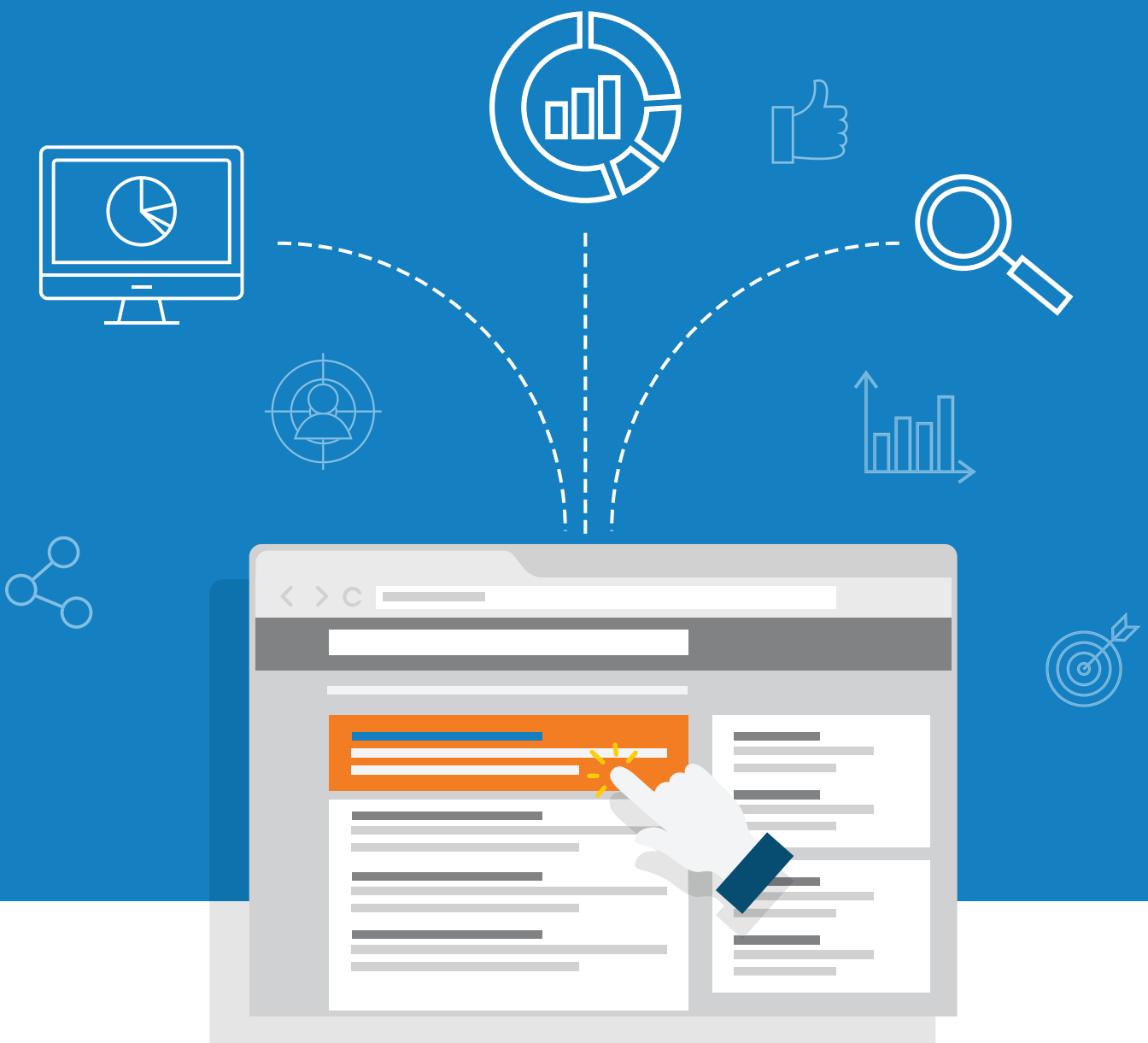


20 STEP

Google Ads Cheat Sheet to skyrocket your sales!



No more than 2-3 keywords per ad group.

1



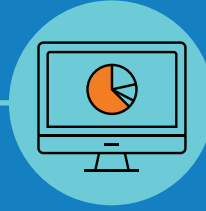
A superior offer. Make sure you craft your ads so your offer is more compelling than your competition. Boring and weak offers will convert poorly.

2



Run at least 3 ad variations per ad group to test and measure which ad generates more profits.

3



Send traffic to the most relevant landing page that matches what the user searched on otherwise Google will penalise you by making you pay higher click prices.

4



Track conversions on all lead capture forms and phone numbers to remove the guesswork of what's driving results.

5



Broad match modifier is by far our favourite match type - don't run board match as it generally attracts a lot of irrelevant traffic.

6



Run a Display Remarketing campaign to keep your brand and offer at top of mind. 80-90% of traffic won't convert on the first visit to your site so Remarketing is essential to re-engage and increase conversions.

7



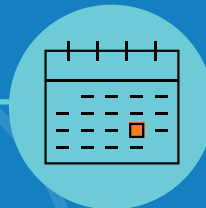
Link Google Analytics to Google AdWords so you can analyse website user behaviour.

8



Create an ad schedule. Don't let your AdWords run 24/7 - schedule your AdWords to run when you're most likely to get conversions. Test and measure different times of day and days of the week.

9



Keep a close eye on your search term report at least once a month to identify if you're wasting money on irrelevant traffic.

10



Have a strong negative keyword list to prevent your AdWords from showing for terms that are similar to your business but are irrelevant.

11



12

Opt out of the Display Network unless you're running a brand campaign or there are few people searching for your products or services on search.

Set up all the ad extensions to beef up the size of your ad which in turn will generate more clicks at a lower cost.

13

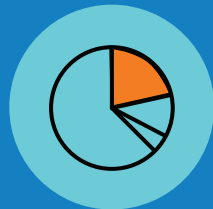


14

Get your CTR (click through rate) for Search above 2% to ensure you're not going to be penalised by Google and forced to pay more per click.

Include 'Search Partners' for the first 90 days but after that analyse it's performance and determine if it's worth keeping it. Always give it the benefit of the doubt.

15



16

Cull or lower bids on keywords with high conversion costs or move those keywords into a separate campaign with a smaller budget say 20% of the ad spend.

Analyse conversions cost by device eg. computers, tablets and mobile and add bid modifiers accordingly.

17



18

Add additional match types for high performing keywords such as phrase and exact match.

Add bid adjustments for the times of the day the campaigns get the strongest return on investment.

19



20

Be open to testing the new Machine Learning & AI features now available in Google AdWords. Example = Smart bidding such as Target ROAS, Target CPA, enhanced CPC, maximise conversions. But this is for advanced users only. AI is still a child so it still needs parent supervision otherwise campaigns results can quickly spiral out of control.