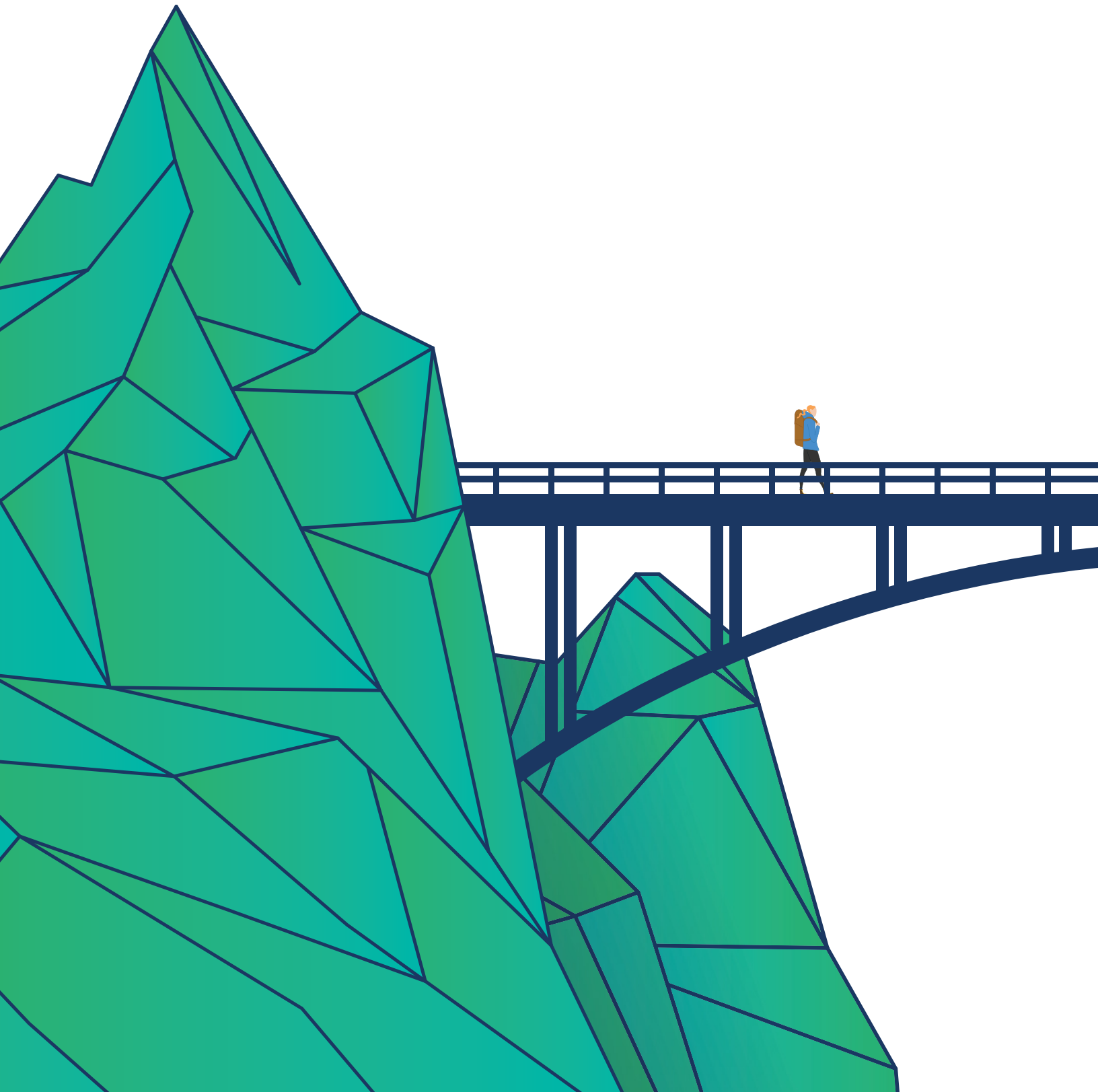
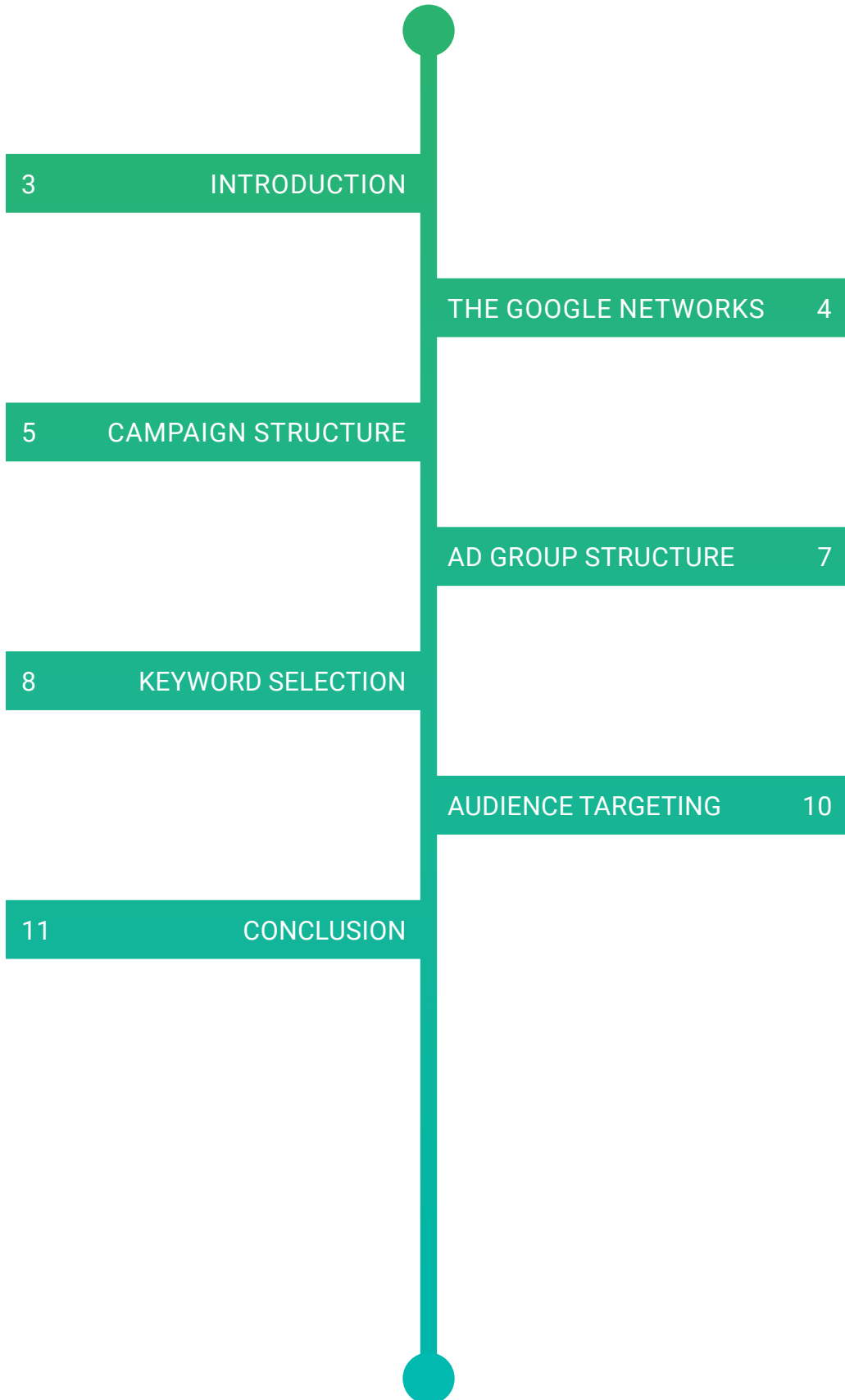


STRUCTURING YOUR GOOGLE ADS ACCOUNT

From Campaigns to Keywords





INTRODUCTION

The best way to get more out of Google Ads is to structure your account to reflect your business's unique goals and target market. By following this guide, you'll learn how to focus and organize your campaigns, ad groups, and keywords in ways that maximize your ads' performance. At that point, you'll know the recipe of a successful Google Ads account. Let's start by exploring how to leverage the two Google networks to achieve different objectives for your business.





THE GOOGLE NETWORKS

All Google ads exist within the Search and Display Networks, reaching people around the world as they search and browse sites all across the web.

Search Network

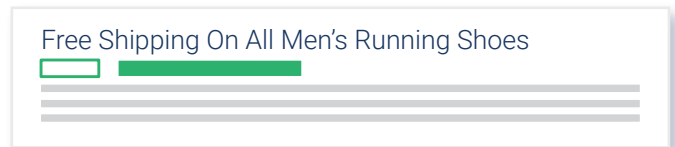
Search ads are text-based ads that appear on Google's Search Engine Results Pages (SERPs).

These ads utilize the Search Network, which is used to promote products and services to people searching for them. Included in the Search Network is Google Shopping, which allows ecommerce businesses to create ads that feature a product's price, image and description to help searchers make a purchase.

Display Network

Ads that appear on the Display Network are exclusively image/video based and found on sites across the web. The Display Network is typically utilized to build up brand awareness. A display campaign could be a banner ad that appears at the top of a website, a YouTube Bumper ad that plays before a YouTube video, or a Gmail ad that appears at the top of your inbox tabs. Display campaigns also include remarketing ads, which target customers who have engaged with your website but left before filling out a form or making a purchase.

Owners and marketing managers of businesses offering straightforward services, such as men's running shoes, often only see value in targeting one network (usually Search). But running ads on both networks can expand your reach to improve overall performance. You would use the Search Network to run ads targeting people searching for relevant keywords. At the same time, you could use the Display network to reach customers browsing running sites and to re-engage shoppers who had already visited your site through your Search ads. By using both networks you can ensure that your business is getting maximum exposure while providing helpful solutions to searchers.



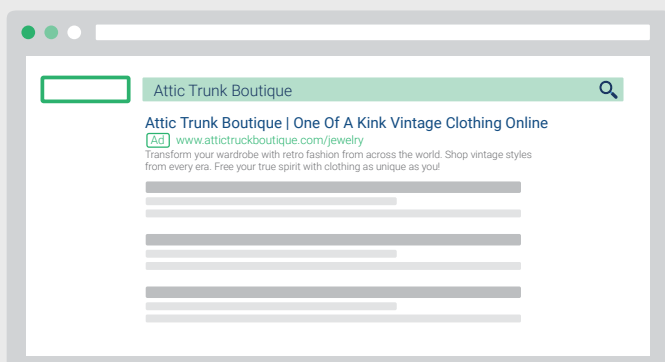
Now that you have a better idea of the differences between the two Google Networks, let's move on to organizing your campaigns. While structure is similar across all campaign types, we're going to dive deeper into the campaign type that's most important for helping people find your business when they're ready to buy: Search.

CAMPAIGN STRUCTURE

By taking the time to break out the structure of your campaign, you'll have more control over functions that directly affect performance. Building a strong campaign structure also makes it easier to monitor your budget, determine the success of your keywords, and adjust your strategy for better results. Organizing your campaigns in a way that reflects your business goals is the optimal method to use if you want to measure success with ease. When breaking up a crowded campaign into multiple, separate ones, the first distinction you should draw is setting apart your branded keywords. By assigning these keywords their own ad groups, you can help ensure your company is the first thing people see when they search for you.

Branded & Unbranded Keywords

Any search term that incorporates your business name is a branded keyword while all others are considered unbranded keywords. Since branded keywords tend to perform differently from non-branded ones, it's important to separate the two out into different campaigns. In doing so, you prevent your branded keywords from inflating the data being collected in your account that you use to gauge success.



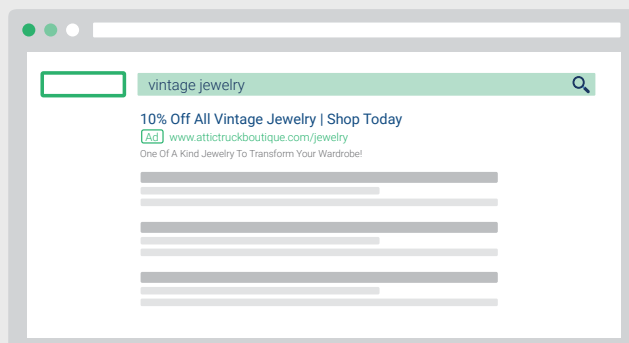
Branded Keywords

Targeting your branded keywords lets you take up more space on the SERP when someone searches for you, ensuring that whoever is looking for your business can easily find your website. Another reason to bid on and pay attention to your branded terms is that, if you don't, your competitors' ads might appear in front of people searching for your business. Since you can't always depend on organic listings to be in your favor, investing in branded campaigns decreases the chance that you'll lose

out on any potential customers who are searching specifically for your business. Branded campaigns don't generally need a large budget because branded keywords tend to have very low cost-per-click. Whereas the purpose of branded campaigns is to capture the attention of people looking for your business, the aim of unbranded campaigns is elsewhere.

Unbranded Keywords

Unbranded keywords are useful for attracting new customers to your website. There are many ways in which you can organize your unbranded keywords. Using your website as a resource when considering how you segment your campaigns and choose ad groups is highly recommended, since it probably arranges your products or services in logical manner.



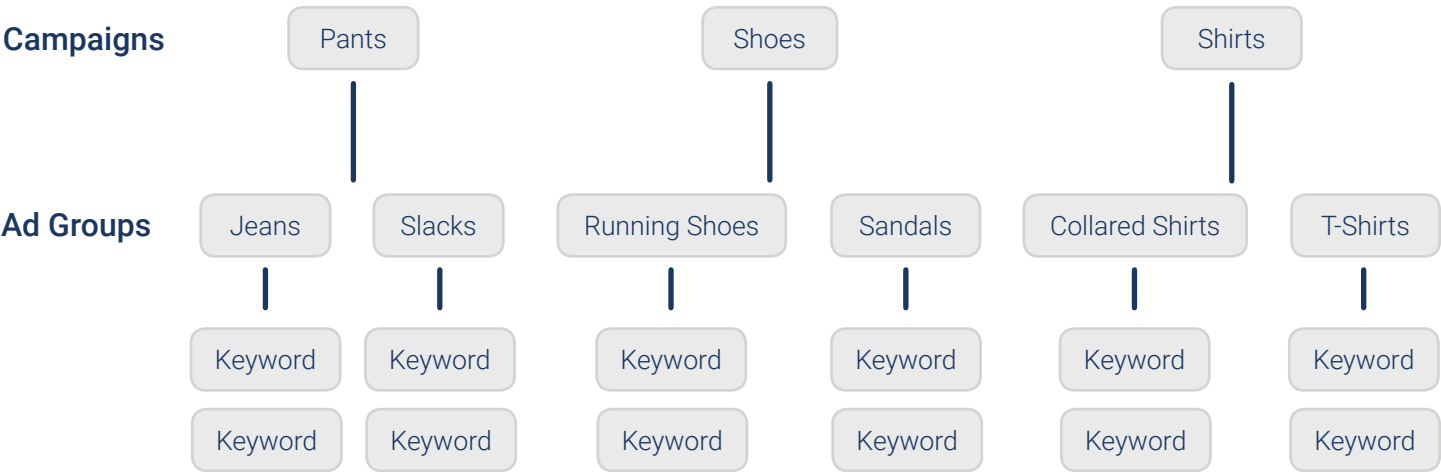
Products & Services

If you are an ecommerce business, how are your products organized on your website? If they are arranged by category then subcategory, structuring your Google Ads account using the categories as campaigns and their subcategories as ad groups is advised. The same can be said for a service-based company. If you have multiple services, each one should be its own campaign. Using this method, you'll have access to a good deal of insight into your ads' performances by product or service, which will make it easier to identify top performers and allocate budget accordingly.

FREE ACCOUNT REVIEW

Learn How to Isolate Your Top-Performing Products or Services

For example, let's say you're an ecommerce company that sells shoes and apparel. Your campaigns could look something like: Shoes, Shirts, Pants, and Accessories. The ad groups under Shoes would be: Running Shoes, Formal Shoes, Sandals, and so on. By keeping your campaigns and ad groups strictly themed, your ads can become more product-specific, increasing the relevance they hold with your targeted keywords. If one of your business goals is to increase the sales of one product in particular, breaking it out and creating a campaign based around it could help you reach that goal. Due to the increased amount of control you receive at the campaign level, you can really hone in on your targeted audience and craft a great ad around the product you want to sell more of.



A neat and tidy Google Ads account gives you better control over your ads compared to a jumbled and chaotic one. By grouping your ads together by goal, you won't have to sort through your campaigns every time you want to check on how things are going. No matter what kind of campaign you choose to create, taking the time to structure it properly, from the keywords to the ad groups, will pay off in spades.



AD GROUP STRUCTURE

Ad groups are more effective when their ads relate to the same products or services. Google bases Quality Score (QS), their evaluation of how well an ad is doing, in part on the relevance of the keywords to their ad groups. So the closer keywords are related to each other, and their ad groups, the more your QS will benefit. A high QS can improve ad placements and keep cost-per-click bids low. The best way to guarantee an increase in ad relevancy is by separating all your targeted keywords into their own ad groups.

Single Keyword Ad Groups

Campaign

Emergency Plumbing

|

Ad Group

24 hour plumber

|

Keywords

[24 hour plumber]

|

+24 hour+plumber

|

"24 hour plumber"

Utilizing single keyword ad groups in conjunction with themed campaigns gives you the ability to craft highly specific ads. Single keyword ad groups allow a higher level of control than ad groups that contain many keywords. When an ad group contains one keyword you can personalize the ad copy to reflect the relevant details of whatever the ad is for. The more relevant the ad copy is to the keyword, the better your QS will be. Being granular in how your account is structured is a way to both optimize the performance of your ads and stay organized. In addition to their customizability, you will be able to quickly understand how well the ads are doing when your ad groups consist of a single keyword.

Granular organization is key to bringing clarity to your Google Ads account. Without it, measuring the success of your account can be difficult or outright impossible. When campaigns are formulated by business goal and each keyword is in its own ad group, it won't take much effort to find what you are looking for within your account. By implementing this method of ad group organization, you'll be able to easily discover which keywords are performing better than others and adjust your strategies accordingly to improve the success of your campaigns.

NOTE ON CONVERSION TRACKING

Tracking conversions is integral to measuring the success of your campaigns. Conversions are, simply put, recordable interactions an online customer has with your business. By tracking how many people who clicked on your ad actually called you, or who actually purchased something from your site, you will have a better sense of the value Google Ads can bring to your business. And by maintaining organized campaign structures, you will be in a better position to measure the success of your ads.



KEYWORD SELECTION

Choosing the right keywords to target can seem like a long process of trial and error, but by keeping them as closely related as you can to the products or services you are advertising for, you're starting off on the right track. If you find certain keywords aren't doing as well as others, taking a look at the match types you are using and your search terms report can shine a light on potential problems.

Match Types

The match type associated with your targeted keywords determines when your ads are triggered after someone makes a search. Knowing which keyword match type to utilize could help maximize the amount of credible traffic your website receives.

Broad Match

The match type with the furthest reach is broad match, but that doesn't mean it's the one that should always be implemented. Broad Match allows ads to show when someone makes a search that includes any word, or close variation, in your targeted keyword phrase. Because of this, the keywords under broad match have the potential to bring in a high amount of irrelevant traffic to your site. Broad Match Modifier is a little better because it lets you decide that certain keywords have to be present in a search query, but that they can also appear in any order.

Phrase Match

Phrase Match gives you more influence over when your ads appear, but not full control. When employing this match type, a person has to include the targeted keyword phrase in its entirety, but can include additional words before or after.

Exact Match

Exact Match gives you the most authority over when someone comes across one of your ads compared to the other match types. Assigning Exact Match to your keywords guarantees that the search query has to use the same language as the targeted keyword or have the same meaning/intent. Depending on the specific keywords you are targeting, it might make sense to use one match type over another.

Google Ads Keyword Match Types

MATCH TYPE	SPECIAL SYMBOL	EXAMPLE KEYWORD	ADS MAY SHOW ON SEARCHES THAT	EXAMPLE SEARCHES
Broad Match	none	women's hats	includes misspellings, synonyms, related searches and other relevant variations	buy ladies hats
Broad Match Modifier	+keyword	+women's +hats	contain the modified term (or closer variations, but no synonyms), in any order	hats for women
Phrase Match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	buy women's hats
Exact Match	[keyword]	[women's hats]	are an exact term and close variations of that exact match	women's hats



Search Terms Report

The Search Terms Report details every search term that someone used before clicking on one of your ads. If you find certain keywords that are set on Broad or Phrase Match result from irrelevant searches, it would be a good idea to switch them to Exact. On the other hand, if you find keywords that are assigned to Exact Match aren't resulting in many clicks at all, Phrase or Broad Match might be a better choice. The Search Terms Report can shine a light on both potential keywords that you should be targeting and irrelevant keywords that you should be adding to your Negative Keyword List.

SEARCH TERMS



- Plumber pros 24/7
- How to dress like a plumber
- Plumberpros
- Plumber pros help me
- Plumber pros emergency services
- Plumbers near me

Taking full advantage of your Search Terms Report to find avenues of opportunity in your account is recommended, especially since it is already set up and ready to go. Knowing exactly what people are searching for when they come across your ads is helpful because you get a better understanding of the online search habits of your customers.

Knowing what your potential customers are searching for is only half the battle. By further honing in on your targeted audience, you can decrease the possibility of your ads appearing in front of the wrong people.

AUDIENCE TARGETING



There many ways to target your audience in Google Ads. By taking the time to identify the right targeting tactics for each situation, you'll be able to significantly improve the focus and performance of your campaigns. The most basic but important targeting techniques relate to location, device, and demographics.

Location Targeting



By utilizing location targeting, you can tailor campaigns to be more relevant to certain areas. As a result, you can increase the opportunity for ad engagement as well as impact the order your ad is ranked on the page. Targeting mobile-users who are near your physical store, for example, can lead to an increase in the amount of foot traffic you receive.

Device Targeting

Campaigns can also be customized to favor one device type over another. If you notice some of your ads convert more from mobile devices as opposed to desktops or tablets, you can create mobile-specific campaigns to better accommodate that kind of traffic. Mobile-specific campaigns could benefit from click to call ad extensions, for example, to increase conversions.



Demographic Targeting



Google Ads allows you to specify an audience that you'd like your ads to focus on through demographic targeting. Dictating what age range, gender, and household income your ads get in front of allow you to customize the messaging of the ad with this audience in mind. Even if you don't have a targeted customer in mind, you can exclude certain demographics from seeing your ads as well.

Using these three targeting methods together can really help determine the audiences your ads are narrowing in on. There are even more ways you can target specific audiences within Google Ads, but implementing the techniques mentioned above should be your first step before diving any deeper. Taking the time to learn about your customers online habits and figuring out what in your account is already working is necessary for developing any advanced audience targeting strategies.

CONCLUSION

Improving the structure of your Google Ads account structure will make it easier for you to navigate through your campaigns, monitor their performance, and adapt your strategies for better results. If you're still unsure how to design your Google Ads campaigns in a way that matches your business goals, an account review could bring some much needed clarity to the situation. Our complimentary reviews take a deep dive into your accounts to figure out what structure would work best for your business. You can learn more about our account reviews [here](#). Carrying out a few of the strategies detailed in an account review could be what your business needs to actualize success within your Google Ads campaigns.

Maximize Your Google Ads Budget
& Capture More Customers

GET YOUR FREE REVIEW





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