GOOGLE ADS SUCCESS GUIDE:

SEARCH

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INTRODUCTION

Google recently uploaded a new Ads Success Guide. It comprises from two parts:

- How to drive results with Performance Max campaigns
- How to drive results with Search campaigns

SEARCH SUCCESS GUIDE

SET OBJECTIVES

Choose a campaign goal that matches your marketing objective. Focus on actions like driving online sales or generating leads to ensure your ads deliver the results you need.

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FOCUS ON KEY METRICS

- Conversions: Purchases, leads, or app downloads post-click.
- CTR: Keep Search campaigns at 1%+.
- Clicks: Website visitors via ads.
- Impressions: Total ad views.

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SET-UP CONVERSION TRACKING

Install the Google tag to unlock ad performance insights from day one.

- Track valuable actions: purchases, calls, bookings.
- Understand what's working to refine your strategy.

GTAG INSTALLATION

Getting started is simple:

- Website builders (WordPress/Wix): No code changes needed.
- Manual setup: Add the tag to your website's HTML.

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ORGANIZE YOUR ACCOUNT

Let your website guide you:

- Align ad groups with your website's structure.

- Ensure ad text and landing pages match relevant keywords.

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STAG INSTEAD OF SKAG

Pick a theme:

- Group ads by theme, product, or goal with 20–30 tightly focused keywords for higher relevance and quality.

FINE-TUNING AD GROUPS

- Focus on 3+ ads per group (?!): Test messages to find what resonates with your audience.

- Relevance leads to results: Specific, detailed ad groups drive better engagement & campaign success.

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CHOOSE THE RIGHT KEYWORDS

- What are keywords: Words or phrases matching ads with Google searches.

- Build your list: Use terms customers search for (e.g., "women's sunglasses" for an eyewear retailer).

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USE NEGATIVES

- Refine your reach and save budget: Prevent ads from showing for irrelevant searches.

- Example: Eyewear retailers can exclude "drinking glasses" or "contacts."

REVIEW YOUR MATCH TYPES

- Refine or expand your reach to meet goals:

- Exact Match: High control, small reach.

- Phrase Match: Balanced reach.

- Broad Match: Largest reach, but fastest budget usage.

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CREATE ENGAGING ADS

- Use Keywords: Include at least one keyword in your ad.

- Make Your Ads Actionable: Encourage next steps with clear calls to action, for instance "Learn more today".

MATCH ADS TO LANDING PAGES

- If you're promoting a product or offer, ensure your page delivers on the ad's promise.

- A seamless match improves user experience, reduces bounce rates, and boosts search rankings.

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ADD ASSETS

- Bigger ads = more visibility on search results.

- No extra cost, just added value.

- Boost CTR by 10–15%* with features like call buttons and page links.

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LOCAL OR GLOBAL

- Local business? Target a radius around your area.

- Operating regionally or internationally? Set ads for cities, regions, or entire countries.

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GEO-TARGETING REFINEMENT

- Search Interest Targeting: Reach people searching for your location, even from afar (e.g., "Paris museums").

- Location Exclusions: Exclude areas where you don't operate to save budget.

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USE SEARCH TERM REPORT

Use the search terms report to identify the keywords your customers are using. This helps you connect with the right audience and refine your strategy for better results.

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REFINE BIDDING

- Bidding Basics: Bid, ad quality, and keyword relevance determine your ad placement.

- Improve Ad Quality: Use keywords, fast-loading pages, and mobile-friendly designs to lower costs.

- Automated Bidding: Target Impression Share and Maximize Clicks.

- Smart Bidding: Maximize Conversions / Target-CPA and Maximize Conversion Value / Target-ROAS

Find the Sweet Spot:

- Running out too fast? Add budget to capture more results.

- Ads not fully utilizing budget? Expand keywords, locations, or reallocate spend.

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PERFORMANCE PLANNER

- Project campaign outcomes and find new opportunities.

- Get recommendations to improve performance with the same budget.

- Explore ways to boost ROI by increasing ad spend.

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ASSES YOUR QUALITY SCORE

Understand your Quality Score to improve ad performance:

What is it? A measure of how well your keyword performs in ad auctions. Higher scores mean better chances of your ad being shown.

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OPTIMIZE FOR QUALITY SCORE

Where to improve?
Focus on:

- Expected CTR (likelihood of clicks).

- Landing page experience (navigation ease).

- Higher scores = Higher Ad Rank and lower CPCs.

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Complement your Search ads with Performance Max to reach high-value customers wherever they are.

Why use Performance Max? Advertisers see an average of 18% more conversions at a similar cost per action.

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CURIOUS TO LEARN MORE?

Read the whole guide here:

https://support.google.com/google-ads/answer/14089198

Ask me a question here:

https://www.hutter-consult.com/downloads/google-ads-detective/
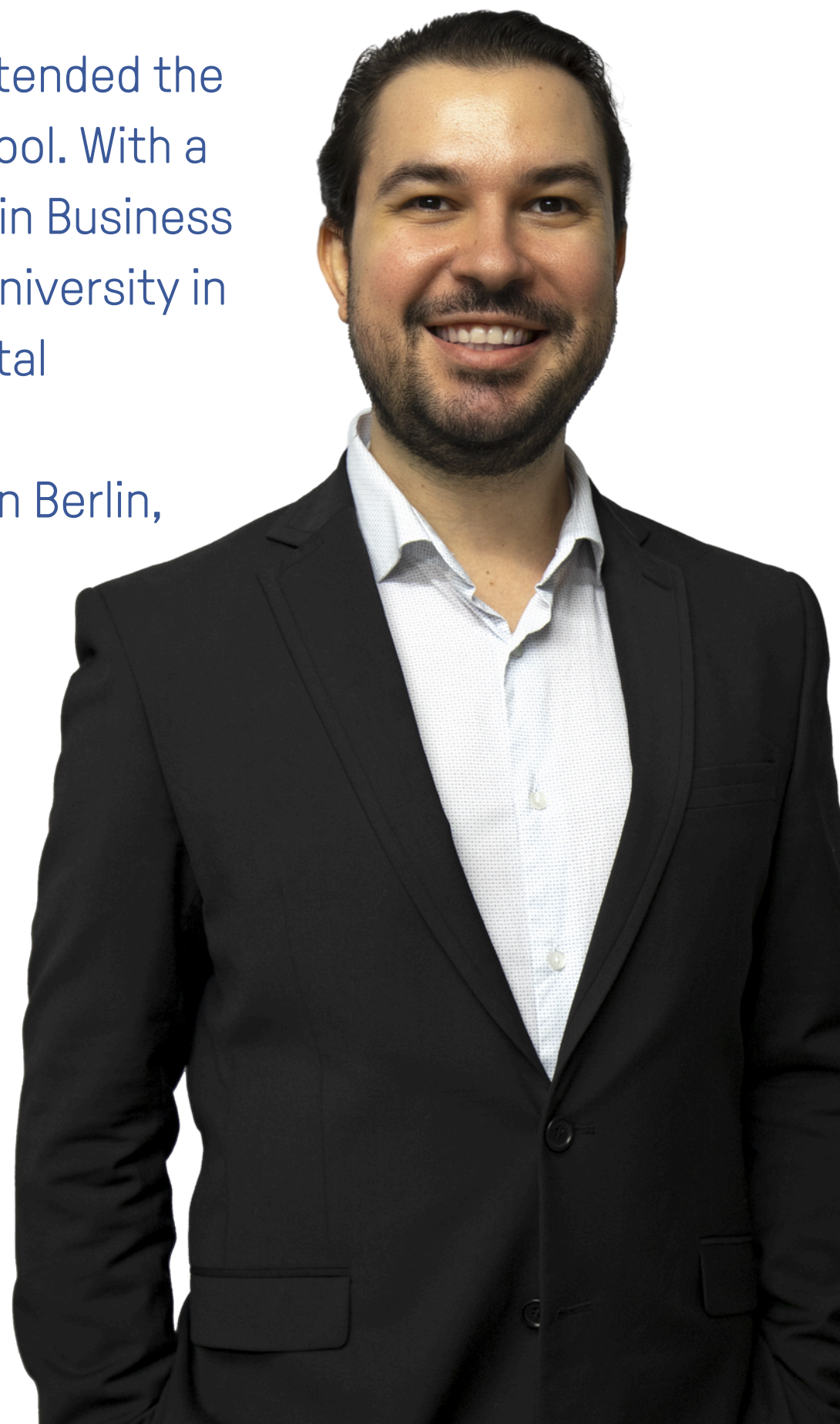
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.
He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.
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