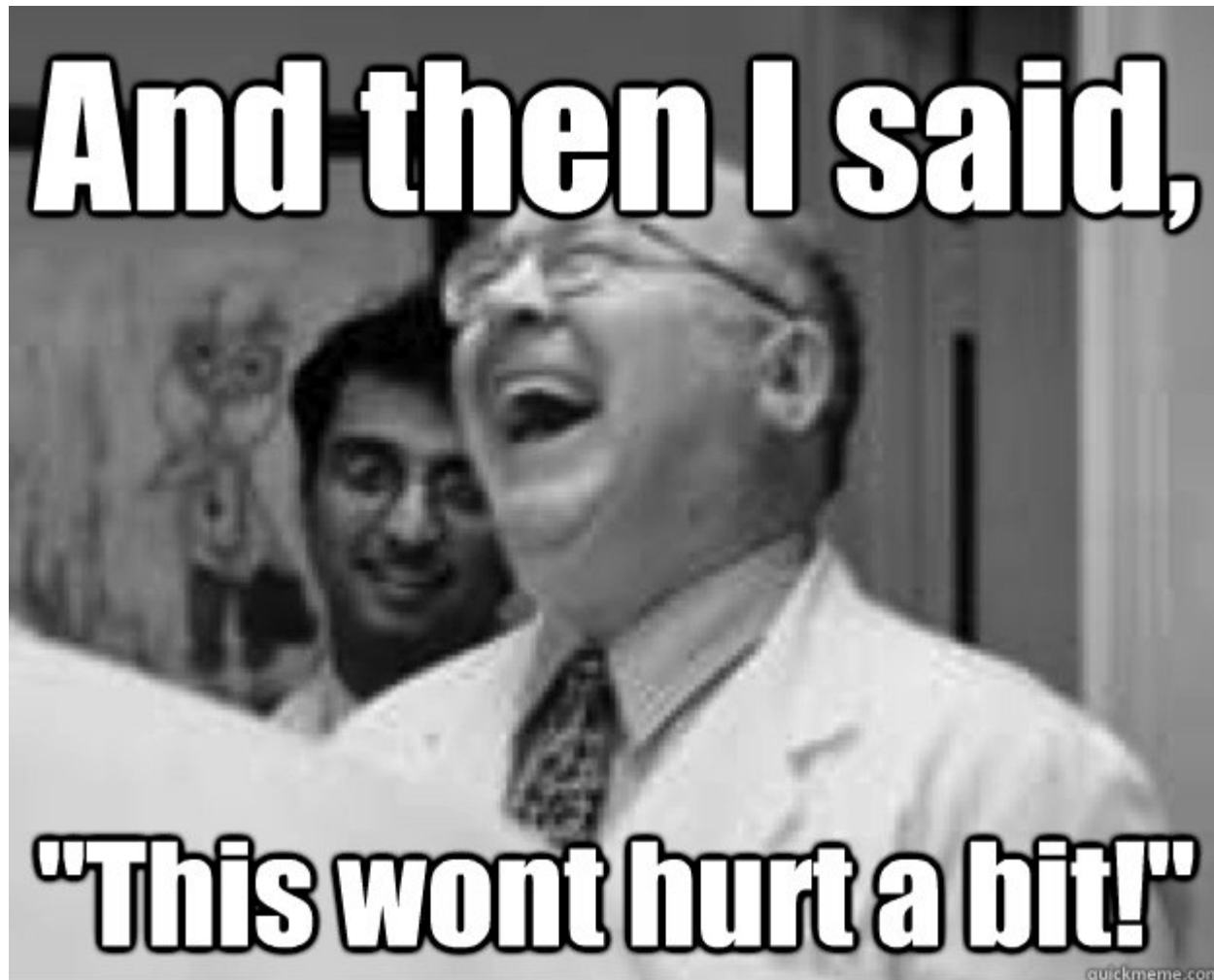
- People in your excluded locations (recommended)
- People in, or who show interest in, your excluded locations

Languages

Select the languages your customers speak 

 Start typing or select a language

- *Cautionary tale...the Great Dentist Advertising War*



- **Audience targeting – this is tempting, but for a lot of campaigns we go with the “observation”, meaning not starting with audience targeting.**

Audiences Select audiences to add to your campaign. You can create new audiences in [Audience Manager](#). ? ^

SEARCH	IDEAS (10)	BROWSE	None selected	CLEAR ALL
<input type="text" value="business owner"/>			Select one or more audiences to observe.	
<input type="checkbox"/>	What they are actively researching or planning (16)			
<input type="checkbox"/>	In-market audiences Business Services			
<input type="checkbox"/>	In-market audiences Business Financial Services			
<input type="checkbox"/>	In-market audiences Business Technology			
<input type="checkbox"/>	In-market audiences Business & Industrial Products			
<input type="checkbox"/>	In-market audiences Advertising & Marketing Services			
<input type="checkbox"/>	In-market audiences Executive & Management Jobs			

Audiences targeting setting for this campaign ?

- Targeting** *formerly "Target and bid"*
Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids
- Observation (recommended)** *formerly "Bid only"*
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected audiences

- *For budget, recommend starting small.*
- *For bidding, usually start with maximizing clicks (has been effective at getting conversions still)*

The image shows a screenshot of the Google Ads interface. The top section is titled "Budget" and contains the text "Enter the average you want to spend each day" followed by a text input field containing "\$ 50.00". Below this is a horizontal separator line. The bottom section is titled "Bidding" and contains a link "Back to previous bidding options" in blue. Below the link is the text "Select your bid strategy" followed by a help icon. A dropdown menu is open, showing a list of bid strategies. The "Maximize clicks" option is highlighted with a blue bar on the left. The list includes "Automated bid strategies" (with sub-options "Target CPA" and "Target ROAS"), "Maximize clicks", "Maximize conversions", "Maximize conversion value", "Target impression share", "Manual bid strategies", and "Manual CPC". At the bottom left of the interface, there is a link "Show more settings" with a downward arrow icon.

Budget

Enter the average you want to spend each day

\$ 50.00

Bidding

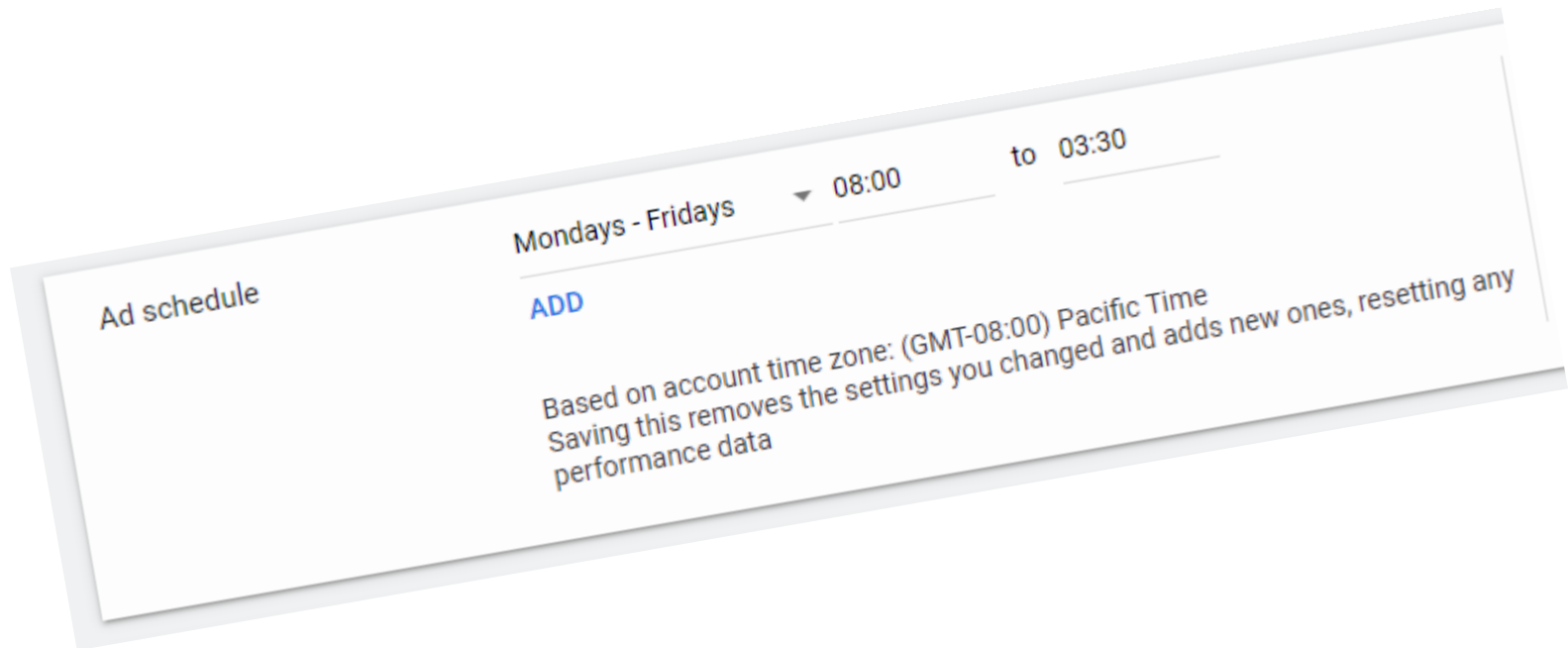
[Back to previous bidding options](#)

Select your bid strategy ⓘ

- Automated bid strategies
 - Target CPA
 - Target ROAS
 - Maximize clicks**
 - Maximize conversions
 - Maximize conversion value
 - Target impression share
- Manual bid strategies
 - Manual CPC

⌵ [Show more settings](#)

- *The often-overlooked ad schedule.*
- *Why wouldn't you run ads 24 hours per day, 7 days per week?*



- *Some of the biggest waste has been when ad leads are not quickly responded to.*



- *Make sure and fill out relevant ad extensions!*
- *Sitelink extensions – ways to highlight particular webpage that relates to an advertised service (relevance!)*
- *Callout extensions – integrate your tag lines, marketing and short-short messaging!*
- *Call extensions – another way to call you!*

Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions

Add additional links to your ad

Callout extensions

Add more business information to your ad

Call extensions


425-247-1870



Based on your selection, a call extension has automatically been created for this campaign

- *Have a customer list?*
- *You can also target them via advertising*
- *Consider whether this is a good fit or not*

The screenshot shows the Google Ads interface for creating a new audience. The header includes the Google Ads logo and the text "New audience: customer list". Below the header, there are two steps in a progress bar: "1 Create an audience" (completed) and "2 What's next" (current step). The main content area displays a success message: "Your customer list has been successfully saved". Below this message is a list of bullet points providing details about the upload: 239 rows uploaded, 199 formatted correctly (83%), an estimated match rate of 90%, a note that Google Ads will match data to customers on its networks (with a "Learn more" link), a warning that matching can take up to 24 hours, and a requirement that lists must have at least 1000 matched users. At the bottom left, there is a blue "DONE" button.

X  Google Ads | New audience: customer list

1 Create an audience ————— 2 What's next

Your customer list has been successfully saved

- Of the 239 rows uploaded, 199 were formatted correctly (83%)
- Estimated match rate: 90%
- Google Ads will match your data to your customers on Google's networks. [Learn more](#)
- You can add this list to your targeting now, but matching can take up to 24 hours to finish
- When matching is complete, your ads can start showing to your new audiences. Lists must have at least 1000 matched users for them to serve.

DONE

- *Location extensions – integrate your Google business profile!*
- *When these extensions are active your ad takes up more space and is more prominent, not to mention informative!*

Google

sedation dentistry

Web Maps Videos Images News More

About 1,060,000 results (0.51 seconds)

Sedation Dentistry - Conscious Sedation Practice Service
Ad [www.twincities~~sedation~~.com/Sedation](http://www.twincitiessedation.com/Sedation) (651) 243-5990
Feel Comfortable During Your Visit.

Scared of The Dentist? - We Can Help
Ad [www.creekview~~dental~~.com/Woodbury](http://www.creekviewdental.com/Woodbury) (651) 738-8204
Free Dental Sedation. No Anxiety, No Pain. Call Today.
Free New Patient Exam - Board Certified - No Pain, No Anxiety
Dental Implant Package - Free Exam & 3D Scan - Same Day Crown
2145 Woodlane Dr, Woodbury, MN

Sedation Dentistry
Ad [www.personalcare~~dentistry~~mn.com/](http://www.personalcaredentistrymn.com/)
Sedation Dentist In Roseville. Call Us For Safe, Comfortable Care.

Sedation Dentistry
Ad [www.dakotachildrens~~dentistry~~.com/](http://www.dakotachildrensdentistry.com/)
Sedation Dentist in St Paul.
Contact Us Today.

Dakota Dental & Implant
Ad [www.dakota~~dental~~andimplantcenter.com/](http://www.dakotadentalandimplantcenter.com/)
(651) 968-8979
We Accept Most Private Dental Insurances. Call For Appointment!

Cosmetic Dentistry
Ad [www.oxborofamily~~dental~~.net/](http://www.oxborofamilydental.net/)

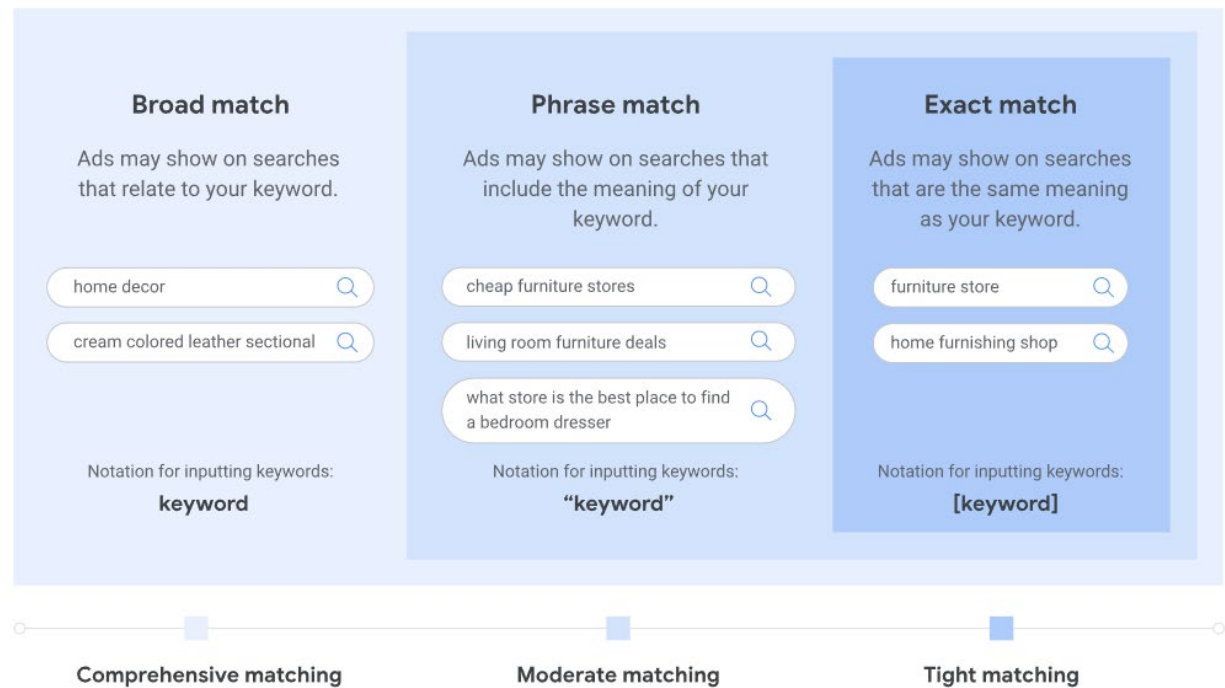
Look at how much bigger this ad is compared to the others!

- *Keyword Types!*
- *Broad*
- *“Phrase”* Keyword match types
- *[Exact]*

Keyword Match Types

For the keyword furniture store, we can match the following queries (🔍)

per match type



A quick word on Video Ads

- *Growing ad type, but audience is key (a lot of campaigns are overly targeted and do not reach anyone.*
- *YouTube is the second Largest Search Engine on the planet!*
- *Videos get high rankings and click-through rates.*
- *You can also opt into Google Video Partners to run them on sites beyond YouTube.*

Lowering the minimum user list size for lookalike segments Only 100 users needed!

Third-party verification with YouTube brand safety partners

Google Ads Top Launches 2024

Demand Gen

Demand Gen in Display & Video 360

Demand Gen's 1st Birthday on the 10 October

Creative preferences
Pin your video assets to control where they show.

Google video partners

Promote your products
Turn campaigns into a virtual storefront using your product feed.



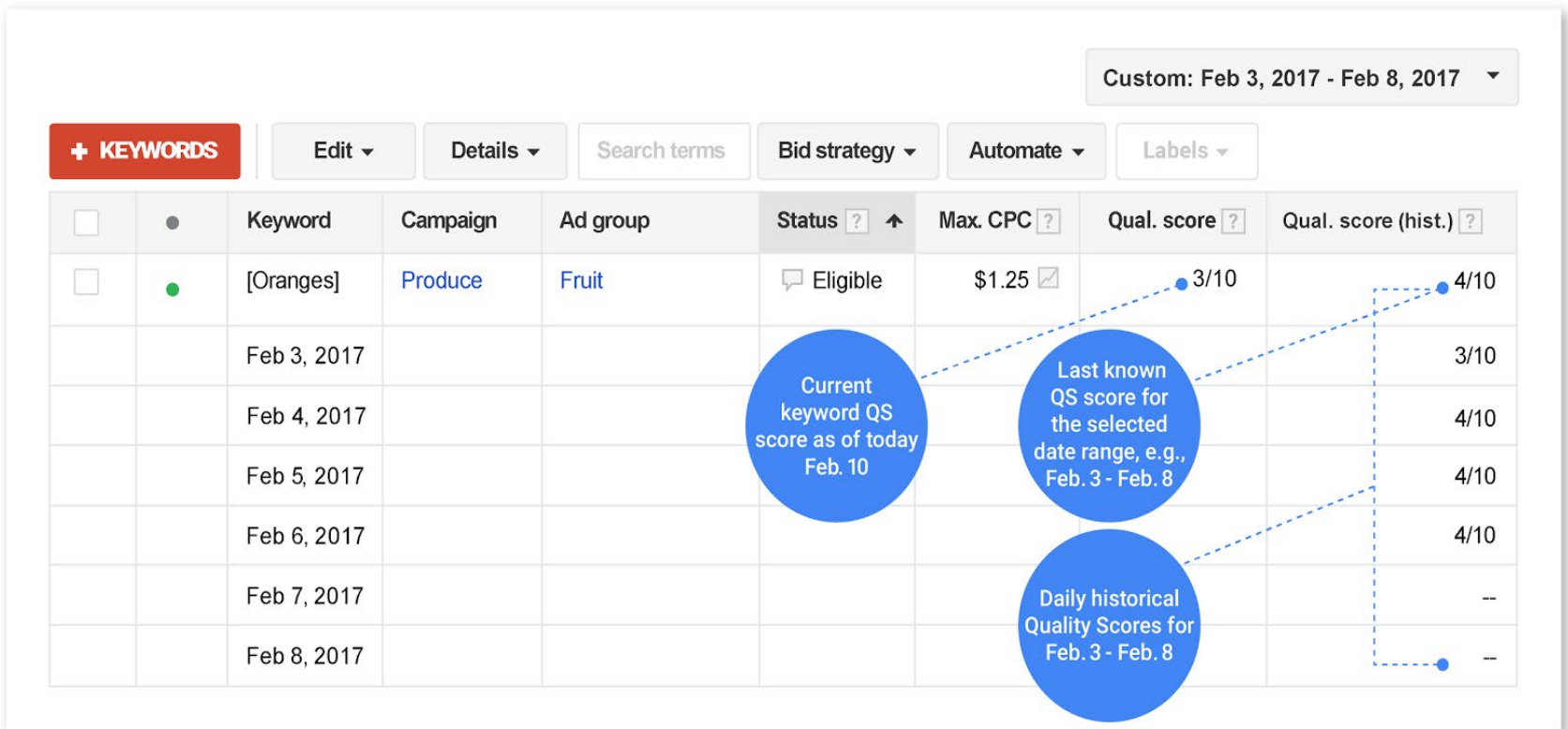
About Landing Pages

- *Quality Scores*
- *Where are you sending ad clickers?*
- *What do you want them to do once they get there?*

When you spent all that time on an ad campaign
and your quality score is low and/or your landing
page is poor...



Circling back to Quality Score



- *Expected clickthrough rate (CTR): The likelihood that your ad will be clicked when shown.*
- *Ad relevance: How closely your ad matches the intent behind a user's search.*
- *Landing page experience: How relevant and useful your landing page is to people who click your ad.*



- *Various ways to build landing pages*
- *You won't need this for all types of campaigns either...*



WIX.com



WORDPRESS

- *Watch out for platforms promising everything over a lunch break*

WIX.com



- *WordPress remains a popular way to create a landing page to link to advertising campaigns.*
- *Easy interface and generally user-friendly.*
- *Developed by contributors all around the world.*



Landing Page Design

- ***QUESTION*** – *What is the one thing that you want a visitor to do when they visit your advertising campaign's landing page?*



Landing Page Design

- *The visitor should be able to take action within seconds.*



Landing Page Design



[Home](#) [About Us](#) [24/7 Emergency Mitigation](#) [Home Remodeling](#) [Text Us](#)

[Real Estate, Property Management](#) [Handyman](#) [Reviews](#) [Join Our Team](#) [Areas Served](#)

 [Contact Us Online](#)

 [Call Us Now 425-775-6123](#)

WA License # : WHDHAHL781D2

· 24/7 Damage Restoration · Renovations · Home Services ·

Reclaim Your Time with We Honey Do!

Effortlessly Handling Your Home's Needs, So You Can Focus on the Moments that Matter

Cheap Hosting Can Cost You


- *Check your site reputation on MX Toolbox*
- *Avoid shared hosting (keeps you fully separate)*
- *Have an active SSL*



Landing Pages Can Cost You Clicks & Money

- Content that does not relate to the ads
- Landing pages that load slowly
- Landing pages that are not secure
- Landing pages without tags





Measuring Success

- *Monitoring and housekeeping*
- *Tools*
- *Troubleshooting*

- *Monitor, monitor, monitor...*
- *Review campaign performance, at least weekly, especially when starting out!*
- *What is generating clicks?*
- *Can it be replicated onto more ads, ad groups and/or campaigns?*
- *Where are ads getting hung up?*
- *For example, you have 3 landing pages and 2 are producing while 1 is not. Is there something different about that one page, or its related campaign's targeting?*



Google Ads Has Many Options

- *Various summaries on performance*
- *Most any breakdown that you can want*

\$195.51 Spend



Impressions

27.2K

How often your ads were shown



Clicks

506

Actions on your ads



Local actions

0

Actions showing intent to visit



Calls

3

Calls to your business




Conversions

0

Actions on your website from ads

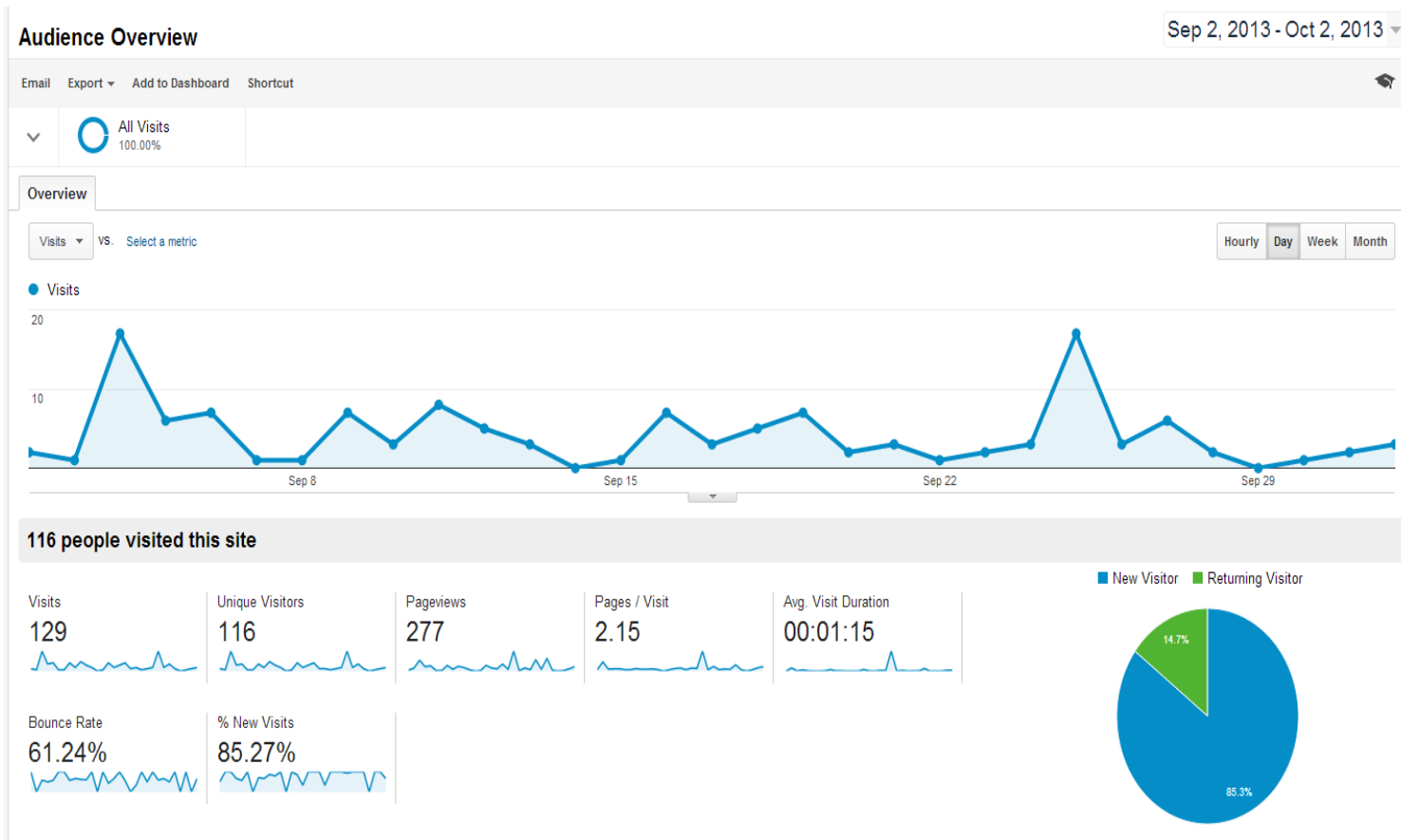
Google Ads Has Many Options

- *Keep that ROI in mind!*
- *\$1,500 ad spend generates 52 calls.*
- *Your close rate is 33%*
- *Average client value is \$2,000*

(202) 885-2766	Probate estate L.	Seattle	Phone	Charged	2/13/25 1:55 PM	2/14/25 2:01 PM	240563380
(425) 760-9132	Probate estate L.	Seattle	Phone	Charged	2/13/25 1:12 PM	2/14/25 1:22 PM	240292236
(425) 803-4298	Trusts	Seattle	Phone	In review 	2/14/25 12:45 PM	2/14/25 12:51 PM	240689295
(202) 888-0671	Contracts / Wget...	Seattle	Phone	Charged	2/11/25 6:46 PM	2/14/25 12:40 PM	240068384
(206) 363-6712	Power of attorney	Seattle	Phone	Charged	2/12/25 7:40 PM	2/13/25 7:42 PM	240210086
(202) 945-4743	Wills	Seattle	Phone	Charged	2/10/25 8:09 PM	2/10/25 8:11 PM	240181629

Integrate and Connect Google Analytics & Ads

- *Where is your current traffic coming from?*
- *Monitoring is a necessity*
- *Track sources, clicks and other actions*



Integrate and Connect Google Analytics & Ads

- *See ad and site performance data in the Google Ads reports in Analytics.*
- *Import Analytics goals into your Google Ads account (helps track conversions!).*
- *Import Analytics metrics like Bounce Rate, Avg. Session Duration, and Pages/Session into your Google Ads account.*

Search accounts, campaigns...

Create a filter ⌘F



Add Make multiple changes Remove Check Replace text

- Accounts
- Campaigns
- Ad groups
- Keywords and targeting
- Ads
- Ad extensions

MANAGE Search entity type





- Accounts (6)
 - Shared library (4)
 - Custom rules (2)
- Campaigns (1)
- Ad groups (2)
- Keywords and targeting (42)
- Ads (4)
- Ad extensions (2)

	△	!	●	Campaign name	Status	Account	Campaign type	Networks	Include search...	Bid Strategy Ty...
			●	...	Eligible	...	Display	Display Network	Disabled	Maximize clic...
	△		●	...	Eligible	...	Display	Display Network	Disabled	Target CPA
		!	●	...	Eligible	...	Display	Display Network	Disabled	Maximize clic...
		⚠	●	...	Eligible	...	Display	Display Network	Disabled	Target CPA
			●	...	Eligible	...	Display	Display Network	Disabled	Maximize clic...
				...	Paused	...	Display	Display Network	Disabled	Target CPA
				...	Paused	...	Display	Display Network	Disabled	Maximize clic...
	△		●	...	Eligible	...	Display	Display Network	Disabled	Target CPA
		⚠	●	...	Eligible	...	Display	Display Network	Disabled	Maximize clic...
			●	...	Eligible	...	Display	Display Network	Disabled	Target CPA
			●	...	Eligible	...	Display	Display Network	Disabled	Maximize clic...
			●	...	Eligible	...	Display	Display Network	Disabled	Target CPA
			●	...	Eligible	...	Search	Google search; Search partners	Enabled	Maximize clic...
			●	...	Eligible	...	Search	Google search; Search partners	Enabled	Target CPA
			●	...	Eligible	...	Search	Google search; Search partners	Enabled	Maximize clic...
			●	...	Eligible	...	Display	Display Network	Disabled	Target CPA
		!	●	...	Eligible	...	Display	Display Network	Disabled	Maximize clic...
			●	...	Eligible	...	Display	Display Network	Disabled	Target CPA
			●	...	Eligible	...	Display	Display Network	Disabled	Maximize clic...
			●	...	Eligible	...	Display	Display Network	Disabled	Target CPA
			●	...	Eligible	...	Search	Google search; Search partners	Enabled	Target CPA
			●	...	Eligible	...	Search	Google search; Search partners	Enabled	Maximize clic...
			●	...	Eligible	...	Search	Google search; Search partners	Enabled	Target CPA
			●	...	Eligible	...	Search	Google search; Search partners	Enabled	Maximize clic...
			●	...	Eligible	...	Search	Google search; Search partners	Enabled	Target CPA

- *Most campaigns do not track Google conversions well!*



- *The Problem with Google conversions.*
- *They are not as reliable a they should be.*
- *Usually set up by adding a snippet of code to a spot on your site.*
- *There have been problems with double counts and/or false positives.*

<input type="checkbox"/> ● Campaign ↑	Budget	Status	Cost	Clicks	Conversions	Cost / conv.
<input type="checkbox"/> ●  General	\$4.00/day 	Eligible (Learning)	\$3,752.31	11,414	55.00	\$67.68
<input type="checkbox"/> ●  Products	\$8.00/day 	Eligible	\$4,605.12	9,705	2.00	\$2,289.57

- *Alternatives to relying on Google code – Set up unique contact and/or order form that can be tracked.*
- *The same can be done with a phone number dedicated for ads leads.*
- *You can still use the Google code.*



- *The problem of junk calls*
- *Higher risk when you're aiming at more general terms (construction, insurance, legal)*
- *Look for unnaturally short call duration*

Settings	
Name	Flood Call
Source	Calls from ads Not editable ?
Value	No value tracked
Call length	30 seconds
Count	Unique conversions
Conversion window	30 days See your conversion time lag report ↗
Category	Lead

- *What about Negative Keywords?*
- *Review what keywords are triggering your ads, sometimes Google tries to be “helpful”.*
- *Careers, do-it-yourself, dating, Amazon, Craigslist, cheap, free, jobs*

Negative Keyword Match Types

Negative Broad Match Keyword:
summer outfit

Search Query	Could ad show?
crazy party outfits	Yes
holiday outfits	Yes
pretty summer outfit	No
outfit for summer	No
Summer outfit	No

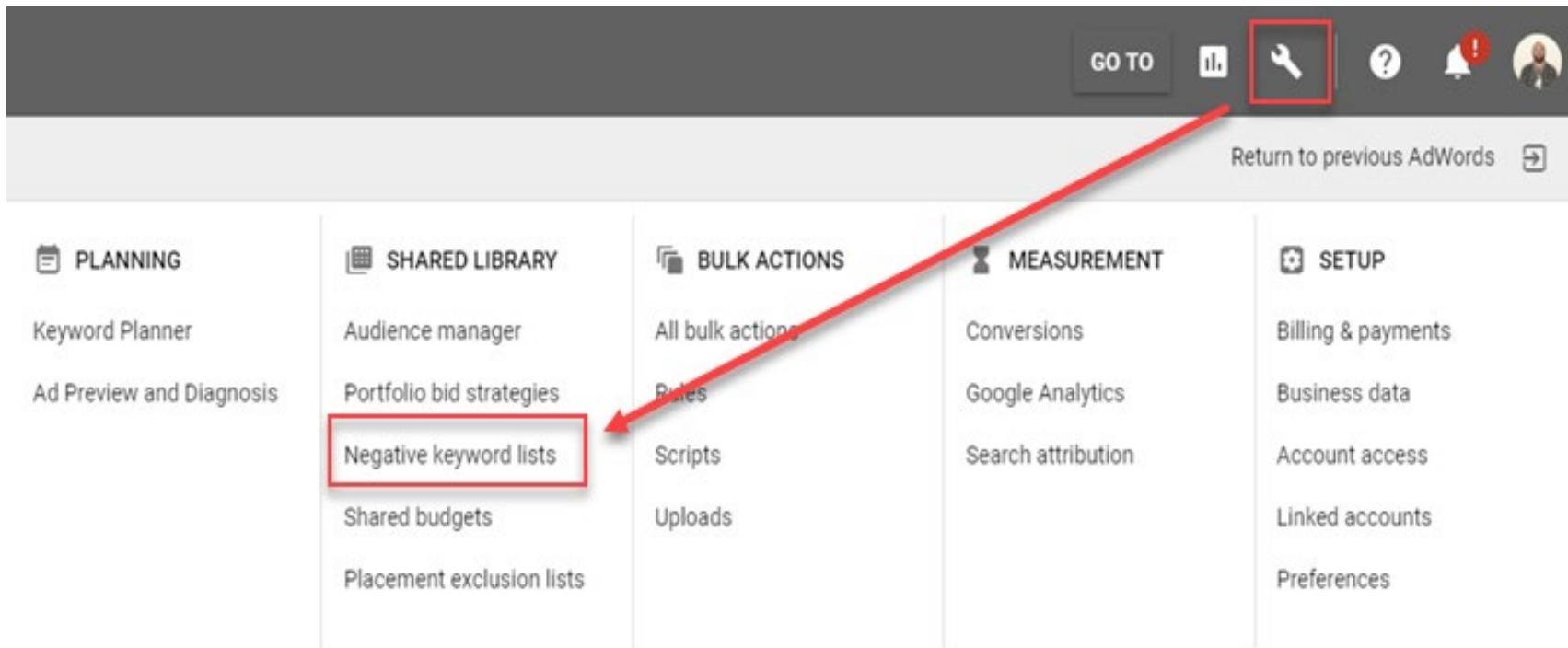
Negative Phrase Match Keyword:
“summer outfit”

Search Query	Could ad show?
crazy party outfits	Yes
holiday outfits	Yes
pretty summer outfit	No
outfit for summer	Yes
Summer outfit	No

Negative Exact Match Keyword:
[summer outfit]

Search Query	Could ad show?
crazy party outfits	Yes
holiday outfits	Yes
pretty summer outfit	Yes
outfit for summer	Yes
Summer outfit	No

- *Are you adding to them?*
- *You should be!*



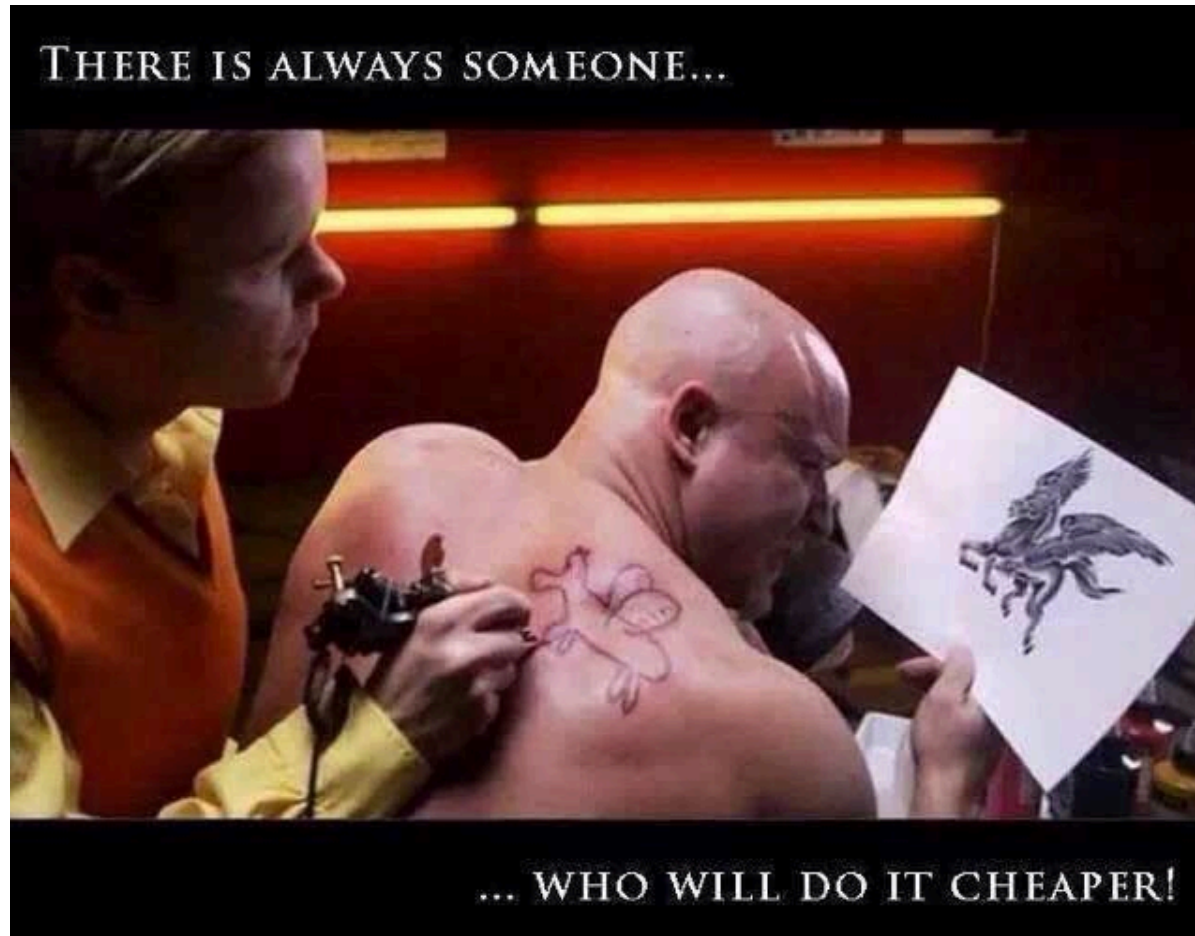


Overcoming Challenges

- *Time – You have a few other things going on.*
- *Technology – It's always changing*
- *Interest – Do you want to do this?*

Overcoming Challenges

- *Friends and family: “Hey, I used a Google coupon for ads once!”*
- *Watch out for designers selling snake oil!*



Overcoming Challenges

- *Making time...*
- *Do not set it and forget it*



Overcoming Challenges

- *Use “The Rule Of Three”*
- *Pick three ads activities that you are going to work on*
- *Draft ads*
- *Come up with your landing page*
- *Research keywords*



Overcoming Challenges

- Things will just keep on changing.
- Google's recent advertiser verification push

The image displays a comprehensive grid of Google Ads updates and features, organized into several main categories:

- Performance Max:** Includes updates like 'Local promotions', 'Asset coverage reporting', 'YouTube placement reporting', 'Budget pacing insights', 'Brand guidelines', 'New and improved Strength', 'Asset-level conversion', 'New customer acquisition goal with high value optimization', 'Impression share reporting', 'Exclusions', 'Experiments to A/B test specific features', and 'Improved image editing capabilities'.
- Search Ads:** Features include 'Ads in AI Overviews', 'Missed visits exclusion with top one negative keyword', 'Gemini model in the conversational experience', 'Brand exclusions across all match types and Dynamic Search Ads', 'More search terms in the search terms report', and 'Brand inclusion recommendations'.
- Retail and Commerce:** Updates include 'Virtual try-on in Shopping ads', 'Automated discounts in Merchant Center Next', 'Loyalty promotions', 'Video generation in Product Studio', and 'New Google Shopping'.
- YouTube:** Features include 'Fever ad breaks on YouTube connected TVs', 'Target First Position across all YouTube content through Display & Video 360', 'YouTube Select Creator Takeovers', 'More insights into where YouTube ads show', 'Affiliate program expansion', 'Partnership ads powered by BrandConnect', and 'Branded QR Codes'.
- Display:** Updates include 'Image expansion and aspect ratio adjustment', 'Image animation', 'Automatically enhance image resolution and sharpness', and 'Google Display Ads inventory on X'.
- Other Categories:** Includes 'Measurement' (with 'Confidential matching' and '2 new parameters in the consent mode API for better customization'), 'Creative Solutions' (with 'Asset generation expansion to other campaign types', 'Reference images to inspire new generation', and 'Image editing expansion to other campaign types'), 'Demand Gen' (with 'Creative preferences', 'Google video partners', and 'Promote your products'), 'Apps' (with 'View-through conversion optimization', 'Serve on Discover inventory', 'Web to App Connect Improvements', 'On-device conversion measurement enhancements', 'SKAdNetwork enhancements', 'Asset Uplift Experiments', 'Seasonality adjustments', and 'Enhanced Asset Reporting'), and 'Retail and Commerce' (with 'First order promotions', 'Automated discounts in Merchant Center Next', and 'Loyalty promotions').

Overcoming Challenges

- *Internal or External?*
- *Self Evaluation!*
- *Treat the decision like you would traditional marketing or other business service help*



- *Give yourself some time to develop and monitor your campaign*
- *Hold yourself accountable, but understand campaigns are rarely immediately successful*
- *Create a high-level schedule or plan (key tasks and deadlines)*



Free consultations available for attendees
Please put your email in the chat!

matt@superchargemarketing.com, 425-247-1870

