Google Ads

YOU BUILT A GOOGLE ADS CAMPAIGN, NOW WHAT?

Strategies for Increasing
Efficiency & Growth

LOGICAL POSITION

After you've accomplished the first important step in making Google Ads more profitable—identifying exactly what goals you want to achieve with your campaigns. The next step is setting up your account in a way that reflects those goals. Although the specific structure of your account will depend on your company's unique situation, there's a process for developing that structure that every business should follow. This guide will help you get your account properly strucutured so you can be prepared to optimize.

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Structuring Your Account covers the following:

## LET'S GET AFTER IT!

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STRUCTURING YOUR ACCOUNT

Choosing Campaign Types

Each Google Ad campaign type has a different set of capabilities and use-cases. Depending on your goals, you might want to select one campaign type over another, and/or combine campaign types that complement each other. To get a sense of how different campaign types align with different goals, consider how the advertisers in our previous examples approached this step.

SEARCH CAMPAIGN

TIM, OWNER OF PLUMBER PROS
CHICAGO, IL
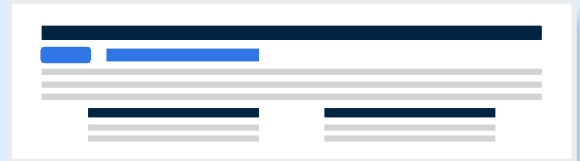
Tim is focused on increasing the number of people who call him for emergency services. Since phone calls are his most valuable on-site action, he needs to start with a campaign type that puts his phone number in front of potential customers at the exact moment they're searching. For him, a Search Campaign makes the most sense because it gives him a number of options for reaching his goal of increasing call volume. Within the Search Network, Tim can set up a call asset for users to directly call upon clicking the advertised number in his ad. He also uses a variety of additional ad assets to showcase his services in a way that encourages searchers to use his services.

DISPLAY CAMPAIGN

CHARLOTTE, MARKETING MANAGER
AT ATTIC TRUNK BOUTIQUE
PORTLAND, OR

Since Charlotte is building her online presence from the ground up, she's focused on using Google Ads to increase brand exposure. Site visits and email newsletter sign-ups are the key actions that will help her measure the effectiveness of her campaigns. With thousands of unique treasures sold on the site, she wants to use images and animated graphics to attract likely customers. She decides a Display campaign type will provide the best opportunity to reach a large audience. Charlotte has a firm understanding of her customer-base and knows the popular websites they like to hang out on, so she uses the specific targeting features within the Display campaign type to her advantage. To increase engagement and draw more attention to the brand, Charlotte created a series of animated display ads. Once she measures the effectiveness of her campaign, she plans to use the Display campaign type to create remarketing campaigns to re-engage site visitors and guide them towards her email newsletter. As Charlotte works towards her immediate goal of promoting the Attic Trunk brand and building an audience, she can explore other campaign types to adapt her strategy to fit each incremental step towards her larger vision.

SHOPPING CAMPAIGN
BEN, OWNER OF S'MORES CAMPING GEAR
PHILADELPHIA, PA
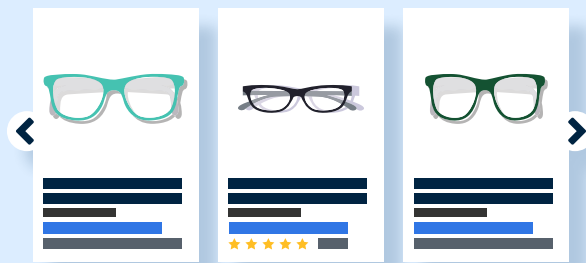
Based on historical data from his account, Ben knows tents and camping stoves are his top-selling products. He's going to start small by focusing his budget on his two top-sellers, working patiently towards the eventual goal of doubling his ROAS. Ben plans to maximize his starting budget by creating Shopping campaigns to highlight his popular products.

To help draw in more immediate shoppers and set himself apart from competitors, Ben offers free shipping as a promotion to showcase on his Shopping ads. His Shopping promotion strategy will help him build a remarketing audience and increase customer loyalty. With more conversion tracking options set up, Ben can observe customer behavior like shopping cart abandons and time spent on certain product pages to influence his Shopping campaigns as they develop.

SEARCH NETWORK CAMPAIGN
Text ads show up on search results pages for your targeted keywords.

DISPLAY NETWORK CAMPAIGN
Image & video ads appear on apps, websites & social media platforms on Google Display Network across the internet.

SHOPPING CAMPAIGN
Campaign type within the Search Network for ecommerce sites. Shopping ads showcase product images, prices and descriptions to online shoppers searching for that specific product.

VIDEO CAMPAIGN
Within the Display Network, create compelling and eye-catching videos to promote brand awareness and expand your audience.

PERFORMANCE MAX CAMPAIGN
Automated campaign type that is eligible for placements in Search, Shopping, Discovery, Apps, Display, and YouTube. This campaign type combines Google's automation technologies across bidding, budget optimization, audiences, creatives, attribution, and more.

There are countless ways to choose and utilize campaign types— it's knowing how to segment and prioritize your performance data that will enable you to control the outcome of your account. We'll focus on how segmentation works within Search campaigns since it's the most commonly utilized campaign type. After developing an understanding of segmenting a Search campaign, you can apply the process to any campaign type.
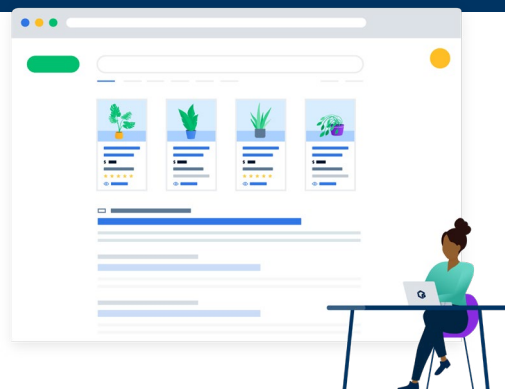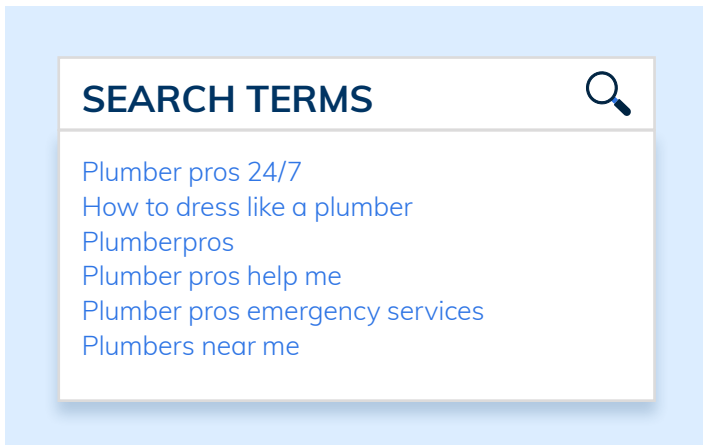
Segmentation & Keyword Selection

Once you've decided on campaign types, you can start organizing and building out your account. Segmentation is the key to more control over your campaign structure. Segments are variables like time of day, day of week, and location, that help you prioritize Audiences and choose the tactics that are right for them. Through segmentation, you can isolate data points specific to your goals and base decisions off of factual evidence that will eliminate wasted spend and propel your campaigns forward. In Search, the main component to building a granular structure is segmenting the right keywords.

> **Segmentation is the key to giving you more control over your campaign structure.**

SEARCH TERMS 🔍

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

For those with existing accounts, the Search Terms Report provides instant feedback on the strength of your keywords, directly from the user. The Report is a compiled list of search queries entered by users who interact with your ad, and it's an essential tool for making data-driven decisions on whether or not a keyword is adding value to your campaign by bringing in relevant traffic.

If Search Term data isn't available to you, revisit the Keyword Planner to discover new, relevant keywords people are actively searching for.

Segmenting Keywords

In deciding what keywords to select for their campaigns, many businesses fall into the trap of choosing keywords that they think are best— rather than the ones data shows their customers use. Keep in mind, your customers' behaviors and tastes are likely to change, so be flexible with your keyword list because they'll evolve with your audience. Looking through your Search Terms should provide enough evidence to adapt your keyword lists in the best way possible.

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
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

Segmenting Your Campaigns 5 Ways

Segmenting, or in other words, organizing data, is the process of translating your goals into the structure of your account. Everyone will segment their campaigns differently, depending on what they're trying to achieve, but use the following examples of segmented campaign structures to guide your own process.
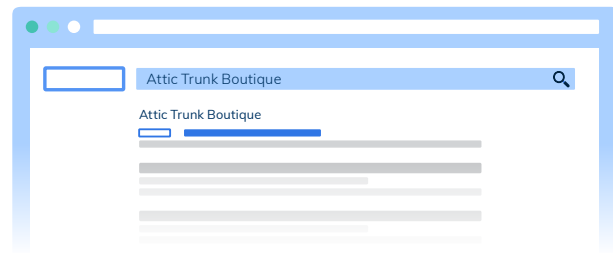
Top-Performers

Break out your campaigns by top-performing products or services to capitalize on Keywords already generating great results.

Branded Terms

Build awareness and encourage engagement by targeting keywords related to your brand name.
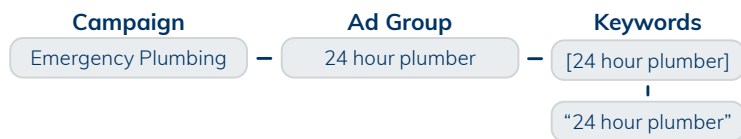
User Intent

Create campaigns based on the user's stage in their purchasing journey.

Single Keyword Ad Groups

Isolate a strong keyword into its own ad group to create a niche target.

Campaign	Ad Group	Keywords
Emergency Plumbing	24 hour plumber	[24 hour plumber]
		"24 hour plumber"

High vs. Low Volume

Separate high and low volume keywords to evenly distribute budget and avoid overshadowing by the more expensive, high volume keywords.

*Be careful not to over-segment your campaigns. Getting too granular could make it difficult to identify strengths in your account that, otherwise, could have stood out as big opportunities to invest in.
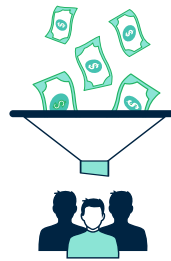
Refining Your Keywords

To effectively refine your keyword list, you first need to find and prioritize the value of your keywords with the following key performance indicators (KPIs):

Cost-per-click   **Click-Through-Rate**   **Conversions**   **User Engagement Metrics**
(Time on site, pages per session, bounce rate)

A clear indication of a strong keyword is one with a low CPC, high CTR, and high conversions. Once you're able to isolate your top performing keywords with the data you have, long-tail and negative keywords can be utilized to create highly relevant targeting.

Long-tail keywords are made up of multiple keywords (phrases) and are very specific to what you're selling and what a user is looking for.

Keyword: blue shoes
Long-tail Keyword: size 7 women's blue running shoes

Negative keywords prevent your ad from showing up for specific searches. They eliminate irrelevant searches from triggering your ads & protect your budget from being spent on wasted clicks.
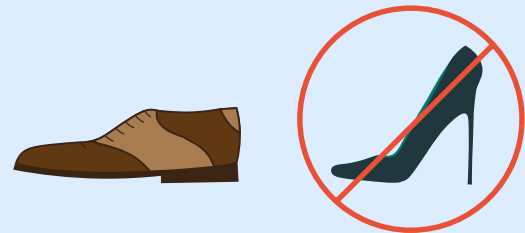
Keyword: dress shoes
Negative Keyword: [women's dress shoes]

A custom tailored set of keywords is a necessary step in achieving high-performing campaigns. A step further is to have control over how your keywords are triggered by searches, using keyword match types.

At this point, we've covered: choosing the appropriate campaign type, selecting, refining, and handling our keyword lists, and understanding the correlation between goals and the structure of your campaigns. With the bulk of the internal setup complete, the excitement of seeing your careful planning transforming into meaningful, measurable growth can begin.

ACTION ITEMS

Identify appropriate campaign type(s) according to your goal(s).

Examine your Search Terms or use the Keyword Planner when building your keyword list.

Vary your use of keyword match types.

Determine how to segment your campaign based on your goals.

Implement longtail and negative keywords.

Have more questions about structuring your account?
LET'S TALK!

WANT MORE?

Managing Google Ads Campaigns is an in-depth guide covering everything that goes into managing your Ads Account.

What You'll Get in this Guide

7 checklists of action items to get you moving and keep performance on track.

Advanced strategies for account structure, campaign segmentation, and audience targeting.

21 real-world examples inspired by actual businesses.

Agency insights on key factors for increasing conversion rates.

7 easy-reference infographics.

MANAGING GOOGLE ADS CAMPAIGNS
From Setup to Optimization

LOGICAL POSITION

DOWNLOAD THE eBOOK NOW

A well structured account is key for anyone wanting better performance from their Ads account. While the basics will remain the same, Google will continue to push the boundaries of their products to deliver better quality results at higher volumes to advertisers in the coming year. The easiest way to stay on top of new Google innovations is to partner with an ecommerce PPC consultant like Logical Position. We're not only Google Award winners, we've established a great working relationship with them and often have first access to beta products.

Contact us for a consultation on Lead Generation PPC services & more today!