

PREVENT THESE MAJOR

BIDDING MISTAKES



Google Ads



A 10-page
guide to turning
your bids into
conversions



PATIENCE PAYS:

Why You
Shouldn't Rush
Campaign
Tweaks

PAY-PER-CLICK CAMPAIGNS NOT CONVERTING?

Learn the #1 Mistake
Marketers Are Making

Mistakes happen, and this guide is here to help you steer clear of the most common hurdles preventing you from winning bids & converting leads.

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The Most Common PPC Bidding Mistakes You Should Avoid

So, you've got your PPC campaigns up and running, your keywords are locked in, and you're ready to drive results. But then—boom—your budget drains faster than expected, your CPCs increase, and your conversions? Not exactly where you want them to be. Sound familiar? Bidding mistakes are one of the easiest ways to waste ad spend and stunt your campaign's success. The good news? They're also avoidable. Let's break down the most common PPC bidding mistakes and how to steer clear of them.

Not Allowing Campaigns To Learn Before You Intervene

Every new PPC campaign begins with a learning phase where platforms like Google Ads and Microsoft Ads gather data to optimize performance. The most common mistake marketers make is intervening too soon. Early fluctuations may seem alarming, but adjusting bids, keywords, or targeting too quickly resets the learning process, delaying optimization. Campaigns require stability to refine performance. Start with the right parameters, monitor results, and most importantly, allow 7–14 days for algorithms to learn before making adjustments based on the data. Remember, patience is a virtue, and it applies here.

Failing To Strike a Balance With Optimizations

After the initial learning period, optimization will become a vital part of maintaining campaign performance. Find the balance between acting too frequently and not acting enough. Adjusting too often—called “overoptimization”—can harm long-term performance. However, neglecting regular optimizations can also result in missed opportunities or deteriorating results.

We recommend a weekly or bi-weekly optimization schedule, depending on campaign scale and budget. Make adjustments based on data trends rather than small fluctuations, and monitor key performance indicators (KPIs) such as cost-per-click (CPC), click-through rate (CTR), and conversion rates to identify patterns. These strategic touchpoints help you align your optimizations with trends instead of chasing short-term anomalies.



Improper Setup When Establishing a Foundation for Effective Bidding

It all boils down to the foundation of your “build,” which requires review of critical infrastructure, including conversion tracking codes, audience segments, and campaign objectives—to ensure they follow best practices. The importance of conversion tracking, audience segmentation, and account structure plays a decisive role in bidding algorithms’ interpretation and executing your strategy. For example, without accurate conversion tracking, algorithms can’t optimize your campaign for desired actions, such as leads, call tracking, or purchases. Similarly, campaigns without a well-defined audience signal risk targeting irrelevant users...so make sure you get to know your audience. Finally, test your setup before going live to catch potential errors that might derail performance.

Bidding Strategy & Campaign Goal Alignment

A mismatch between your campaign objectives and your bidding strategy is a common pitfall that businesses can avoid. The best campaigns start with a well-defined goal and work backward from there. The most common examples are revenue growth, lead generation, improving conversation rates, driving site traffic, or building brand awareness.

If your primary goal is to raise brand awareness, a bidding strategy focused on target return on ad spend (tROAS) can restrict impressions and visibility. Instead, a strategy like target impression share that maximizes brand exposure is a better fit. Conversely, campaigns geared toward conversions or ROI should leverage tROAS or maximize conversions bidding to focus on actions that directly impact revenue.



Pro Tip: Before selecting a bidding strategy, clarify your campaign’s key objectives. Regularly evaluate whether the strategy and goals remain aligned, especially in response to market conditions or new data insights. Being intentional with strategy selection lays a strong groundwork for sustainable success.



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Failure to Experiment

The fear of failure can enable some businesses to stick with outdated bidding strategies long after they've outlived their usefulness. However, PPC is dynamic; algorithms, audience behavior, and best practices evolve. Avoiding experimentation limits campaign potential within the account and makes brands susceptible to ever-increasing competition.

Testing new bidding strategies, tactics, and formats is essential. While not every test will yield positive results, every failure is an opportunity to learn what doesn't work and refine future approaches. For instance, if you've always relied on manual CPC and are hesitant to switch to automated bidding, consider running an A/B test to compare the two. The insights gained can open doors to alternative strategies that better align with modern trends.

Remember, in the fast-paced world of PPC, staying stagnant is equivalent to falling behind. Adopt a mindset that values growth, iteration, and learning to maintain a competitive edge.

Ignoring Seasonality & Other External Factors

Too often, businesses optimize PPC campaigns without accounting for external factors like seasonality, competition, and user behavior. This rigidity leads to poor performance during peak seasons or lulls caused by market shifts (here are some super strategies for inspiration).



For example, a retail business running PPC campaigns during the holiday season will likely see a spike in competition and customer intent. A static bidding strategy fixed to pre-holiday data will struggle to align with increased demand and user behavior. Conversely, failing to tone down bidding after a seasonal boom can blow through budgets with minimal returns.

To avoid this mistake, take a proactive approach to seasonal changes. Use historical data to anticipate performance trends and adjust bids accordingly. Platforms like Google Ads provide tools such as "seasonality adjustments" to help account for short-term surges or declines in activity. Monitoring competitors and industry news can also provide insights into broader market conditions.



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Why Aren't Your PPC Campaign Leads Converting?

Okay, you've set up your Google Ads account, chosen the right keywords, and dialed in your bidding strategy. Your quality score and click-through rate appear healthy, but the leads aren't converting. Frustrating, right? You're not alone. Many businesses struggle with this exact issue, and the culprit isn't always obvious. So, what's going wrong? Let's break down the possible reasons your PPC leads aren't converting—and, more importantly, how to fix it.



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Chasing the Wrong Traffic

One of the biggest culprits in a mismanaged PPC campaign is audience targeting. If your ads reach people who aren't interested in or don't need your product or service, conversion rates will inevitably suffer. This often stems from poorly defined or overly broad targeting parameters that fail to zero in on the most relevant audience.

Check the Search Terms Report

The search query report (SQR) is an invaluable tool for fixing this issue. Analyzing the SQR lets you see exactly what search terms triggered your ads. This helps you identify irrelevant queries that might be wasting your budget. Regularly reviewing and refining your keywords based on the SQR ensures your ads are shown to a more relevant audience. By refining your keyword list and adding negative keywords, you can eliminate non-converting traffic and focus on high-potential prospects.

Implement Advanced Tracking Tools

Consider using offline conversion tracking tools to gain deeper insights into where low-quality traffic comes from. These tools provide visibility into how users interact with your ads and website. They can track calls, form submissions, and other offline actions, offering a clearer picture of lead quality and helping you adjust your strategy accordingly. Understanding the entire lead journey allows you to tailor your campaigns to attract high-quality traffic.



Accessing the Search Terms Report

1. Log in to your Google Ads account: ads.google.com.
2. In the left-hand menu, click on Campaigns or Ad groups (depending on where you want to analyze search queries).
3. Select the specific campaign or ad group (optional if you want a narrower view).
4. In the page menu on the left, click Insights and reports > Search terms.

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By refining your keyword list & adding negative keywords, you can eliminate non-converting traffic & focus on high-potential prospects.

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What if You're Going After the Right Traffic?

While it's true that many businesses are targeting the wrong traffic, that's not the case for everyone. Targeting the right audience is a great first step, but various other factors can still be at play. Identifying these additional issues is key to ensuring your PPC efforts are not wasted.

Check Your Budget & Spend Wisely

It's possible that you're not spending enough to compete effectively. If you think this might be the source of your issue, use the auction insights report in Google Ads to understand your competitive landscape. This tool reveals who your competitors are and how your ads compare to theirs. If your budget is too low, you might not appear in top positions, dramatically affecting your click-through and conversion rates. Increasing spend or reallocating budget to higher-performing campaigns will yield better results.

Improve Your Ads

Sometimes, the issue lies with the ads themselves. You can fix this by testing different ad copy and formats to see what resonates best with your audience. Improving your ad rank by focusing on quality score elements such as relevance, expected click-through rate (CTR), and landing page experience can also make a significant difference. Remember that high-quality, engaging ads are more likely to capture attention and drive conversions.

Structural Changes to Your PPC Build

Consider making structural changes within your PPC build. This could involve segmenting your campaigns more granularly or testing different bidding strategies. For instance, try automated bidding options like target CPA (cost per acquisition) or tROAS (target return on ad spend) to optimize bids for conversions. Additionally, stay on top of ad groups and tailor content to specific segments for better results.

What if You Are Going After the Right Traffic & Have Done All You Can Within PPC?

If you've ensured your traffic is well-targeted and your PPC campaign is optimized to its fullest potential, the problem might lie outside the usual channels. If none of the previous methods have worked for you, it might be time to take a step back and consider elements beyond PPC.

Focus on Conversion Rate Optimization (CRO)

Conversion rate optimization (CRO) is improving your website experience to increase the percentage of traffic that converts. One method is A/B testing elements of your site, such as headlines, images, call-to-action buttons, and forms. Pay close attention to your landing pages—their speed, design, and content all play a critical role in converting visitors. Improving site speed, ensuring mobile responsiveness, and simplifying navigation can significantly boost conversion rates.

Diversify Your Marketing Efforts

If all else fails, consider diversifying your marketing efforts to adopt a more holistic, full-funnel approach. While PPC is excellent for driving immediate traffic, integrating it with other marketing strategies like content marketing, email campaigns, and social media can create a more seamless customer journey. This enhances your brand presence and nurtures leads through various stages of the sales funnel, increasing the likelihood of conversion.



By combining PPC with SEO, social media, and email marketing, you can create a robust presence that engages & converts leads more effectively.



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What To Do if You've Tried Everything

Unfortunately, there are times when nothing seems to work for your business. While it's no secret to anyone who's gone through this before, getting PPC leads to convert can be extremely challenging. This list might sound deceptively simple; however, addressing each of these reasons why your PPC campaign leads aren't converting takes time, effort, and, of course, money. If you've put everything you can into this venture and can't figure out what's going wrong, it might be time to look for outside assistance.

When nothing has gone your way, working with a trustworthy PPC management firm like Logical Position is advisable. Our digital marketing group can help you pinpoint what needs to be fixed in your current strategy, and we can assemble all the pieces required to get it off the ground again. We're here for you if you're ready to transform your PPC results. Let's work together to get your business's name on the map.



Want more?

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

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