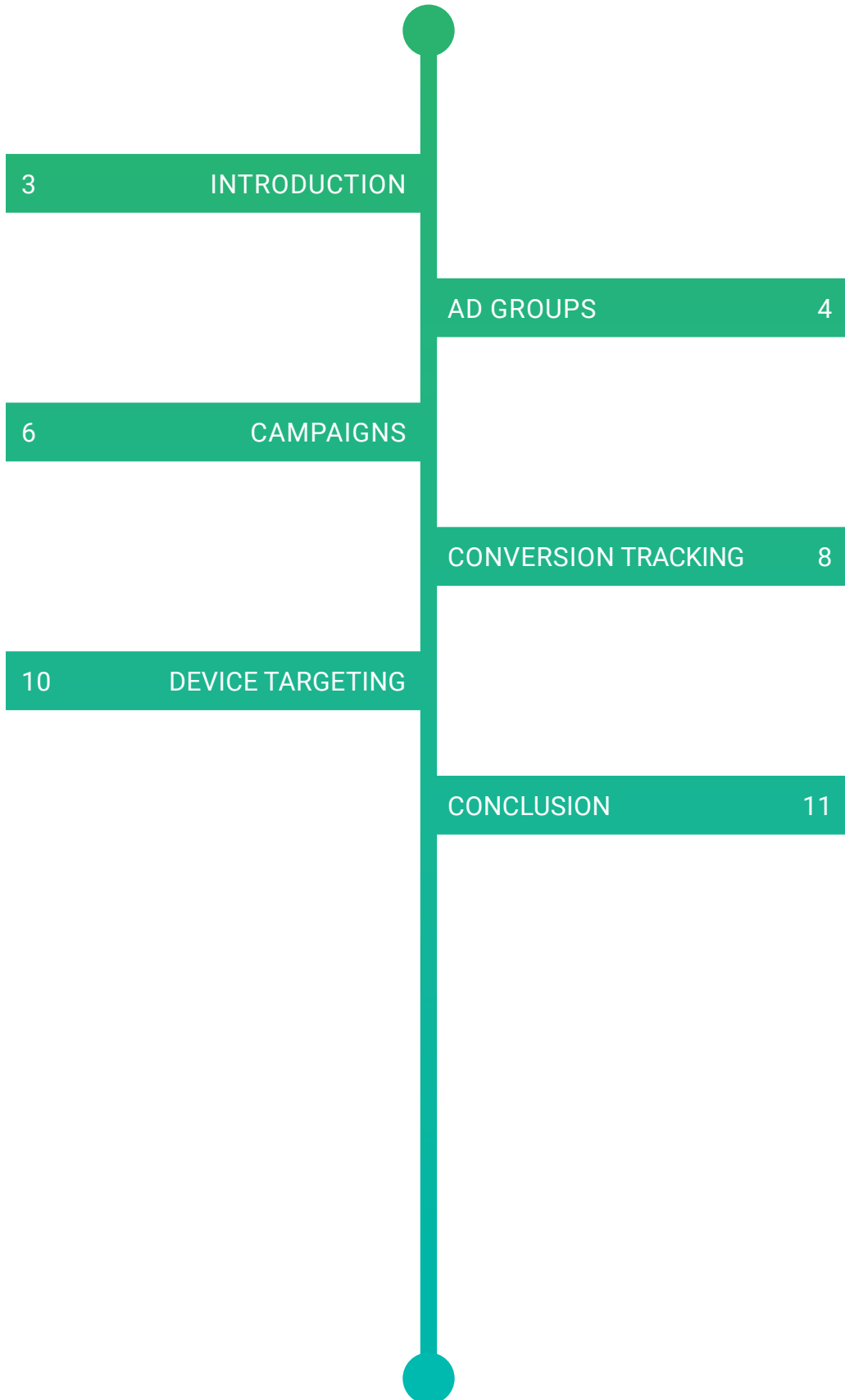# OPTIMIZING YOUR GOOGLE ADS ACCOUNT

Strategies for Increasing Efficiency & Growth

LOGICAL POSITION

INTRODUCTION

Running ads on the Google Ads networks is similar to owning a car: it'll get you from A to B by default, but performance and efficiency depend on skill and mechanical set-up. Also, regular maintenance is mandatory. The best ways to level-up your Google Ads account are to expand your knowledge of the platform and fine-tune your campaign structure. Along the way, you'll likely eliminate wasteful spending and identify new opportunities to grow your business.

Before getting started, you'll want to make sure your account is structured properly. In particular, you'll want to verify that your account is organized to support your goals. For example, each individual product or service should have its own ad group. This structure provides more detailed information about your results, which can help you improve them.

Once you've structured your account properly, you'll be ready to start optimizing your campaigns. Begin by organizing your campaigns and ad groups according to the best practices outlined in this guide. Then, ensure that your conversion tracking and device targeting set-ups are free of errors. These two simple steps will lay a foundation for success, and you should start to see improvements in your Google Ads results in no time.

AD GROUPS

Well-structured ad groups significantly influence the success of your campaigns. If you've just launched your account, adding ad extensions, implementing a single-keyword ad group strategy and paying attention to keyword match types will give your ads a strong start.

Single Keyword Ad Groups

Assigning each of your targeted keywords its own ad group allows for maximum control over your ads. These ads should be tailored to each keyword and include all the information necessary to market your product or service. Ads that are specific tend to perform better than those that are more general. Additionally, organizing your keywords in this way gives you quick access to the metrics that indicate how your ads are performing.

Campaign

Emergency Plumbing

Ad Group

24 hour plumber

Keywords

[24 hour plumber]

+24 hour+plumber

"24 hour plumber"

24-Hour Emergency Plumber | Call Now

Ad www.plumberpros.com

Working Tirelessly To Deliver The Help You Need When You Need It! Call Us Today. Available 24/7.

Toilet Repair • Pipe Bursting • Drain Cleaning • Emergency Services

321 Memory Lane Chicago, IL 60605

Ad Extensions

Ad extensions can give your ads an edge over your competition. By allowing you to include additional information underneath your ad copy (such as contact info or a link to a specific web page), ad extensions help your ad stand out and generate more clicks.
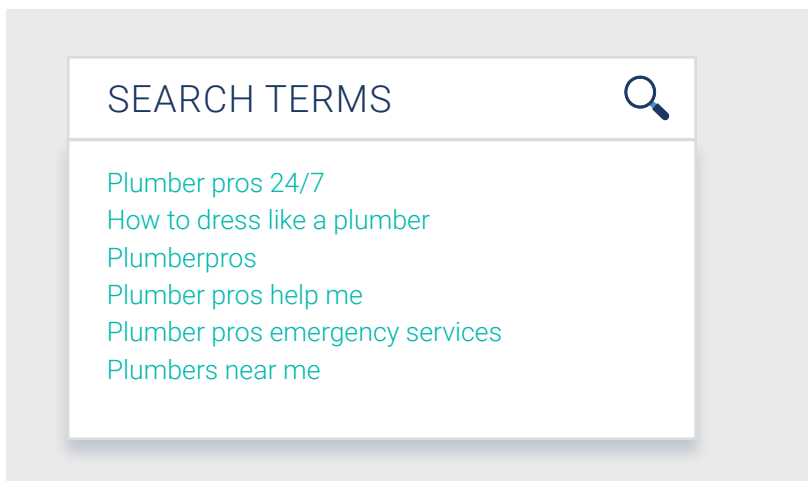
Keyword Match Types

Keeping a close eye on your keyword match types can help you avoid wasting ad spend on irrelevant clicks, which commonly result from running ads on full broad match. Since broad match includes terms that might be unrelated to your keywords, it may put your ads in front of people who aren't actually interested in your products or services. Broad Match Modifier is a good place to begin if you aren't sure how searchers will come across your ad and don't want to sacrifice too much reach.

MATCH TYPE	ADS MAY SHOW ON SEARCHES THAT
Broad Match	contain misspellings, synonyms, related searches and other relevant variations
Broad Match Modifier	contain the modified term (or close variations, but no synonyms), in any order
Phrase Match	contain a phrase, and close variations of that phrase
Exact Match	contain an exact term and close variations of that exact term

For accounts that have been operating for a while, there is always something that can be done to increase performance. Taking advantage of the data being collected within your account can help you enhance the results you see from your ads and reach your business goals faster and more efficiently.

Search Terms Report

Google tracks the search terms people entered before clicking your ad and catalogs them in your Search Terms Report. Google tracks the search terms people entered before clicking your ad and catalogs them in your Search Terms Report. More often than not, you'll discover irrelevant keyword phrases that aren't related to your ad. By tightening up those match types and adding the irrelevant terms to your Negate Keyword List, your account will become more profitable.

SEARCH TERMS

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

Negative Keyword List

Your Negative Keyword List prevents certain keywords from triggering your ads. If you find that an irrelevant search term keeps appearing in your Search Term Report, it is a good idea to add it to your Negative Keyword List so that non-converting traffic stops chipping away at your budget. It might only be a click every now and again, but over time those clicks add up.

Quality Score

Google assigns each of your ads a Quality Score (QS) rating based on how they predict your ads will perform in the future. A low QS can result in poor ad placements and high bid costs. Each ad's QS is determined by its keyword relevancy, expected click-through-rate and landing page experience. We won't go into detail on all these factors, but one way to improve your QS is by choosing the most relevant landing page on your site for your ads and keywords. Landing pages that are unrelated to a user's specific search tell Google that your ad isn't pertinent to the keyword you are targeting. If you'd like to learn more about how Google determines this ad rating, take a look at our QS improvement strategy guide.

CAMPAIGNS

Expanding from the ad group to the campaign level, you might be surprised to discover exactly how much control you can have over your account. There are a few account settings that allow a high degree of customization that can help you craft your message and get it in front of potential customers. If your account is new, consider which network will meet your business needs, how much budget you should allocate per campaign, and where you should be targeting your ads. These are all good steps to take as you hone in on your audience and the right message for them.

Networks

Google Ads allows businesses to run their advertisements on two networks: Search and Display. Search and Google Shopping ads utilize the Search Network while banner ads and videos make use of the Display Network. Consider your business goals when deciding which network you should be investing in. The Search Network is best for driving product sales and marketing your services. If you're looking to increase the awareness of your brand, the Display Network would be the better choice. A great Google Ads account will include a mix of both; a Display campaign to get the name of your business out there and a Search campaign to gather leads and stimulate sales.

Budget Allocation

Determining how much to spend per campaign won't always be an intuitive decision. If you're investing in both Search and Display, budget allocation could end up being split 50/50, but that approach won't make sense for every business. For example, if your main goal in advertising with Google is to sell more products, it would make more sense to allocate the majority of your budget to your Search campaigns. Campaign-wise, if you are just starting out, investing in your highest selling products or most popular services is a great way to test the waters.

Location Targeting

In Google Ads you have the ability to choose specific locations where you'd like your ads to be shown. Beyond choosing from a list of countries, you can target cities, zip codes, and even specific radiuses around unique geographic areas. By increasing focus and relevancy, location targeting significantly increases the likelihood that Google will show your ads to the right people at the right time.

Now that we've covered some basic campaign optimization strategies, it's time to consider more advanced techniques that can increase account efficiency. These techniques can help you spend your advertising budget more meticulously, with emphasis given to the campaigns that are already showing success.

Ad Scheduling

Setting up ad scheduling within your account is one of the most important ways of controlling how your budget is distributed across campaigns. By making full use of your Google Ads data, you'll know which ads to run when. For all of your campaigns, you can learn the days and times your ads are getting the most clicks by checking the Ad Schedule subtab. By analyzing past performance and specifying when you want your ads shown, you can focus your budget where you've seen the most success.

Remarketing

Remarketing campaigns are one of the most effective ways to increase the profitability of your Google Ads account. By targeting people who have expressed interest in your products or services but haven't made a purchase, these campaigns can help bring past visitors back to your website. A visual reminder of your business might be all those visitors need to return to your site and become a customer. Remarketing campaigns don't need a large budget to be effective, as their clicks tend to cost much less than their Search counterparts.

Bidding Strategies

After you've had your account running for a few months, you will begin to notice which campaigns are performing well. Now, instead of prioritizing your top-selling products, you should focus your budget on your best-converting campaigns. It's also a good idea to reduce the budgets of your poorest-performing campaigns while developing a strategy to improve their results.
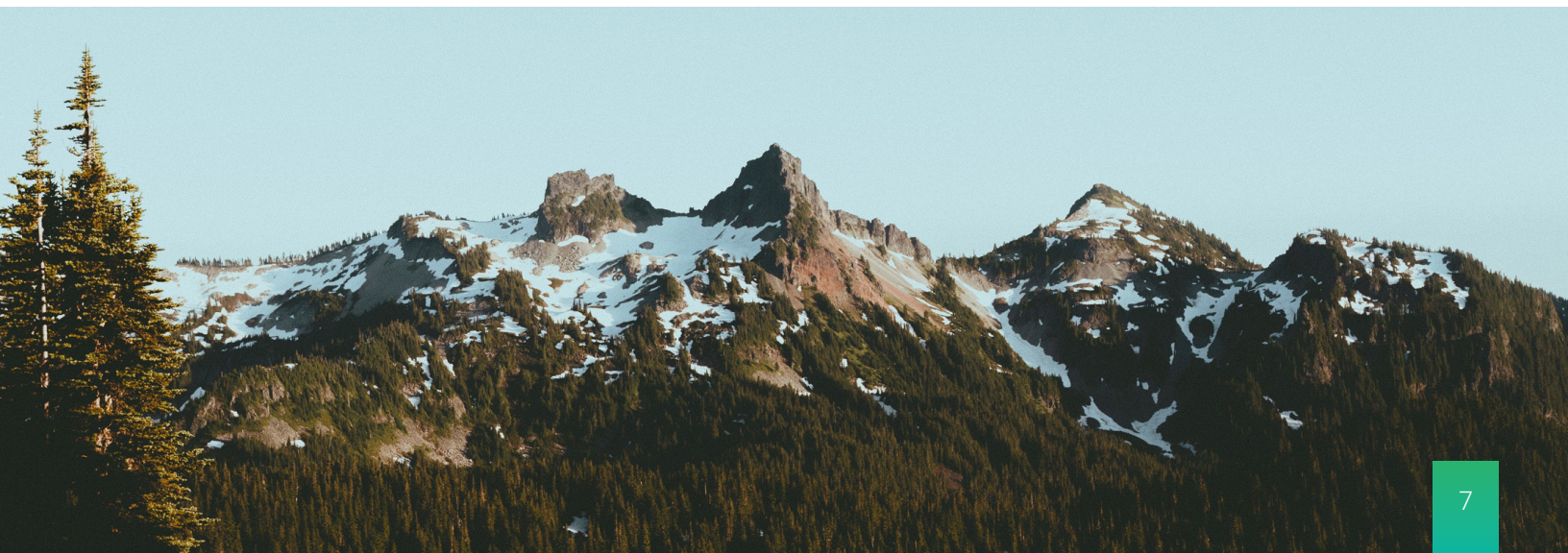
CONVERSION TRACKING

Paying attention to the data collected within your Google Ads account can tell you a lot about both your ads and the people who've come across them. At a glance, you can see how many times your ad has appeared on a search engine results page (SERP) and how many of those impressions resulted in clicks. From there, you can determine click-through-rate (CTR) to get a concrete percentage of the likelihood that someone will engage with your ads. What Google doesn't automatically tell you is how many of those clicks resulted in a product sale or some other action of value on your website. Fortunately, this is something that you can determine on your own through conversion tracking.

FREE ACCOUNT REVIEW
Learn How to Isolate Your Top-Performing Products or Services

Conversions

Instead of relying solely on clicks to determine which campaigns are performing well, with proper conversion tracking in place, you'll have visible proof of which keywords and ads resulted in sales, form submissions, or phone calls. In order to identify the most valuable interactions with your ads, you'll need to specify the type of customer activity that qualifies as a conversion action. In the case of tracking sales, the presence of an order confirmation page indicates that a sale took place. Tracking conversions also requires you to add a piece of code to your website that communicates to your Google Ads account when the conversion action criteria have been fulfilled. This piece of code, called a "tag," is generated when you set up the conversion action in your account.

Although monitoring the number of sales that result from your ads is a great step toward optimizing your conversion tracking, there are other valuable interactions between your website and its visitors that could be beneficial to observe. Additionally, comparing the performance of your ads over time will contextualize the results of the changes you've made to increase performance. Tracking micro conversions, following performance over time, and carefully scrutinizing your Return on Ad Spend (ROAS) is how successful accounts make excellent use of the platform.

Micro Conversions

Along with tracking which ads result in sales, recognizing other valuable website interactions that occur after a person clicks on an ad can help shape future campaigns and inspire new business goals. Making a phone call, subscribing to an email list, or downloading an app are all examples of micro conversions that ecommerce businesses can track like they would sales from ads. Micro conversions like these indicate an interest in your business and could potentially lead to a sale down the line, so by paying attention to these interactions with your site, you can identify the steps website visitors are taking on their path to becoming customers. Micro conversions are set up exactly like a sales conversion, so they require a little bit of back-end website updating. But by recording these website interactions, you can get a more complete view of the value your ads are bringing your business.

Comparing Results Over Time

If you want to see how the changes you make in your Google Ads account affect your results, it can be helpful to study your campaign performances over time. For instance, if you made big changes a month ago, pulling up your data from the previous month and comparing it to what you are currently seeing can give you the evidence you need to determine whether or not the adjustments you made are working or not. Taking a look at campaigns that are no longer performing as well as they once did shows you how important it is to constantly monitor results. For these low-performing campaigns, it might be a good idea to pause them and reassess your current strategy so they stop wasting your ad budget. Implementing a performance evaluation method like this can give insight into which areas of your account could be enhanced to produce better results across the board.
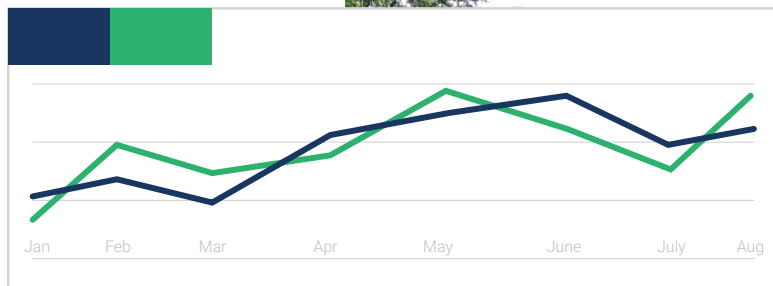
ROAS

Within your account, you're able to determine how much revenue each ad is generating. Discovering how much revenue your keywords bring in can influence your bidding strategy by showing you where you should be allocating more budget to increase revenue. Google gives you the option of measuring the value your conversions bring your business by a default amount or by the actual revenue that is produced by a sale. If you are running a Google Shopping Campaign, the best way to determine ROAS is by tracking transaction-specific conversion values. Since the values will be different for every sale, the actual revenue recorded per conversion will be much more valuable for evaluating campaign success. Google has a great step-by-step resource you can use to set up transaction-specific conversion tracking in your account, which you can find here. Setting a ROAS goal can help you budget your campaigns based on their performance and bid less when they don't meet your goals.

DEVICE TARGETING

When creating your ads, remember that you should consider all devices individually. How an ad looks on a desktop computer doesn't necessarily reflect how it'll appear on a mobile device or tablet. Taking the time to create device-specific campaigns and design a mobile-friendly website should result in enhanced performances on all devices.

Device-Specific Strategies

Depending on the device that your ad appears on, there are different strategies that you should take to capture as much traffic as you can. For example, you wouldn't want to place one of your ads for your business's app on a desktop because they would do much better on mobile devices and tablets. Choosing the type of ad that you run should rely heavily on the device that the ad will run on. And by separating your campaigns by device type, you can better craft your ads to match the needs of those searching online. To ensure mobile traffic won't eat up the majority of an ad's budget, it would be a good idea to create a separate, mobile-specific ad with its own budget to give desktop users a chance to come across your ad. Just consider how people search on mobile devices as opposed to desktops. Mobile search terms tend to be shorter, so complicated keywords for a mobile campaign probably won't do as well. Recognizing the differences in traffic between the devices that your ads can appear on is a necessary step to take when you are developing your ad strategies.

Mobile-Friendly Website

Having a mobile-friendly website is the most important element when it comes to advertising on mobile devices. For starters, if your website is completely incompatible with mobile devices, you'll end up paying for clicks that won't result in any sales. And since the majority of searches conducted on Google are done from mobile devices now, you'll miss out on a lot of potential business. Not only that, but a website that isn't mobile-friendly will contribute to a low Quality Score when your ad goes to auction, potentially resulting in lower ad placements and higher-costing bids. Solving this issue could require a total website overhaul, but it's worth the investment.

Making note of the distinct searching tendencies associated with desktop, mobile, and tablets should influence how you develop your campaign strategies. With campaigns separated by device type, you will begin to get a clear idea of what keywords correspond with each device, influencing how you bid in these campaigns.

Device Bidding

Bidding up where you see success, while taking budget away from stagnating ads, is one method you can use to increase efficiency in your account. Adjusting device bids based on historical performance allows you to prioritize the campaigns that are resulting in the most returns for your business. Structuring your account in this way gives you maximum control over your budget and targeting.

CONCLUSION

If you are just starting your Google Ads adventure, or if you've been utilizing this platform for a while, a lot of work has to be completed to achieve a high level of results in your campaigns. But once you've put the time in, it is relatively easy to stay on top of things and monitor your success as the revenue pours in. You must pay constant attention to your campaigns to ensure that they stay fully optimized, and that includes researching additional keywords that you can target to find more business. The job never ends, but it does get easier once your account is well-structured.

Optimizing your Google Ads is a chore, but the time you put into it will be worth it in the end. If this guide fails to clear up any optimization questions you might have, scheduling a professional account review should shine a light on what more could be done to help your business. Follow the link here to learn more about Logical Position's free, no-pressure account reviews.

Maximize Your Google Ads Budget
& Capture More Customers

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