

Google Ads Preparation Guide



Phase 1 - Preparation

Target Audience

- Who? – e.g. people who have a leaking roof / people who have an upcoming wedding

- Pain or Desire? – e.g. tiles have fallen off their roof / makeup trial

- What? – what is it that they will type into Google to find your product or service? E.g. "Roofers near me" / "local makeup artists"

- Hook? – what will entice someone to click on your ad? e.g. a discount, free demo/tester etc



Keyword Research

Use Google Keyword Planner to get suggested keywords, variations and estimated traffic volumes. To access it – log into Google Ads >> Tools >> Keyword Planner.

Log the following:

Keyword	Search Volume	Cost Per Click (CPC)

Check who else is competing for your chosen keywords:

- Type your keyword into Google and take note of who is running ads.
- Use tools like SEMRush or iSpionage to “spy” on your competitors and check which keywords they are bidding on and how much they are spending.



Keyword Types

It is very important to get the keyword match type right as it could cost you a lot of money if you are not sure what you are doing!

The three main keyword types are: Broad Match, Phrase Match and Exact Match. You also have Broad Match Modifier and Negative Keywords.

Keyword Type	When to Use	How to Use
Broad Match	When you want your ads to show for all searches and variations related to your keyword. Be sure to check the Search Term Report as this will tell you exactly what searchers typed in before seeing your ad.	Just type in keyword and leave as is. (Note: can be costly as most searches may not be relevant to your business)
Phrase Match	For phrase match, your keyword has to appear in the same order as it appears in your campaign in order to trigger your ad.	Add quotation marks e.g. "local makeup artist"
Exact Match	This match type means someone has to type your keyword exactly as it appears in your campaign in order for your ad to be displayed.	Add brackets e.g. [local makeup artist]
Broad Match Modifier	Broad Match Modifier (BMM) falls in between Broad and Phrase match in that you have more control than with Broad match but it's not quite as restrictive as with Phrase match.	Put a plus sign '+' in front of your keywords like this: +local +makeup +artist
Negative Match	Negative keywords are words or phrases that, if they appear in a search query, you don't want your ads to run for. They can be added either at the Ad group level or the Campaign level.	Negative keywords have match types just like regular keywords do, so apply them as above.



Phase 2 - Setting Up Campaign

- Group related or similar keywords into separate groups.
- Use each group to create a new Ad Group within your campaign.
- Create two ads per ad set, so you can split test and choose a winner.
- Link your ads to the relevant landing page. Note: try to avoid just using your homepage unless it is optimised for conversion with a clear call-to-action.



Ad Copy

- Be clear with your Goals. What is the ultimate action you want someone to take – call your store, download a report, place an order online? Your ads should reflect what you want the prospect to do.
- Try asking a question in your headline to grab attention. Instead of 'Experienced and Reliable Plumber in Belfast' try 'Looking for a reliable Belfast Plumber?'.
- Make any benefits or discounts stand out using amounts and symbols.
- Let visitors know exactly what action you would like them to take by including a clear call-to-action.
- Make sure you use your keyword in your headline.
- Look at the ads that are competing for your keywords and add your unique angle to stand out.
- Speak to your prospects' pain – Why are they searching in the first place?
- If you are a local business, add your location to your headline.
- Reference holidays/local events – When your ads mention upcoming events, they appear timelier and more relevant to searchers.



Sitelinks Extensions

Sitelinks are additional links that appear under your ads when your ad ranks in one of the first 3 positions in the rankings at the top of the search results.

Sitelinks extend the size of your ad so it takes up more space and stands out more from your competitors who aren't using Sitelinks. This will definitely help your ads' Clickthrough Rates.

Try using:

- **Call Extensions** – to make it easier for prospects to call you by displaying a phone number along with your ad.
- **Callout Extensions** – you can use these to promote unique offers to shoppers, like free shipping or 24-hour customer service.

Bidding Strategy

- Choose whether you would like to focus on conversions or clicks.
- You should have recorded your CPC for your keywords above. This will let you know how much you should bid (don't bid too low or Google will favour other advertisers).
- Google will choose a bidding strategy for you, or you can choose 'Select a bid strategy directly' to set your own amount.
- Let your campaign run for a few days to see how it is performing, before amending your bids.



Going Live

- Your ads may start to show immediately or can take several hours while Google review them.
- Do not be tempted to go straight to Google to check as it can affect your data. To see how your ads look on Google, go to 'Tools' >> 'Ad Preview & Diagnosis'.
- Check your reports - Go to Reports >> View All >> Choose your report. A good place to start is viewing impressions and clicks on your ads. You can check these on the Basic Ad report.
- Also, make sure to check the Search Term report. This report is one of the best reports in AdWords where you can see the actual search terms that people typed into Google before clicking on your ads.
- Finally, keep an eye on your keywords and their average position. If they are displaying below page 1, you might want to increase your bid for that keyword.

If you would like help with implementing your Google Ads Campaign, simply get in touch.

www.d4digitalconsulting.com