

# Google Ads for Lead Generation: The Ultimate Guide

First things first:

We're about to tell you **everything you need to know about running Google Ads for lead generation.**

**Looking for the tutorial on Google Ads for eCommerce?**

**[We have that.](#)**

Not just what buttons to push (and *not* to push), but the *why* and *how* of Google, so you can be Google Ads savvy long-term.

But here's our disclaimer: **We are not following the rules.**

If you've taken courses elsewhere, gotten certified, or noticed those little [recommended] notes in the Google Ads dashboard, those are all the things we'll break rank on.

And that's what makes this ultimate guide (and our agency, [Solutions 8](#)) different from all the others out there.

## What's In It For You?

**By the end of this guide, you'll walk away with:**

- The ability to navigate the Google Ads dashboard like a pro
- **Five campaigns ready to run** (While we'll touch on [Performance Max](#) campaigns, you can read the [Ultimate Guide to PMax here.](#))
- \*An understanding of the **core concepts** and **philosophy of Google Ads**, so you can adapt to Google's (many) changes for years to come

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#### ***Useful resources for this guide:***

- Google Ads: [Ads.Google.com](https://ads.google.com)
- Google Tag Manager: [Tagmanager.google.com](https://tagmanager.google.com)
- Google Analytics: [Analytics.google.com](https://analytics.google.com)

## **PART ONE**

### **The Basics: Google Ads for Lead Generation**

- 1. Why PPC?**
- 2. Why Google Ads?**
- 3. What Is Google Ads?**
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#### **Why PPC?**

Before we dive into building campaigns (or even determining if [Google Ads is right for your business](#)) we want to make sure you really understand the foundations of paid ads.

Afterall, when it comes to digital marketing for lead generation businesses, there are a whole lot of channels to choose from:

**Social media** can boost brand awareness and make connections.

**Email marketing** can keep your community active.

...And **PPC** (specifically Google Ads) can enable steady growth and sales.



Social Media



E-mail



PPC

And, know what? Each channel is effective when executed properly.

## Why PPC for Lead Generation?

PPC (pay per click) advertising is a favorite among marketers, adored for its “quick results” (we’ll talk more about this soon).

### *Reminder:*

***PPC Advertising = Ads that appear on search engine result pages, videos, apps, websites, and social media.***



Ad • <https://www.angi.com> :

## Plumbers Near You - Just Enter Your Zip to Start

Get a free quote from an expert handyman in minutes. Compare multiple top-rated local pros. Enter your zip & get multiple bids, fast. Pre-Screened Pros. Read Reviews. Find an Expert. Cost Estimates. Services: **Plumbing**, Painting, Electrical, Appliance Repair.

★★★★★ Rating for angi.com: 4.8 - 254 reviews

### Find a Plumber

Compare quotes from top-rated plumbers in your area.

### Painters Near You

Get connected with painting professionals near you today.

### Appliance Repair

Compare local service pros to help with your appliance repair.

### Drywall Installation

Find a drywall installation expert and get a free quote.

Because we live in a highly digital world (checking emails, watching YouTube videos, posting on social media), these kinds of ads appear *everywhere* (the top of our inbox, a pre-video ad, mixed into our social feed)—so they get a whole lot of views.

But the business owner doesn't pay for **views**, they only pay when a user **clicks**.

And perhaps the best part? PPC advertising is about finding customers who are **ready to buy** through search history, audience type, and a whole lot of data.

The only caveat is you *have to know what you're doing* to find those ready-to-buy customers.

Which is especially hard if you're trying to master multiple PPC advertising platforms, like Microsoft Ads, Facebook Ads, Instagram Ads, and Google Ads, all at once.



## Why Google Ads? (And Google Ads Only)

We've been trained to turn to Google with every question we have.

But, still, Google is so much more than a search engine, it is also YouTube, email, apps (like Google Calendar), Google Maps, and Android.

...And, Google collects information about us all, and can therefore **predict intent**—which means Google can put somebody who's willing to buy your service or product in front of your ad (sometimes before the user even knows they want to buy).

Need a Refresher on the Basics of Google Ads?  
Download Our Ultimate Guide to Google Ads [Here](#).



In fact, **67%** of all *high commercial intent keyphrases* go to a paid ad. We'll reiterate:

When someone **wants to buy**, two out of three(!) of those Google searches result in clicking on an ad.

That tells us that when people are in the learning phase of the buying process, they go for organic search results.

But when they are ready to buy—**customers click the ads.**

## What Is Google Ads?

Want to know a bit more about Google Ads and how it works before committing to building your own campaign?

For all those foundational questions (like how a Google Ad *appears* or how the Google Ads auction works) you can learn all the basics first [here](#).

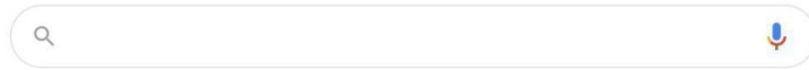
Or:

**Download Our Ultimate Guide to Google Ads [Here](#).**



## How Google Ads Works: The Google Network

We tend to think of Google as the search engine, right?



Google Search

I'm Feeling Lucky

But the Google ecosystem is massive and includes:

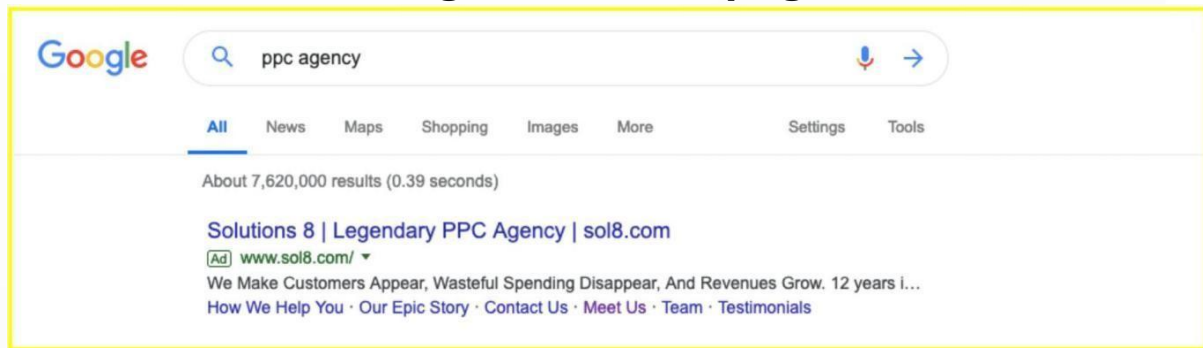
- **YouTube**
- **Gmail**
- **Apps (think Google Calendar)**
- **Google Maps**
- **Android**
- **The Google Display Network**

And for every piece of “real estate” owned by Google (email, search engines, YouTube, apps) there is a way to advertise (i.e. a campaign type).

## Different Types of Campaigns

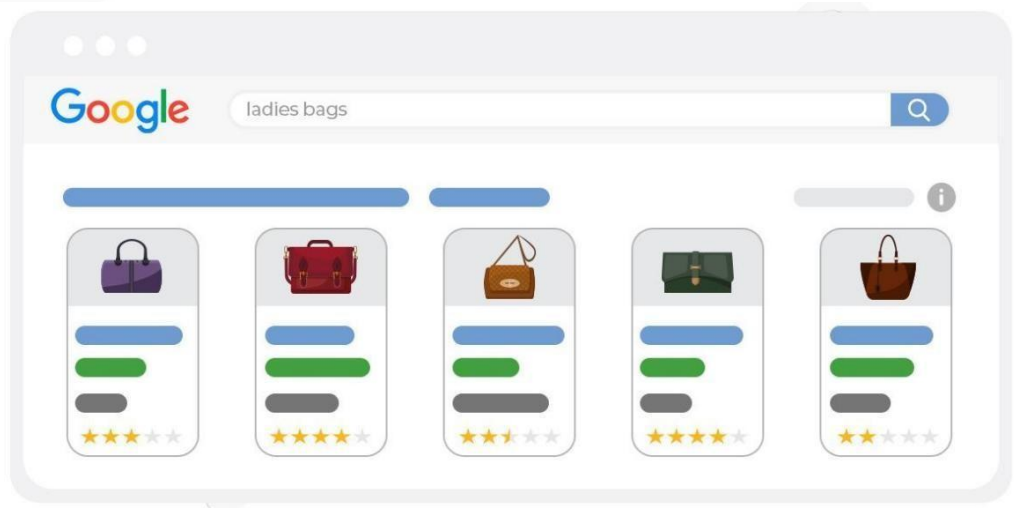
Let's briefly cover the **different types of Google Ads** campaigns:

### Google Search Campaigns



This is the campaign we generally refer to when we talk about Google Ads. Again, you'll recognize these ads as the first results that pop up on the top of a Google search results page:

### Google Shopping Campaigns



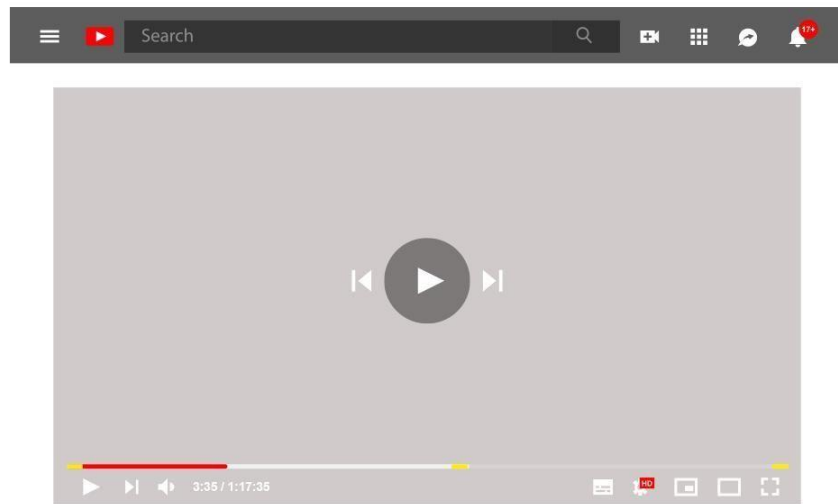
This campaign type exists inside Google's shopping ecosystem but can also be expanded to other types of responsive display ads.

## Google Display Campaigns



Websites that allow advertisements to take up space on their pages. The ads are usually an image (see: “display”).

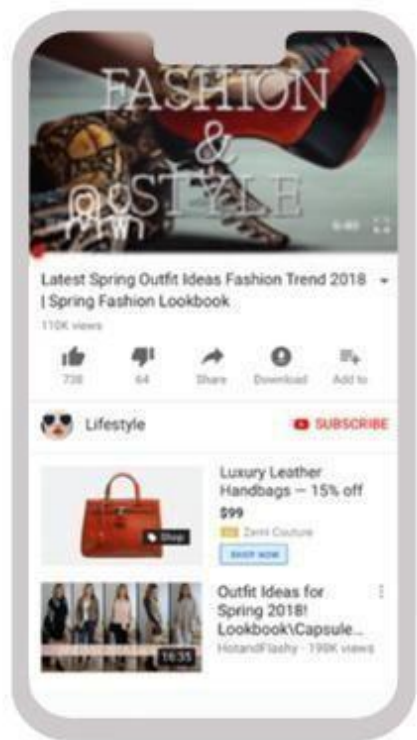




## Video Campaigns

Video ads that pop up before, after, or in the middle of a YouTube video.

These video ads can also appear at the top of a YouTube search:





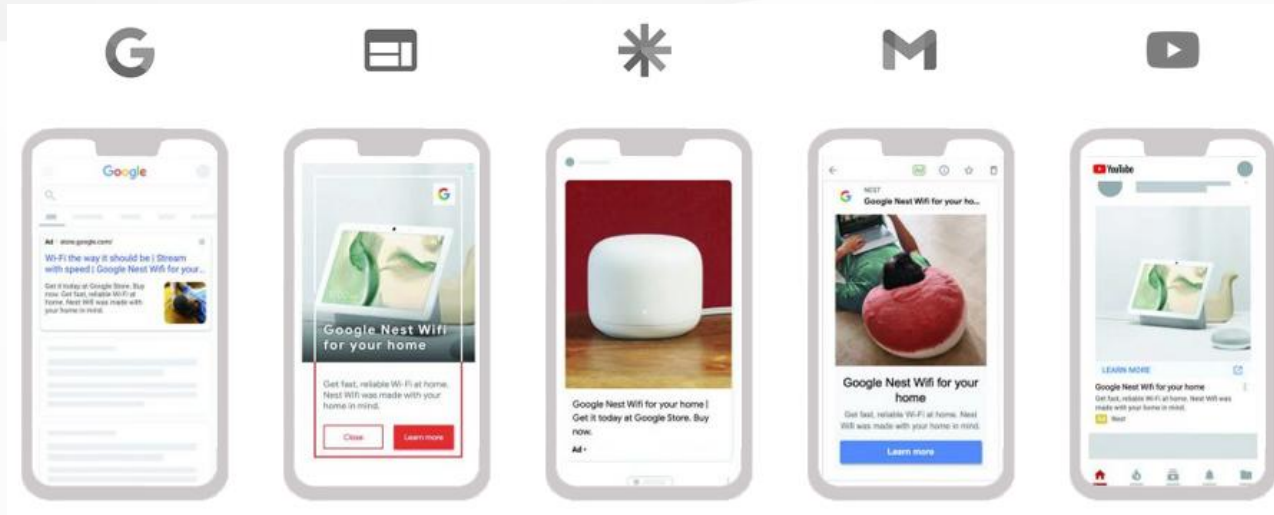
But! Video campaigns are not just for YouTube. These types of ads can appear through Google display network (see above) and other areas of Google's ecosystem.



### **App Campaigns**

Promote your app across Google's networks, including Google Search, Display, YouTube, and Google Play (the app, game, ebook, and general entertainment store for Android devices).

## Performance Max Campaigns



Algorithmically controlled automated ads on Google and across the web.



### Google Discovery Campaigns

These ads are pushed across the entire Google ecosystem.

Believe it or not, there's more.

But for the sake of this guide (and our sanity) we are going to focus primarily on search campaigns.

#### ***Why?***

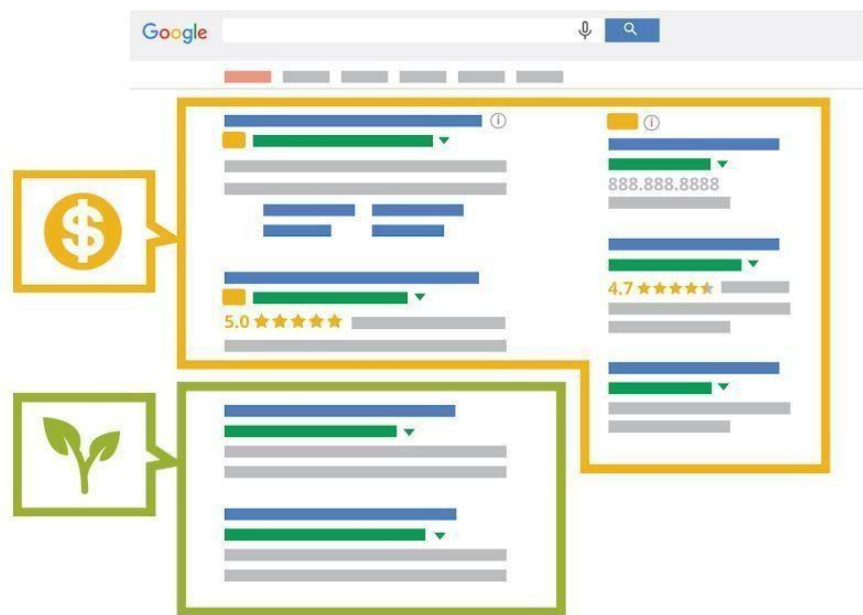
Search is the strongest indication of intent. For example, when a user is ready to buy, what's the first thing they do? They probably don't go looking for ads that pop up on a website or YouTube video. They Google it.

Which is when those handy search ads appear at the top of the results page.

So, while all campaigns have their place—we like using search first.

In fact, three out of the four campaigns we will build together are search.

## How Google Ads Works: The Google Search Advertising Network



Paid search results = Ads that appear on the Google search results page.

Organic search results = All other search results that are not advertisements.

Historically, organic search results ranked much higher than they do now.

Now, organic search results are far below the fold—and if you're on a smartphone or mobile device, you might have to scroll two or three times before you even get to the first organic result.

Suffice to say, Google now heavily prioritizes ads.

Here's a quick explanation of how Google search ads appear:

- Up to four ads that land at the top of the search results
- Sometimes also found in the maps
- Marked with a subtle "Ad" label
- Typically occupies the entire page "above the fold" (especially on mobile)

It's important to understand that Google also prioritizes relevance. They want people to respect their ecosystem. For example, if your ad is relevant to the search, you will rank higher and spend less money.

Google is training their user base to trust their ecosystem.

And, even if you think you never click on the paid results—the data shows otherwise.

## How Google Ads Works: The Google Ads Auction

### *(I.e. How Do Ads Show Up?)*

Google is a matchmaker:

1. User performs a search
2. Google matches that user's search (including **specific information about that user**) with all of the advertisers who are bidding on that search term and geography

***\*For example:** if you spent the last day researching presidents and performed a search for “Washington,” your results will likely be related to George Washington; however, if you spent the day looking into the Pacific Northwest, your results would likely be geared toward Washington state.\**

3. A real-time auction is performed based on the advertisers' ad rank(quality score)
4. The highest ranked advertisers appear in order of ad

rankLet's emphasize: *this all happens in real-time.*

Just Because You're *Willing* to Pay More, Doesn't Mean You Will  
The more quality you bring to the table, the less you pay and the higher you rank.

This is where things get even more interesting with the Google Ads auction:

The highest bidder may win the bid, but **only pays the second highest bidder's price.**  
This is brilliant because it means advertisers are bidding for the value of the click, instead of bidding against each other.



It also means the first position could be paying \$15 after bidding \$80 for a click, which means there's a massive chasm between where they are and where you would need to be in order to be competitive.

### Furthermore: Being #1 Isn't Always Most Profitable

If you're in position #2 or #3, you'll pay much less for a click than you would at position #1—and you might get enough leads to justify the concession of not being in first position.

In fact, if you bid against a competitor who is *extremely* competitive (think of those companies whose names you see *everywhere*)—chances are users already know who they are and may skip over them anyway.



## Google Ads: Ad Rank

How much you **bid** on your ad is only one of several factors Google takes into account when determining **ad rank** (who earns which spot at the top of a search).

The **quality** of your ad is another key factor, along with the **expected impact of ad extensions**.

**Bid** = The maximum amount of money you're willing to pay for a user clicking on your ad

**Quality** = The usefulness of your ad and the site it links to, according to the user's search

**Ad Extensions** = When you created your ad, you have the opportunity to include additional information (like a phone number), referred to as ad extensions. If you don't have any ad extensions, you will have no extensions impact. If you are only eligible for one extension, you will have a low extensions impact. But if you are eligible for many extensions (so, you include direct page links, a phone number, and address in your ad, for example), you will have a high extensions impact.

Additionally, Google calculates other factors such as the competitiveness of the auction, the ad rank thresholds (your ability to compete in an ad auction), and *who the user is* (based on things like geographic location, device, and past searches).



In other words, the more likely Google thinks a particular user will engage with your ad, the higher your ad rank will be; but this can change from user to user depending on relevance.

So, there is no way to know your ad rank because this measurement is recalculated every time your ad competes in an auction. But, as we mentioned above, Google gives us some indications into what is included in the ad rank:

- Your bid (How much you're willing to pay for the click)
- The quality of your ads and landing pages (well written ads, relevant landing pages, interesting content, consistent offers)
- Competitiveness of an auction
- The context of the search
- The expected impact from your ad extensions and other ad formats

## Is Google Ads Right for Your Business?

One more thing before we go any further:

It's imperative to determine if [Google Ads is right for your business](#).

For most businesses, the answer is yes. But there's a catch. It takes time to build, launch, and optimize campaigns—and ultimately, see results.

That means you need to have realistic expectations. Here are seven quick questions to consider first:

1. **Are you ready to commit?** It typically takes about 90 days to determine if there's potential for a predictable, scalable growth schedule.
2. **Can you afford the cost to get the ball rolling?** You'll want to spend *at least* \$1,000-\$1,500 per month at the bare minimum; but we recommend starting at a \$2000 minimum.

**3. What are your business goals?** Ask yourself:

- Do I know my close rates?
- Do I know how many leads I need to make a sale?
- Do I know how many leads each month I need to make a profit?

By establishing your specific goals, you can determine if you can successfully run a Google Ads campaign in the long-term.

**4. How is the quality and speed of your website?** We recommend your website is:

- Fast
- Mobile responsive
- Informative
- Easy to use

**5. Can you handle an influx of traffic?**

- Are you going to answer your phone when customers call?
- Will people call you directly, or will you have a sales team that's trained and ready to take calls?
- Are you fully stocked and ready to ship?
- Can you accurately forecast how much product you need?

**6. What is your audience size and location?** If you're local and rural—with only a handful of people nearby—your audience size might be too small. In this case, Google Ads probably doesn't make sense for your business.

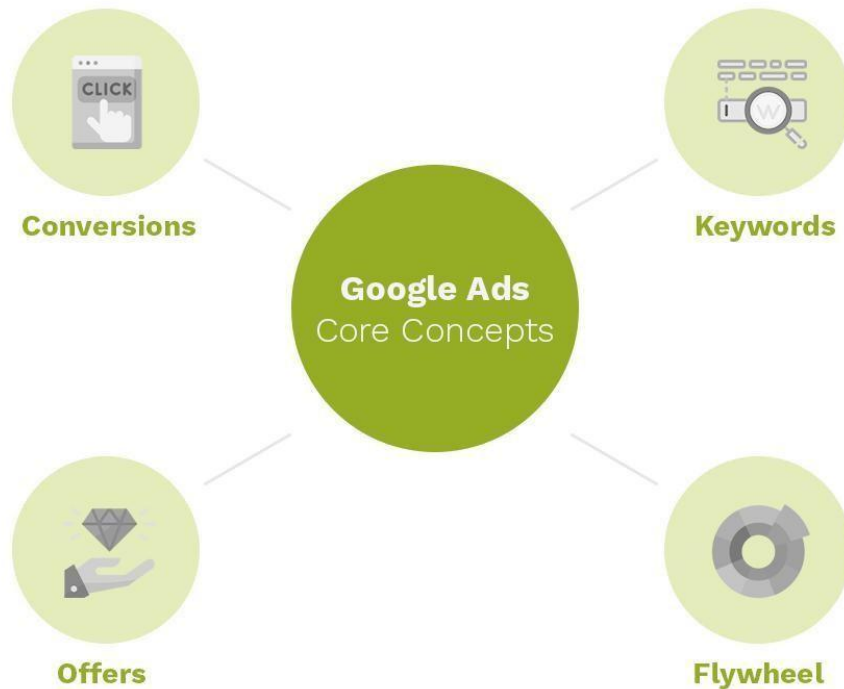
**7. Are you ready to be competitive?** Make sure your ad spend is competitive enough to get enough clicks; Otherwise, Google Ads won't work in your favor.

**There's no way to guarantee Google Ads will work.**

**But, you can use our Estimates and Projections Calculator to predict the success of your business's campaign.**

[Download Estimates and Projections Calculator Here](#)

## **PART TWO:**



## **Core Concepts**

- 1. Conversions**
- 2. Keywords**
- 3. Offers**
- 4. The Flywheel**

## Conversions

**Conversions** = The *action* you want your visitor to take on your website

Examples include:

- Fill out a form
- Download a document
- Sign up for a newsletter
- Call

**Conversion Tracking** = A tool inside Google Ads that tracks the *actions* taken by a website visitor that you specified as valuable

To run Google Ads, you have to be **conversion-minded**.

The entire machine learning algorithm that is Google depends on conversions to see what's working.

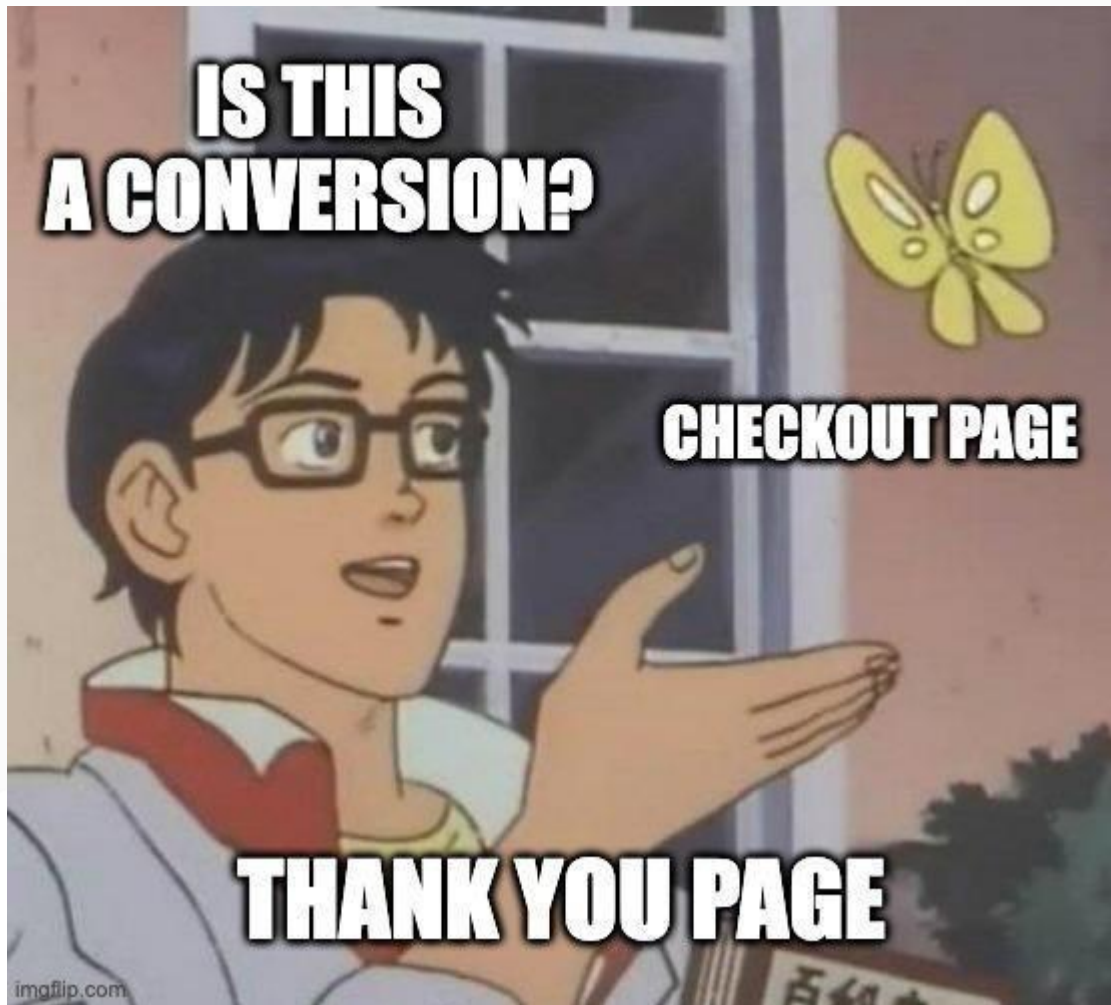
Everything we've talked about up to this point (all the data collection, the information Google houses, the common denominators Google seeks to identify), depends on conversions.

So, if a user goes to your website and makes a purchase, Google says, *"Nailed it. Now I'm going to find more people just like this user."*

If you **don't** tell Google what you consider a conversion, Google is **unable to go after more people who are likely to convert**.

You also won't be able to optimize your campaign.

Or, worse, if your conversion tracking is installed incorrectly, you could get false positives(!), where Google might count an action (such as *landing* on the purchase page) as a conversion (as opposed to landing on the thank you page *after* making a purchase).



In other words, Google will think every user who goes to their cart made a purchase—even if they didn't follow-through—and will blow through advertising money to find more similar users.

So, you want to be extremely diligent with conversion tracking (which we'll explain in detail soon—promise!).

The goal, after all, is to convert.

Let's emphasize this again:

**Any action you want a user to take is a conversion.**

And you want to **track every possible conversion action on your site**. Even smaller, less important conversions are predictive indicators of intent.

We often see campaigns with *only* bottom of the funnel conversions (finalized a purchase, for example) that see **major improvements** after adding a top or middle-funnel conversion point.

Why?

Well, you're still letting Google know which users **may** be interested in the future.

And in the meantime, this gives Google an opportunity to identify folks who are closer to the buying stage.

In conclusion \*ahem\*

- **Do:** track every single conversion action possible on your site
- **Don't:** spam visitors with pop-ups and form fills to increase your conversion actions
- **Do:** ask visitors early and often to do the thing you want them to do throughout their scroll
- **Don't:** forget that different users may want different conversion options—some may prefer to fill out a form, others may prefer to call. Your responsibility is to offer both. If you don't, your competitor will

Conversions are the key performance indicator for campaign health and success.

**Don't get distracted by non-relevant vanity metrics like ranking for specific keywords or outranking competitors.** Your focus should be on bringing in money, which is directly correlated to those conversion actions.

In fact, sometimes you get better conversions from position #2, because you're spending less and getting more in the way of permeation and impressions.

So, don't get obsessed with or preoccupied by vanity metrics.

**The goal is always conversions.**

Google Ads is a game where we always try to increase quality and quantity of conversions while decreasing the price.

Google doesn't do this for you automatically, but Google gives us the tools to make it happen ourselves.

## **Keywords**

Now, let's take a moment to define keywords and explain why they are, also, so critically important.

**Keywords are like labels.**

Google perusers use keywords to search for answers and solutions. Now, they don't think of them as keywords—to a user, "keywords" are just the words they type into the search bar.

But as advertisers, we use keywords to organize, categorize, and craft our ads.



We include keywords in the copy of our landing pages (the page of your site that your ad directs the user to). We also use keywords to let Google know when we want our ad to appear on the search engine results page (SERP) through the **Google Ads auction**.

Keywords range from **product and service descriptions** (example: red shoes), **brand name** (example: shoe store brand name or a specific shoe brand), **geographic location** (example: Chicago shoe store), and **questions the user asks about a problem the business solves** (example: how to find the right shoe fit).

Clearly, Google Search relies heavily on keywords (after all, Google Ads was once called Google Ad**Words**).

So when it comes to time to create your ads, here are some things to keep in mind regarding keywords:

- **Empathy** - You are trying to use Google Ads to connect with leads and prospective clients. The words you use (keywords!) are powerful. You cannot connect without understanding what they want and need. You have to care about them and understand them. Use empathy to pick the words you use.
- **Semantic Architecture** - The words you're using to describe your product and service are not always the words your leads will use to describe your product and service.
- **What Your Customers Search For** - Going off our note above, you can actually find out what your customers *are* searching, using tools like [Answer the Public](#). Just enter your general service or product term and find out what people are searching for in relation to your industry.



Other useful keyword research tools include:

- [iSpionage](#)
- [Spyfu](#)
- [Semrush](#)

- **Indicators of Intent** - Let's say you are a realtor. Well, a search for "realtor" could mean anything, right? Someone who wants to become a realtor is just as likely to search for that term as someone looking to hire a realtor. Compare that to "sell house," which is a bit closer to an indication of intent, and "sell house fast for cash," which tells us exactly what the searcher wants.

In other words, consider indications of intent when it comes to your keywords.

- **Consider Multiple Conduits to a Single Offer** - If you are an airline company, your offer isn't just flights, it's *getting where you need to go*. In other words, an airline shouldn't just bid on search terms related to *flights*, they should also bid on search terms related to methods of *travel* (like Greyhound Bus).

### **Not All Keywords Are Equal: A Note on The Sales Funnel and Keywords**

Here's a quick reminder of the sales funnel (and how it impacts your keywords):

**Top of the funnel -  
Discovery  
Middle of the  
funnel - Intent  
Bottom of  
the funnel - Action**

Bottom of the funnel phrases are the most valuable and most expensive. But, you want to have phrases that land at every stage of the funnel—and adjust your campaign according to each stage.

We like to start with the bottom of the funnel and work up. We like to see who buys first and learn about them to build backwards up the funnel. So, don't stay at the bottom of the funnel—just start at the bottom and use the information you gather to travel up.

**Research Phrases:** *Should, why, can, how, where*

**Qualifier Phrases:** *Best, top, reliable, near me*

***Start at the bottom (action-based keywords) and move up (intent and discovery).***

## Offers

Everything you present to your visitor should be an offer:

- The search terms you bid on should allow you to present an offer
- The ad copy you use is an offer
- Your landing page should include a very clear and compelling offer

We mentioned earlier that you need to be conversion-minded. Well, **a conversion is just the technical *implementation* (the action!) of whatever your offer is.**



So, your offer is the thing you're **giving** your prospective customer. Above all else, we want to focus on giving value.

Too often, we see advertisers essentially *introduce themselves* in their ad copy and landing pages, rather than inform the user what they will do for them.

What should the visitor do?

What's the offer?

And why is it valuable?

Credentials mean nothing without a clear understanding of how it will directly change the customer's life.

And while we're at it, make sure the offer is compelling and consistent with what the user searched for. Sure, free consultations are a suitable offer—but but

consider if there's another offer that is more in line and helpful with the needs of your prospective customer.

### **Crafting Your Offer**

- Make sure your offer matches the search
- Always be closing
- Every step of your conversion process is an offer (moving them toward the next step)
- Value based: cheaper isn't always better
- Your core offer isn't always the right offer (ascension)
- Features vs. *benefits* (features tell, benefits sell)

### **The Magic Formula for Crafting Your Offer**

**Specificity**

+

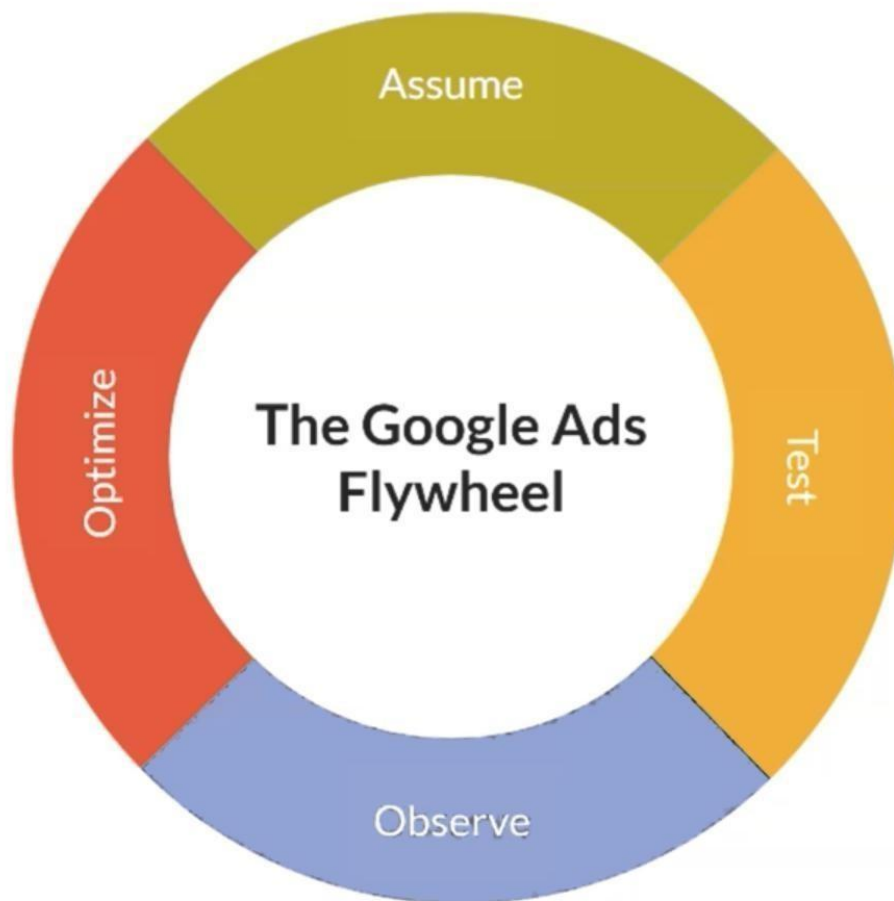
**Continuity**

=

**Success**

### **The Flywheel**

Now that we covered the core concepts of Google Ads, we want to take a minute to lay out what we call the **Google Ads Flywheel**.



Before we dig into building our Google Ads campaigns, it's important to understand the cycle to success (and it probably isn't what you expect):

### 1. **Assume**

Yep. While “assuming” typically has a negative connotation, it's the veryfirst step toward successful Ads campaigns. In the beginning, you are going to guess. And you're probably going to guess wrong as often or more often than you guess right—and that is okay.

### 2. **Test**

This is the scary part. Once you've made assumptions (about search terms, target audience, offers, ad copy, your landing page), you have to put them to the test.

It's scary because there's a chance your assumptions might be dead-wrong and you'll fail. But if you don't go for it, you'll never find out what works. And remember, finding out what doesn't work is also valuable.

### 3. **Observe**

Allowing ample time is imperative to learning more about your campaigns. Once you launch, you need to let it sit—no tinkering. Google is a machine learning mechanism that needs data to work its magic. If you don't let it *learn* over time, it will not work.

How long? There's no set rule, which makes this hard.

We optimize off of the statistician's model (the base 100 model), which is that, in theory, 100 impressions will tell you what your click-through rate is. 100 clicks will tell you (roughly) what your time-on-site is.

Now, some campaigns aren't big enough to hit that magic 100 data point. And that's okay. The important thing is to give yourself the time to acquire the data.

### 4. **Optimize**

This is the fun part! This is when we find out which ads were successful and try to identify why. Then, using that data, recreate more of those ads.

But, just to clarify: this is not the place to make assumptions. And it's important not to overdo it when it comes to those updates to your ads. This is where we use hard data.

...And then? We look to expand and scale with new ads, starting with step one again.

This flywheel never ends.

## **PART THREE**

### **Prerequisites and Website Set Up**

- 1. Business Planning: Must-Haves**
- 2. Website Optimization**
- 3. Conversion Rate Optimization**

#### **Business Planning: Must-Haves**

You are hereby (lovingly) forbidden from building a Google Ads campaign until you have the following items:

- 1. Reasonable monthly spend**
- 2. Appropriate time expectations**
- 3. Quality website**
- 4. Enough margins to support a traffic campaign**
- 5. Unique selling proposition**
- 6. Completed customer avatars and assets**
- 7. Fifteen-question minimum form fills**



Let's explain:

## 1. Reasonable monthly spend

Think of your monthly budget early on as an investment.

You are buying data you need to understand what works in your campaign, what doesn't, and where to make changes—in a reasonable amount of time.

With that investment, Google will start to build an audience specifically for you that you will capitalize on later. And it will be worth it! You *\*must\** have enough monthly ad spend [to accumulate enough accurate data for testing](#) and optimizing down the road.

For context, here at Solutions 8, we won't take a client whose budget is under \$2000/month.

Budget under \$2000 per month? Maybe you want to hold off until it's more feasible.

Google is a learning algorithm. The first three months are going to be the most “painful” part of your campaigns. Which brings us to our next requirement:

## 2. Appropriate time expectations

It bears repeating that Google is a learning machine. And learning takes time. In fact, we're asking Google to do some pretty spectacular behavioral analysis.

In the past, our rule of thumb was that it took 90 days for a campaign to be fully optimized and ready to see some results.

This meant after 90 days, we would have enough data to determine whether or not the campaign would work long term.

But with the introduction of Performance Max, the 90-day guideline no longer applies. Instead, it takes roughly 45 days just to see what you've built and how it's going to work.



## **Essentially, Day 46 is now Day 0.**

Once Google has gathered and analyzed all the available data, then you can start to see how the foundation you put into place will perform over time.

Put simply, it takes time to successfully optimize a campaign and position it to scale. But more often than not, being patient during that initial learning period pays off in the long run.

### **3. Quality website**

This one may sound obvious, but here goes:

Your ads will send prospective customers to your site. Therefore, **you need an appealing, easy-to-navigate website.**

See, we live in the age of the educated consumer. Long gone are the days of the ol' click-to-convert model.

Site visitors want value. They want to learn.

They want to feel connected and understood.

Your website should be full of quality content that showcases your products or services, learning materials, readily available answers to common questions—all in a website that is fast and easy to navigate.

And with [Performance Max](#) in the mix, a campaign-type with more reach and a greater ability to learn from your site, SEO and quality content has never been more important.

This is why you need more than a single page website. You need to help them get to know your product or service and who you are.

### **4. Enough margins to support a traffic campaign**

Running ads takes money. Can your profit margins support these campaigns?

### **5. Unique selling proposition**

The more [heavily saturated your market](#), the harder it's going to be to turn a profit from Google Ads.

## ***So, what makes you different?***

And, sorry, *being the cheapest option isn't the answer.*

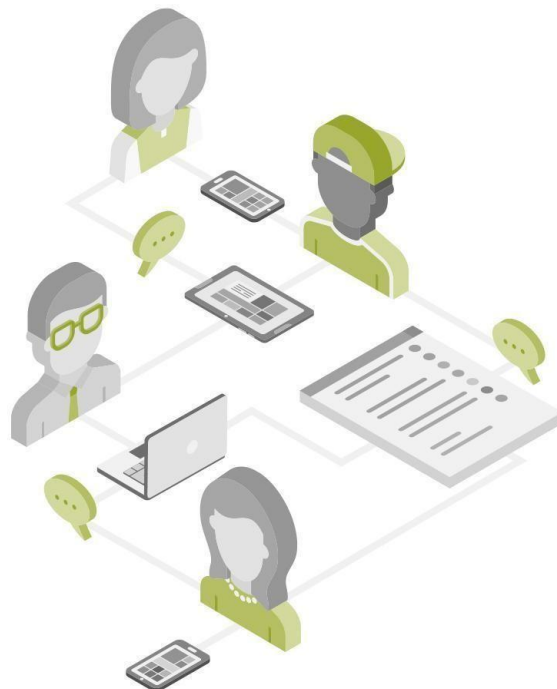
Think about your favorite products: what makes them your favorite? Is it the company's dependable return policy? The quality of the product? The materials used?

Your unique selling proposition is key for the success of your campaigns—specifically longevity and return traffic. After all, it's **six times less expensive to sell to an existing customer than a new one.**

## **6. Completed customer avatars and assets**

You need to know the people you sell to on a very deep level: who are they? Where do they live? What do they read? What are their goals? What are their pain points? We do this by creating customer profiles (avatars).

Now, a lot of business owners think in terms of demographics—not avatars.



Here's the difference:

A demographic is a generalized description of your population of customers (physicians, for example).

An avatar is the sub-type of customer that comes from your larger demographic. So, using our physician example, this demographic could easily be split into two very different avatars:

Dr. Mike: An older physician in his late fifties to sixties, looking at retirement, with a successful practice and anti-technology.

Dr. Sally: A young physician fresh out of medical school, in debt but looking to get started with her own practice and a solid understanding of technology.

Here, we can see how vastly different these two avatars are within the same demographic.

All this is to say, get specific with your customer profiles.

Once you have your avatars clearly defined, you'll need assets (photos, videos, and copy) specifically catered to these audiences once you start building your [Performance Max](#) campaigns.

Best to start churning out those assets now!

## How to Define Your Customer Avatar

### **Define Your Customer Avatar**

Use this [worksheet](#) to identify your customer avatar (and who is NOT your customeravatar). The questions in the worksheet help you get in the mind of the customer.



### **[DigitalMarketer](#)'s "Before and After Grid"**

Once you've defined your customer avatar(s), it's time to consider the transformationthey make when purchasing your product. After all, customers don't buy products— they buy feelings, results, and solutions.

DigitalMarketer has a phenomenal “before and after” worksheet that you can [download here](#).

Make a copy and fill it out with your customers in mind, including:

- What your customer has (or *doesn't* have) before buying your product—and what they gain once they do.
- How they feel before your product—and how they feel after
- What an average day looks like before your product—and an average day after

BEFORE & AFTER GRID		
<b>BEFORE</b>  HAVE: <div></div> FEEL: <div></div> AVERAGE DAY: <div></div> STATUS: <div></div>	<b>CUSTOMER SEGMENTS</b> <div></div> <b>PRODUCTS/SERVICES</b> <div></div>	<b>AFTER</b>  HAVE: <div></div> FEEL: <div></div> AVERAGE DAY: <div></div> STATUS: <div></div>

Next, consider your [Customer Value Journey](#).

## Customer Value Journey (CVJ)

The “customer value journey” construct was developed by [DigitalMarketer](#).

Essentially, we need to know the customer’s story and journey to finding you. What steps does your customer take to buy your product or service—from start to finish?

And FYI, the “start” pretty much never begins with you.

We're talking way back when the **idea** of your product or service first flickered in their mind.

What process did people walk through to find you? It's not the process where **you** began, it's where they **first became aware of the need for your product or service**.

## 7. Fifteen-question minimum form fills



When your goal is lead generation, your Performance Max campaign will be at high risk of heavy spam due to its expansive reach (with YouTube especially).

*For context, there are a lot of “paid growth” YouTube companies that use fake accounts. To avoid getting flagged, these “click farms” fill out forms from ads to show account activity.*

The solution:

**Make your lead generation form more complicated to complete—at least fifteen questions**—so click farms that are paid to complete forms don't target your campaign.

## Website Optimization

Assuming you have those must-haves in order, it's time for some website optimization. We'll provide a quick checklist you can breeze through to make sure your site is Google Ads-ready, including:

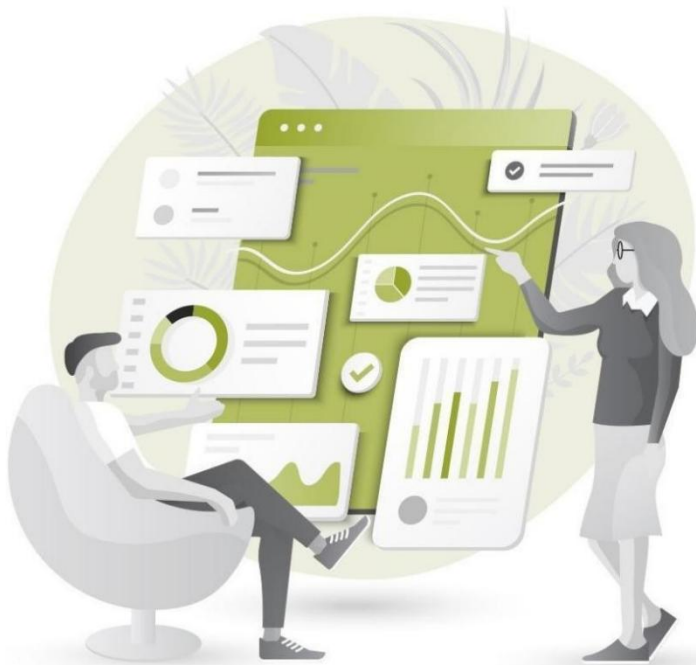
- **On-Site Optimization (Light)**
- **Website CRO Best Practices (and Checklist)**
- **Website Speed Optimization Checklist**
- **Quality Assurance (QA) Checklist**
- **Product/Service Preparation (and Checklist)**
- **Media (Images and Video)**
- **Lifestyle Images**
- **Robust Titles and Descriptions**
- **Live Chat**

## First Up: On-Site Optimization (Light)

- Define the page where you will send traffic (depending on the ad)
  - Homepage (remarketing and branded traffic)
  - Service-specific pages
- Site includes a very clear statement of value
- Social proof (reviews!)
- Mobile friendly
- Multiple conversion conduits (CTAs)

## Website CRO (Conversion Rate Optimization) Best Practices

Next up, here are some CRO best practices to ensure your site is not only presentable, but also *ready to make sales*:



## The Big Three:

### 1. Website Issues and Errors

You can't drive traffic to a broken website. So, it's crucial to ensure you catch any website issues or errors.

- Frequently (at least once a month) check your site and make sure everything is working properly and there are no high-risk issues and errors.
- Schedule a website audit at least once a month.

### 2. Website Speed

Website speed has a massive impact on your quality score; in fact, it is considered *slightly* more important than content(!) according to Google. A few things to consider:

- Mobile users are going to be less tolerant of slower websites due to the smaller size of the device and often slower connection.
- The biggest contributing factor for slow sites are large image sizes.

### 3. Mobile Engagement

- 60-65% of website visits are done on mobile devices. So ensure your site is mobile-friendly!
- Look at your conversion path: although many purchases happen on desktop computers, research is often done on mobile devices. In other words, consider each step of your buyer's journey so you can make it as effortless as possible.



## Conversion Rate Optimization Checklist

- Everything **works properly**
- Website is **fast** (under 2-3 seconds load time)
  - (use [PageSpeed Insights](#) to measure this)
- Your **email/phone number** is in the header or footer
  - *Customers need to know they can trust you (i.e. get in touch with you)*
- **Website design** is appealing to your audience
  - *Make sure the design is centered around your product and isn't a distraction*
- High-quality **images**
- Clear call-to-action (**CTA**)
  - Isolate the action you want them to take: make the CTA a BIG button(not just a hyperlink)*
    - *If you don't tell people what you want them to do they won't do it*
    - *A clear, bold CTA nudges your customer to the next step*
- CTAs are in a **contrast color** (bold!) and easy to find
  - Check out [BOOM by Cindy Joseph](#) for inspiration
- Separate “thank you” pages for all conversion points
- Verification **badges** (secure payment, BBB, SSL, guarantees, free returns, etc.)

- Turn anything you offer to a **badge** (free shipping? Make it a badge! Free returns? Badge! Much more exciting than text)
- Call tracking software  
*Google will track phone calls on your behalf, but you can use more sophisticated platforms for increased accuracy*
- Privacy Policy  
*You need one on your site! You can easily find a template, but make sure you read through it first!*
- Google site speed optimization  
*We'll talk more about this in a moment*
- Https Vs. http  
*You must have a secure page: i.e. **https***

## Website Speed Optimization Checklist

- Choose a **“light” theme**
  - *A good developer can improve your site speed a lot—but make sure you don't rely too heavily on customization*
- **Scale your images** properly
  - Try [PicResize](#)

- Decrease the **weight of your images** without losing quality
  - Try [TinyPNG](#)
- Limit the amount of **plugins/apps**
- Limit the amount of **displayed products** on category pages
- Check in on your **page speed**
  - Try [PageSpeed Insights](#)
  - *Don't aim for a 100/100 score—just aim for good user experience*

## Quality Assurance (QA) Checklist:

Include quality assurance checkups in your monthly standard operating procedures to make sure your site is in tip-top shape. You can do this through **internal QA** and **external QA**:

**Internal QA:** Pretend to be your own customer

- Try to break the site
  - *Navigate through your site the way a customer would*
  - *Gauge how easy it is for a distracted customer to use your site.*
  - *Ask yourself, “If I weren’t paying full attention, could I still do this?”*
  - *Make an actual purchase*

*\*You can hire someone to go through your site on [fiverr](#).*

**External QA:** Have someone else pretend to be a customer

- Just tell them where you want them to go—but not how to get there

## Analyze Top Competitors:

- What is different between their website and yours?

## Pro-Tip! Diagnosing Issues: Screen Recording Software

You can install screen recording software on your site that tracks users' navigation via heat mapping (note: it will likely slow the speed of your site). This works on desktop and mobile—so for eCommerce sites that aren't converting, you can use this software to figure out what's going wrong along the way.

### Here are a few notable options:

- [HotJar](#)
- [TruConversion](#)
- [Lucky Orange](#)

***Keep in mind:** You don't need to use these apps forever. Diagnostic tools are a great way to assess the state of your website and determine any site optimizations or product additions.*

We'll walk you through the installation process later.

## Product/Service Page Preparation

Product and service pages are the most important pages on your website. In most cases, it's the landing page for your traffic: your very first impression.



Many businesses put tons of energy into optimizing their homepage, yet neglect the **product/service pages** customers land on. So let's make sure your product/service pages are ready to shine:

## Product/Service Page Checklist

- **Product title and subtitle**

- *Make sure the product or service title is clear, descriptive, and honest enough for Google to identify the product and send relevant traffic your way (Look at Amazon for inspiration)*
- *But avoid “keyword” stuffing! Honesty and simplicity are key*

- **Descriptions**

- *Descriptions are supplementary to your title*
- *Use this opportunity to elaborate on the specifics of your product or service: any particular materials, special features, ingredients that are worth highlighting but would be too long for your title*

- **Media** ([images and videos](#))

- *We purchase with our eyes first*
- *Custom imagery is always going to be better than stock photos, particularly lifestyle images that help customers picture themselves using your product*

- **Nested navigation**

- *Make sure navigation is clear, easy, and accessible—we don't want people to get lost*
- *Use [breadcrumbs](#) so users can always find their way back*

- **Social proof** (i.e. **reviews**)

- *Customers buy from businesses they trust—Enter: reviews*
- *Aggregating enough reviews takes time, so ask your customers for a review after 30 days of purchasing and give them an incentive or reward for completion*
- *The 30-day rule gives you at least a few days/weeks to resolve any issues—and get a good review for it*
- *Once you have enough five-star reviews, you can add them to your site*

## Live Chat

We strongly recommend live chat on your website. Here's why:

### Diagnose errors

- *Live chat allows you to compile visitor questions and create content that answers those questions for future customers*
- *Add helpful information to your product pages and place them near the top of your page*

\*Try [tawk.to](#)\*

\*Check out Shopify's app integration here <https://apps.shopify.com/tawk-to>\*

### **Identify objections**

- *Live chat can give you insight into what holds customers back from making a purchase—what questions do they ask before abandoning their cart? What concerns do they bring up in the chat?*

### **Improve conversion rates**

- *Sometimes, all it takes is a little supportive nudge for customers to make a purchase*

*By “being there” through their virtual journey, you have a higher likelihood of making a conversion*

## **PART FOUR**

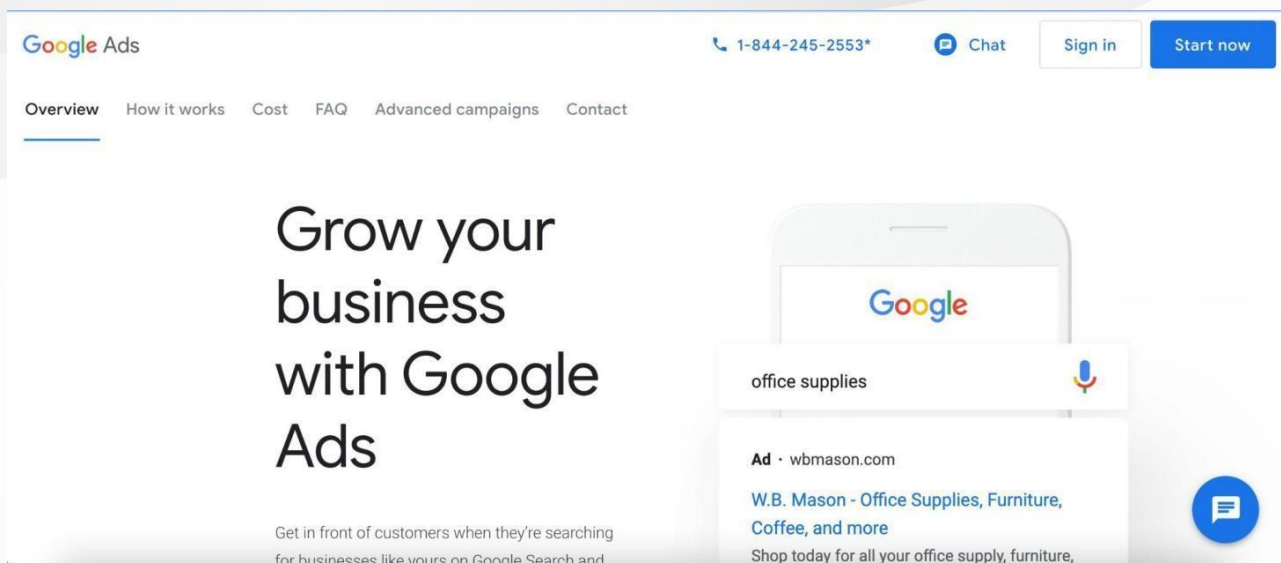
### **Google Account Setup**

- 1. Creating Your Google Ads Account**
- 2. Creating Your Google Tag Manager Account**

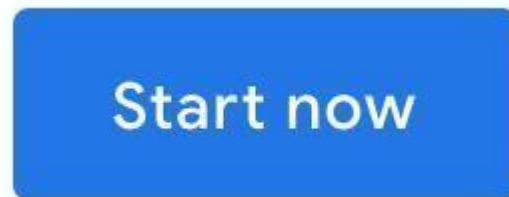
### **Creating Your Google Ads Account**

Finally! It's time to build your Google Ads account.

- First step: Head to [Ads.Google.Com](https://ads.google.com)



- Click the bold, blue CTA that says “**Start now**”



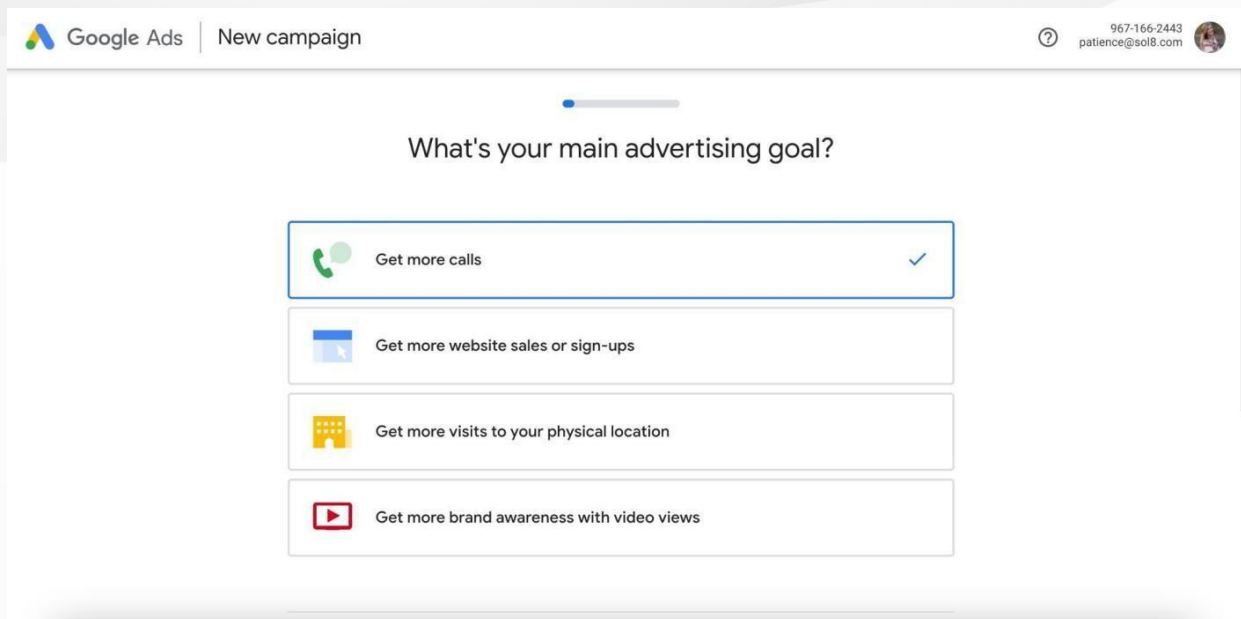
*If you already have some sort of Google account (Gmail, for example), Google will automatically connect that existing account to your new Google Ads account.*

**This next step is where things get sticky.**

Earlier, we discussed how critically important it is to track conversions.

Well, in this next step of setup, **Google will try to get you to build a campaign before you build conversion tracking(!).**





If you aren't super familiar with Google Ads, you probably don't see the problem here:

During setup, Google asks what your main advertising goals are so you can build your campaign around that goal.

*Makes sense, right?*

But here's the thing: **If you select any of the goals offered by Google** for an easy setup (get more calls, more website sales or sign-ups, or more visits to your physical location), **you'll end up with a scaled-down version of Google Ads:**

Think **templated campaign as opposed to a customized campaign.**

So, instead, scroll down a bit to the tiny font below that reads, **"Are you a professional marketer? Switch to Expert Mode"**

- Click **“Switch to Expert Mode”**

Google Ads | New campaign

967-166-2443  
patience@sol8.com

Get more visits to your physical location

Get more brand awareness with video views

Next

Are you a professional marketer? [Switch to Expert Mode](#)

**Need help?**  
Call for free ad setup help at 1-855-738-7723  
9am to 9pm ET, Mon - Fri  
[More help options](#)

Live chat

When you click on this, Google will once again try to push you toward a templated campaign, instead of one that is customized to your specific needs:

Select the goal that would make this campaign successful to you

Sales

Leads

Website traffic

Product and brand consideration

Brand awareness and reach

App promotion

Local store visits and promotions

Create a campaign without a goal's guidance

Create an account without a campaign

Which, again, seems easy and helpful enough.

But the reality is that when you select one of these preset goals, Google limits the functionality available to you—and, they aren't very forthcoming about the functionality you will (or won't) receive by selecting a goal.

Think of it this way:

Let's say you want to build a website for your business.

You go to a DIY website building platform that offers templates.

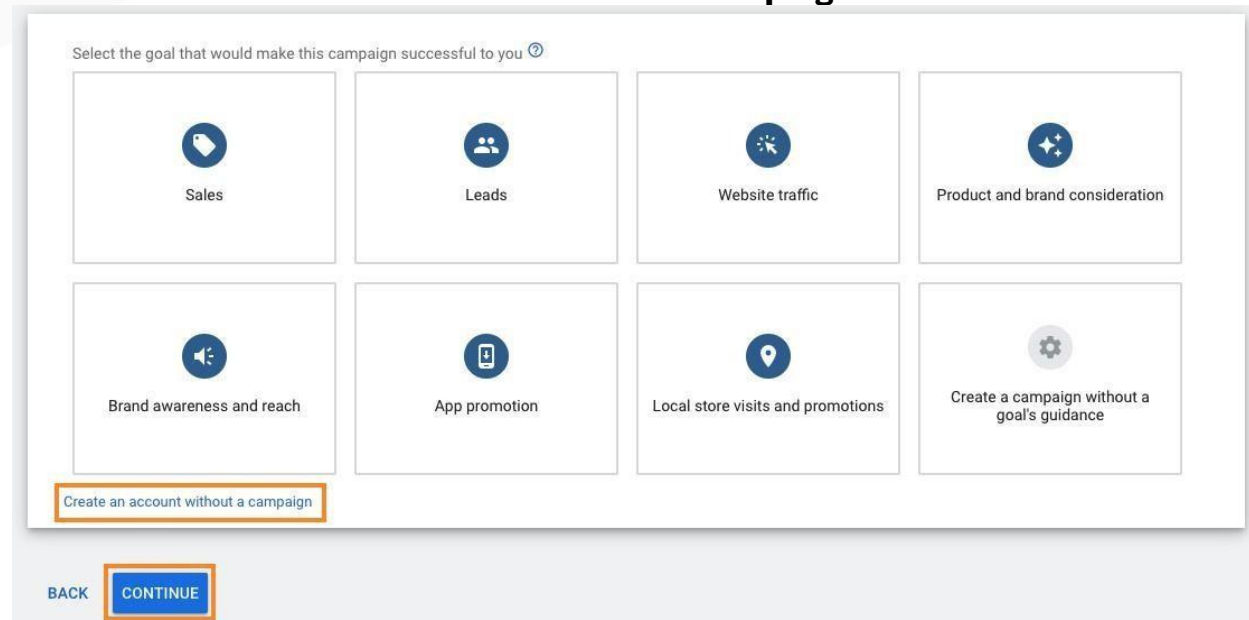
You find a design you like, download it, and "fill it in" with your business's information.

Soon, however, you might notice that you can't add important features or new pages.

And while the website serves its general purpose, it's nothing like if a professional designer and web developer created a site around your business.

So, looking back to our campaign setup, instead of selecting a specific goal:


- Click **"Create an account without a campaign"**



- Next, fill out the business information requested, then click **“SUBMIT”**


### Confirm your business information

This information will be used to create your account. You can't change these settings later, so choose carefully.




Billing country

United States



Time zone

(GMT-07:00) Phoenix Time



Currency

US Dollar (USD \$)


SUBMIT

CANCEL


- Next, click **“Explore your account”**

### Congrats! You're all done.


Explore your account




#### Resources



**Download the mobile app**  
Manage ads while you're on the go  
[Android app](#) | [iOS app](#)




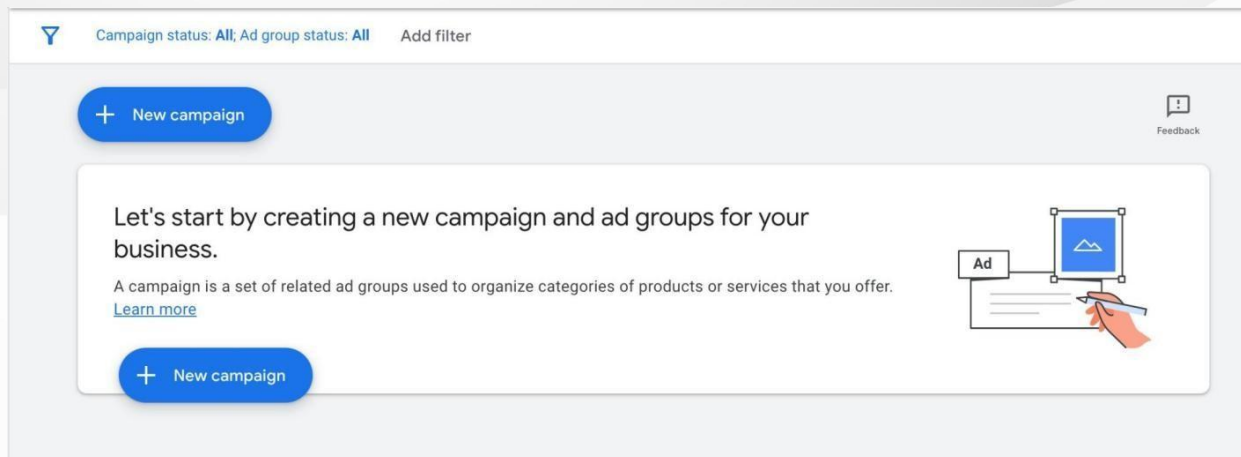
**Learn more**  
Get answers to your questions  
[Visit the Help center](#)



**Contact us**  
9am to 9pm ET, Mon - Fri  
1-855-738-7723

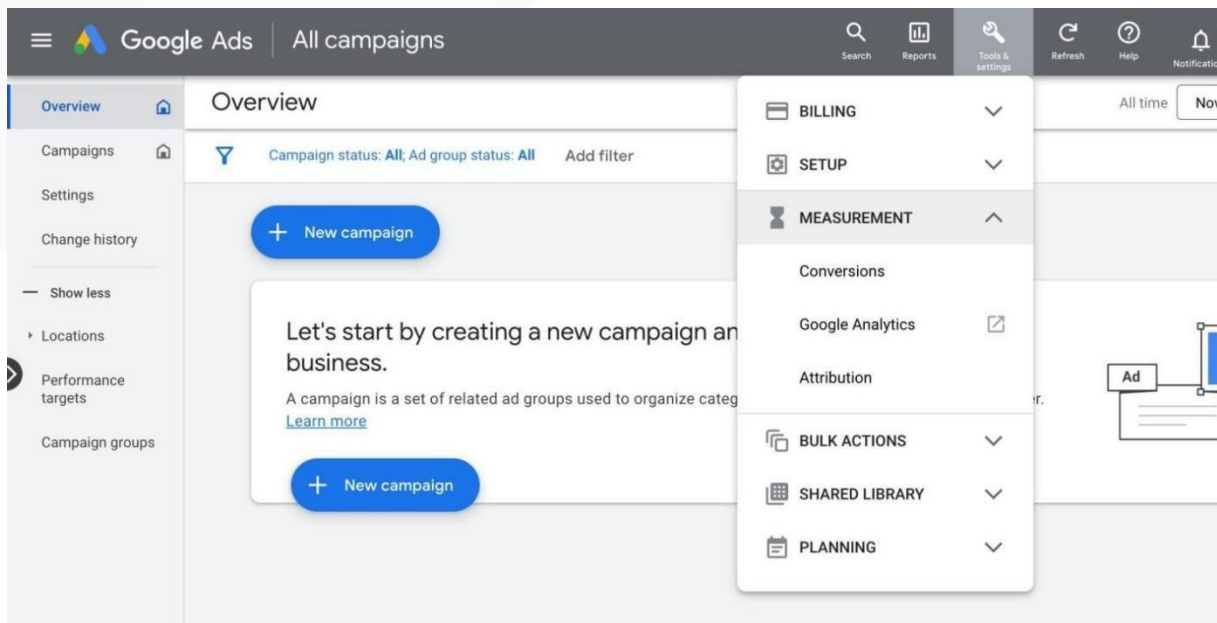
What's interesting is that Google is going to give you very little functionality until after you've created your campaign:

**SOLUTIONS**   
CONNECTING YOUR DIGITAL STRATEGIES

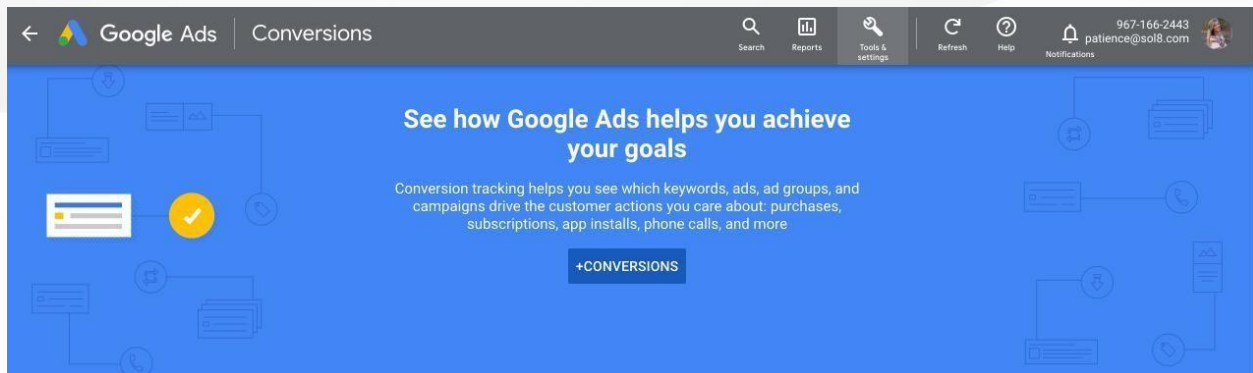


However, here's what you *can* do:

- Click **“Tools & settings”**
- **“MEASUREMENT”**
- **“Conversions”**



Now, leave this page open:



We're going to walk through **how to set up conversion tracking** in the next chapter.

But, before we can connect conversion tracking to your account, we need to set up Google Tag Manager.

Let's explain:

## Creating Your Google Tag Manager Account

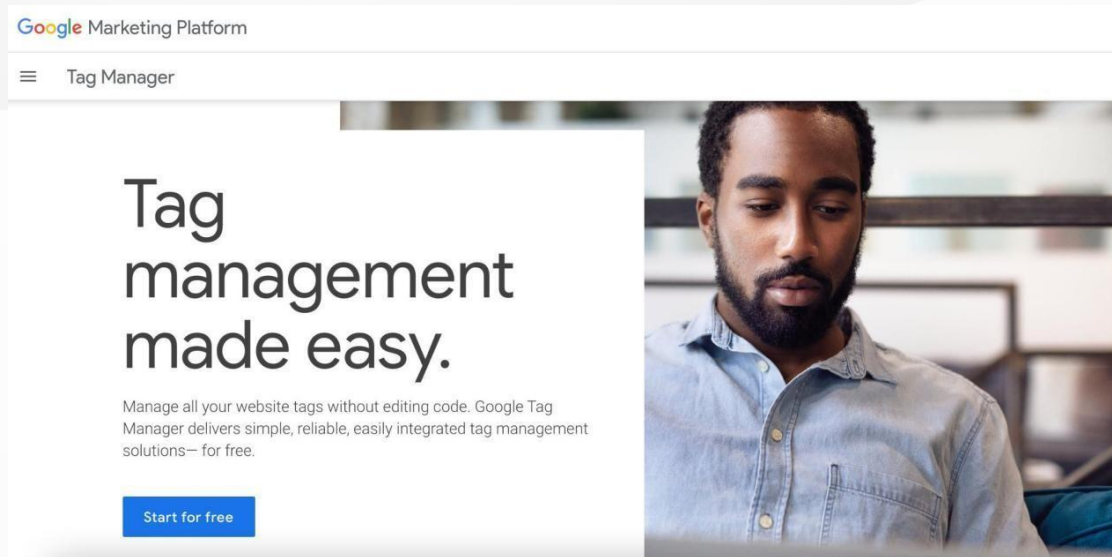
Next, we need to create our Google Tag manager Account.

*Hold Up: **What is Google Tag Manager?***

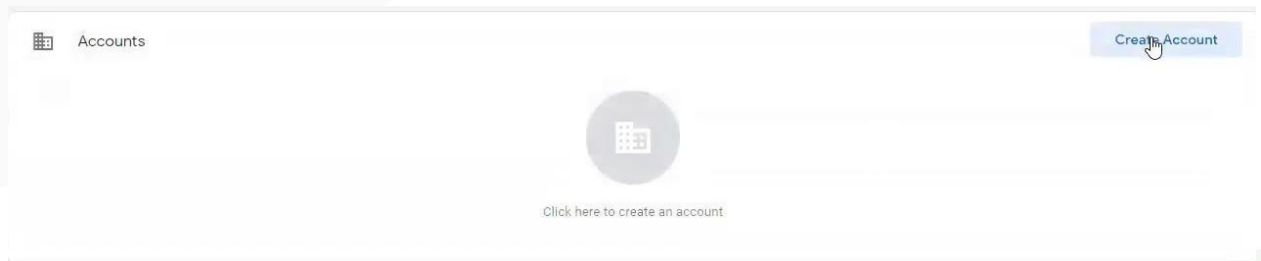
***Google Tag Manager is Google's free software that allows you to install tracking on your website using a snippet of code to track actions taken on your site, and thus, evaluate the success of your campaigns.***

In other words, instead of hiring a web developer to install custom code on your site, Google Tag Manager acts as your personal developer, so you can install codes more easily using the GTM interface.

Here's how to get set up:



- Go to [marketingplatform.google.com/about/tag-manage](https://marketingplatform.google.com/about/tag-manage)
- Click **“Start for free”**



- Create Account
- Fill in your account details, including your company name, country, and website URL, and target platform (make sure to select **“Web”**)



**Add a New Account**

**Account Setup**

Account Name  
e.g. My Company

Country  
United States

☐ Share data anonymously with Google and others

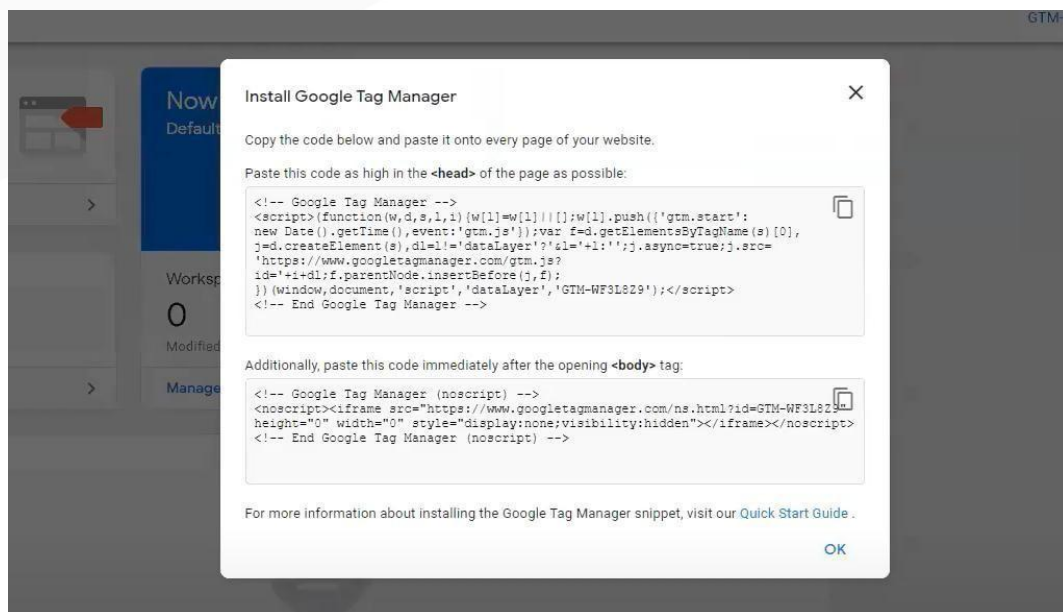
**Container Setup**

Container name  
e.g. www.mysite.com

Target platform

- Web**  
For use on desktop and mobile web pages
- iOS**  
For use in iOS apps
- Android**  
For use in Android apps
- AMP**  
For use in Accelerated Mobile Pages
- Server**  
For server-side instrumentation and measurement BETA

- Click **“Create”**
- Agree to Google Tag Manager’s Terms of Service Agreement



- Now, leave this tab open (and maybe even save these codes somewhere) and open a new tab—we’ll go over [how to install Google Tag Manager](#) soon!



## **PART FIVE**

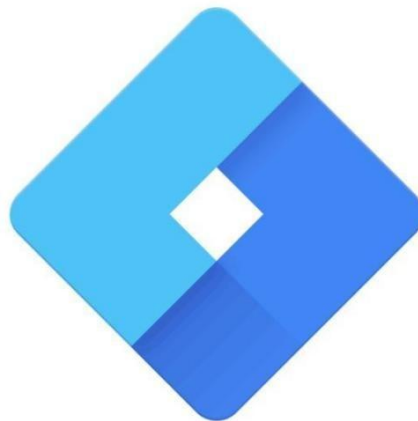
### **Conversion Tracking Setup**

1. **Overview**
2. **How to Install Google Tag Manager**
3. **Tracking Website Conversions with Tag Manager**
4. **Tracking Phone Call Conversions**

#### **Overview**

Now that your account is set up, let's talk a little bit about **Google Tag Manager** and how it pertains to the rest of the Google ecosystem.

...And why, exactly, we use it when running Google Ads.



#### **What Is Google Tag Manager?**

Google Tag Manager is a free platform that allows you to plop bits of code onto your site. These pieces of code have the important job of tracking the actions visitors take on your site (and when they arrive on your site from an ad)—and reporting those actions back to Google Ads, so that Google can “learn” from these behaviors.

Now, you don't *need* Google Tag Manager to track conversions...technically; however, GTM is far easier to implement, use for testing, and making campaign improvements down the road.

So, if you want to be successful long term, use Google Tag Manager.

### **What Does Google Tag Manager Do?**

Essentially, GTM carves out space in your website, allowing you to put anything you want inside that “box:” analytics codes, new tracking codes, Facebook Pixel—whatever you use or want to use—while keeping the backend of your website super clean.

### **How Google Tag Manager Fits with the Rest of the Google Ads Data Ecosystem:**

- Google Tag Manager **collects** data
- Google Analytics **stores** data
- Google Data Studio **reports** on the data

In this guide, we won't go over how to use these tools.

But it would be worth your time to do so going forward. In the meantime, we'll briefly touch on how GTM works.

### **How Google Tag Manager Works**

GTM is broken into three facets: tags, triggers, and variables.

#### **1. Tags: The workhorse (what you want the system to do)**

*Examples:*

- Tell Analytics when someone sees my page
- Tell Facebook when someone becomes a lead
- Let TruConversion know when someone is on my site
- Let Google Ads know when someone buys

2. **Triggers:** The logic (**when you want the system to do it**)

*Examples:*

- Here's when I want you to do the thing that I want you to do
- Do [this] when [this] happens

3. **Variables:** Additional information needed to get the job done

*Examples:*

- Account number
- Order forms

## Tracking Conversions with Google Tag Manager

Through Google Tag Manager, Google Ads is able to track every conversion—which, as we have perhaps overstated, is critically important to the success of your campaigns.

This includes conversion **actions**, such as filling out a form or scheduling an appointment.

Most conversion actions (except for, say, phone calls or chats) allow for their own separate thank you page, which makes tracking these actions easy.

However, don't forget to track **predictive indicators** as well.

For example, Montessori schools often have “schedule a tour” as their main CTA and conversion action; however, not many parents and guardians are ready to take that step right away.

So, instead, these schools might offer a free checklist or brochure—indicators of interest—and track those actions as well. If a parent downloads a brochure and, several weeks later, schedules a tour, that is valuable data and feedback for your campaigns and website.

Finally, **manual conversions** for phone calls or chats should also be tracked.

Later in this lesson, we'll go over the "easy way" to track phone calls; however, the real expert-mode way to track calls is to use a call tracking software, score the phone calls (so you actually know which calls were high quality), and manually import that data at the end of every month.

## How to Install Google Tag Manager

Now, let's go over how to install Tag Manager!

Earlier, we went over how to create your account and recommended that you keep that tab open (if you closed it, no worries! We'll show you how to get back to your GTM account).

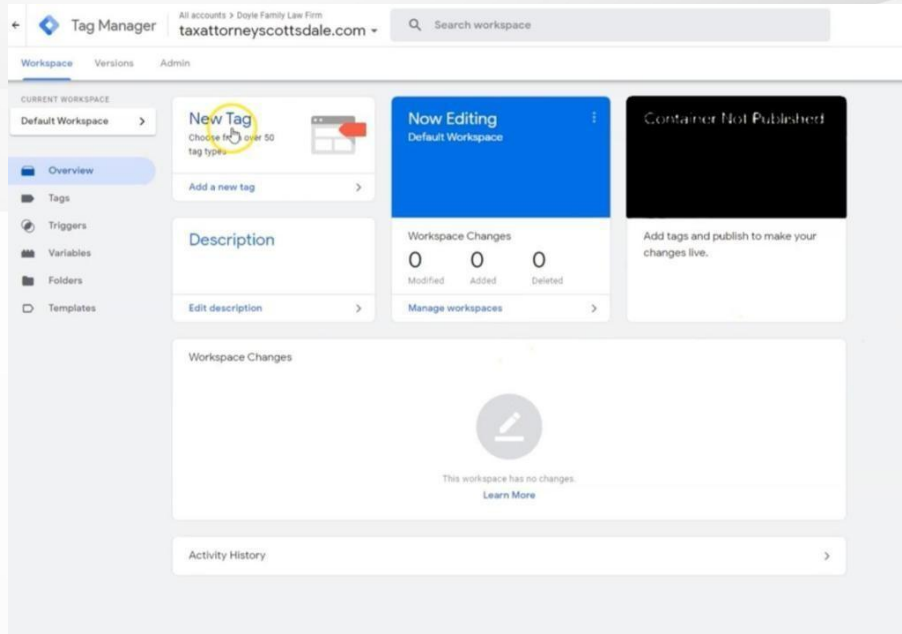
But here's the thing:

Every website is a little different. You might be on WordPress, Wix, or Squarespace—so depending on which platform you use, the way you install Google Tag Manager is going to be a *little* different.

However, it's *\*basically\** the same across all web applications. So, as we move forward, just note that some of the step-by-step instructions might be a little different for you, but you should still get a solid understanding of how to install GTM.

Here we go:

- First, if you don't have that tab open from earlier, head to [TagManager.Google.Com](https://tagmanager.google.com)

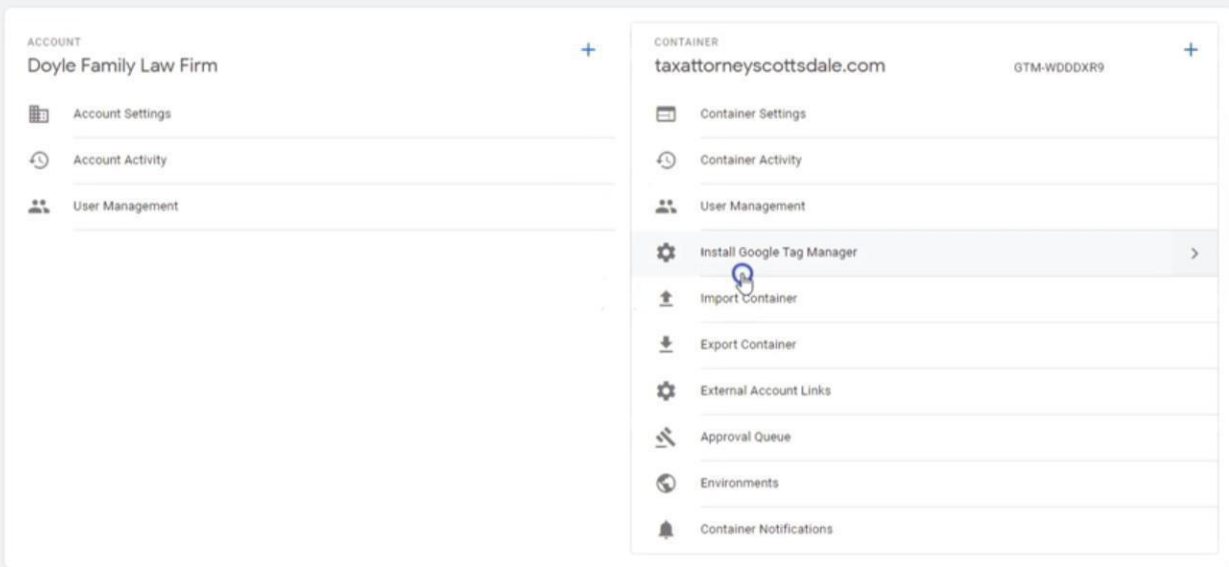


*Your codes might be clearly accessible to you on your dashboard, but if not:*

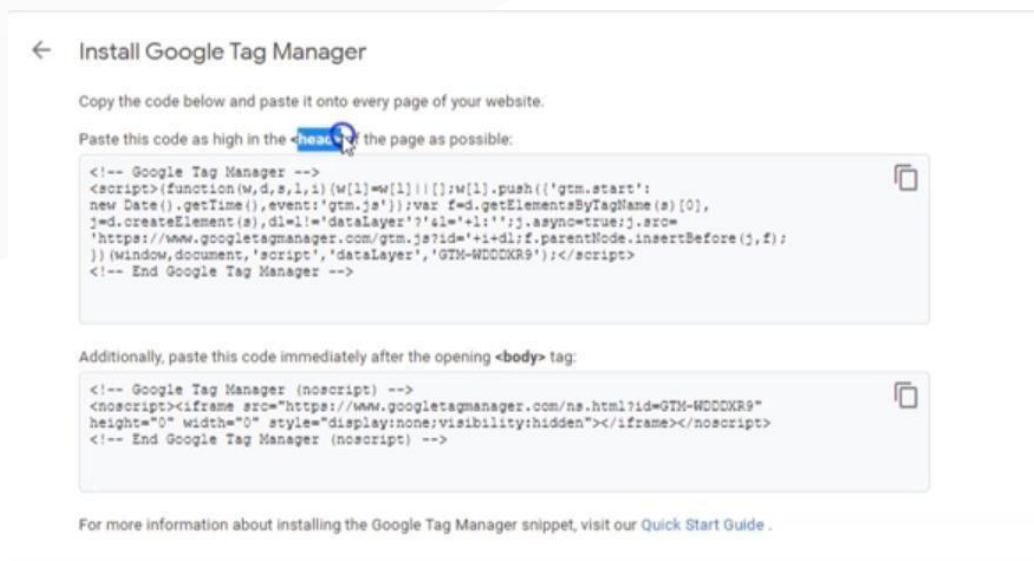
- Head to the **“Admin”** tab of your dashboard



- Click **“Install Google Tag Manager”**



*Next, it will show us the code to paste in the <head> tag and <body> tag.*



Interestingly, **we only need the code provided for the <head> tag** for our intended purposes. But we still recommend installing them both, in the event you'd like to dive deeper into Tag Manager in the future.

If you have a web developer, this may be the part where you simply send the two codes over to them to install.

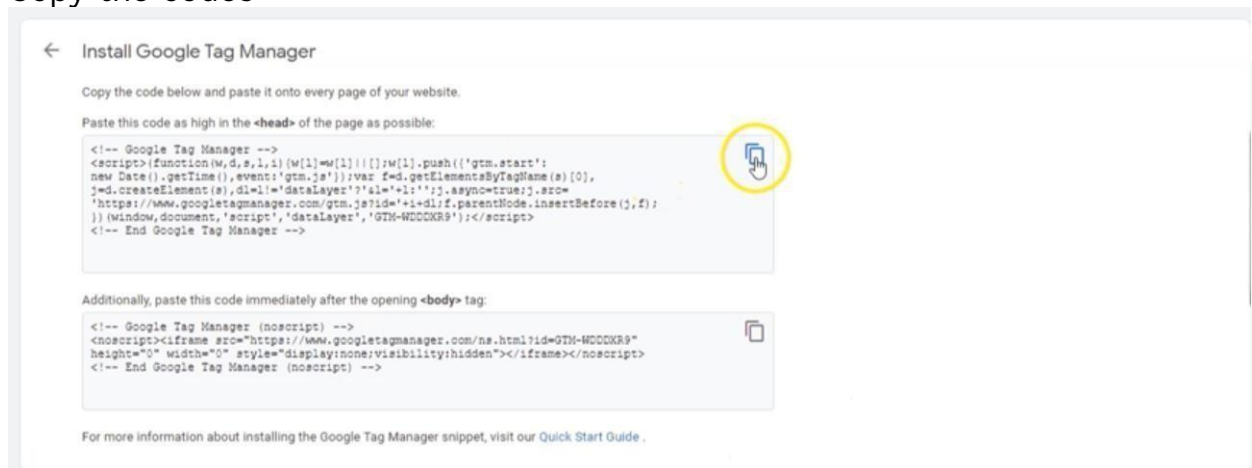
But, if you are doing this yourself, we'll show you how to get these codes installed.

- Head to the backend of your website
- For our CMS example, we click on **“Settings,”** which brings us to a pagethat includes a box “Head tracking code” and “Body tracking code” (again, your CMS platform may be a bit different here)



The screenshot shows a CMS interface with a sidebar on the left containing links to Dashboard, Conversations, Opportunities, Marketing, Reporting, Scheduling, Reputation, Contacts, and Funnels and Websites. The main content area is titled 'Settings' and contains two columns of form fields. The left column has fields for 'Name' (Tax Attorney Scottsdale), 'Path' (/Justice), and 'Head tracking code' (a text area with a cursor). The right column has fields for 'Domain' (taxattorneyscottsdale.com), 'Favicon URL' (a text area), and 'Body tracking code' (a text area with a yellow circle around the letter 'I'). Below the 'Head tracking code' field is the text 'Website wide tracking code for the head tag'. Below the 'Body tracking code' field is the text 'Website wide tracking codes for the body tag'.

- Once you find the right spot to paste your <head> tag and <body> tag, go back to Google Tag Manager
- Copy the codes



The screenshot shows the 'Install Google Tag Manager' page. It instructs the user to 'Copy the code below and paste it onto every page of your website.' and to 'Paste this code as high in the <head> of the page as possible:'. A yellow circle highlights a copy icon next to the code block. The code block contains the following code: 

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
  })(window,document,'script','dataLayer','GTM-WDCCXK9');</script>
<!-- End Google Tag Manager -->
```

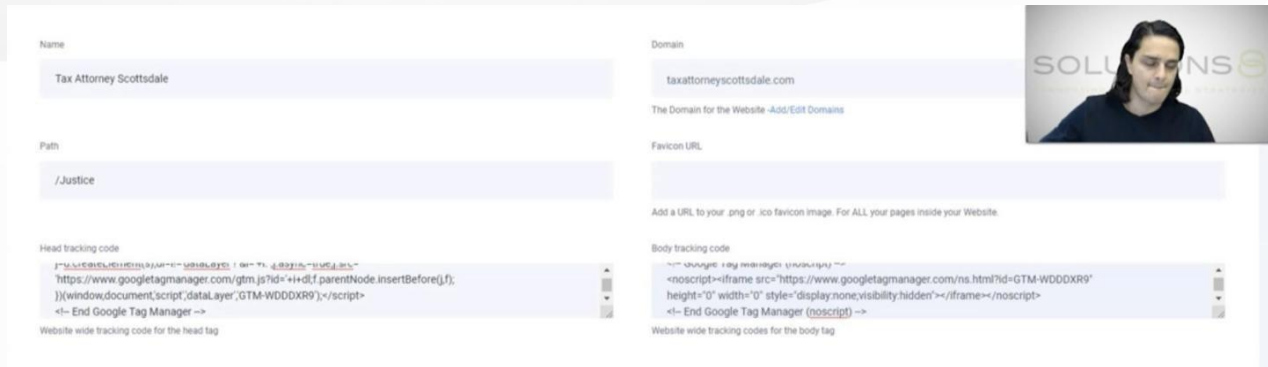
 Below this, it instructs the user to 'Additionally, paste this code immediately after the opening <body> tag:'. A second code block contains the following code: 

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-WDCCXK9"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

 At the bottom, there is a link to the 'Quick Start Guide'.



- Go back to your CMS platform and paste the codes—ours lookslike this:



Name: Tax Attorney Scottsdale

Domain: taxattorneyscottsdale.com

Path: /Justice

Head tracking code:

```

<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({<script>
  https://www.googletagmanager.com/gtm.js?id=GTM-WDDDXR9
  })(window.document,<script>dataLayer','GTM-WDDDXR9');</script>
  <!-- End Google Tag Manager -->
  
```

Body tracking code:

```

  <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-WDDDXR9"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
  <!-- End Google Tag Manager (noscript) -->
  
```

- Click **“Save”** or **“Submit”** to ensure the <head> and <body> tags are installed

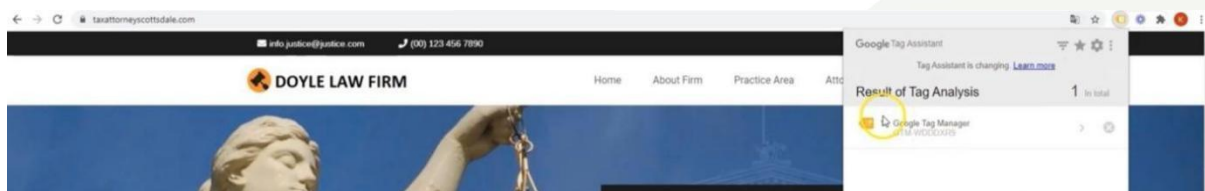
Next, we want to test these tracking codes to make sure they work. We can do this using [Google Tag Assistant](#).

### ***What Is Google Tag Assistant?***

*Google Tag Assistant is a free Chrome extension that ensures tagson your website are installed properly.*

*You can download Google Tag Assistant [here](#).*

- Next, go to the homepage of your website





- Click the Google Tag Assistant icon at the top of your browser, a dropdown will appear that should show that Google Tag Manager is installed on the page

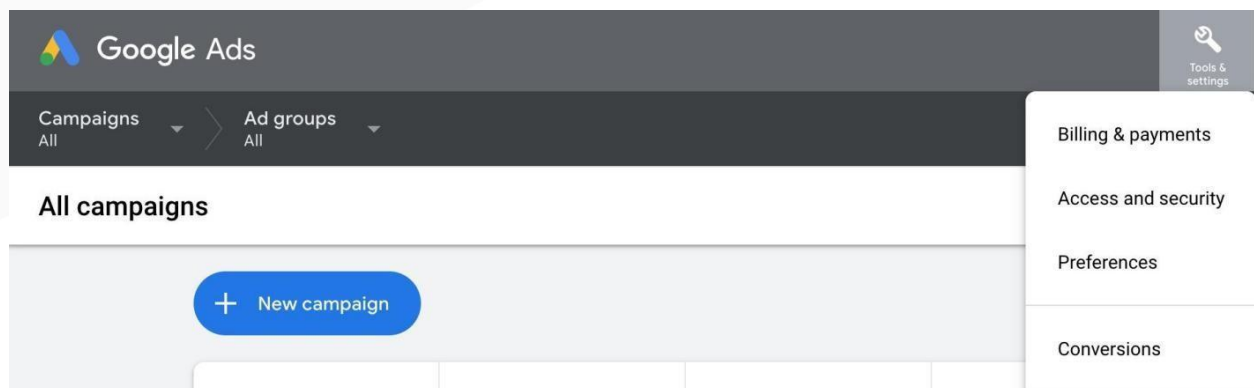
Once you confirm that Google Tag Manager has been successfully installed, you can move on to tracking conversions with Tag Manager!

## Tracking Website Conversions with Tag Manager

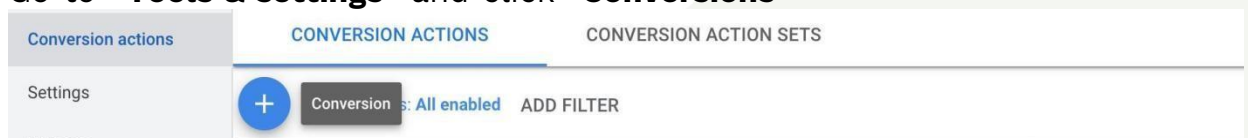
Now that we know it's installed on your site, we're going to build conversion tracking inside Google Ads using Google Tag Manager.

First up:

- Login to [Ads.Google.Com](https://ads.google.com)
- Go to **“Tools & settings”** and click **“Conversions”**



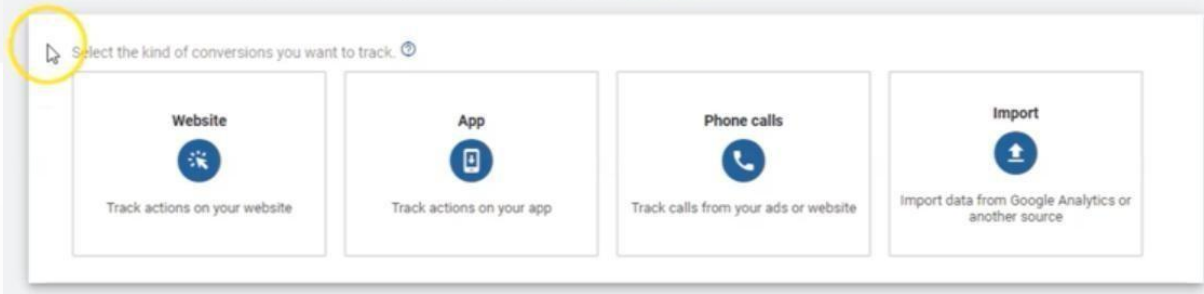
- Go to **“Tools & settings”** and click **“Conversions”**



- Click **“Add Conversions”** or blue (+) button
- Select **“Website”** conversions

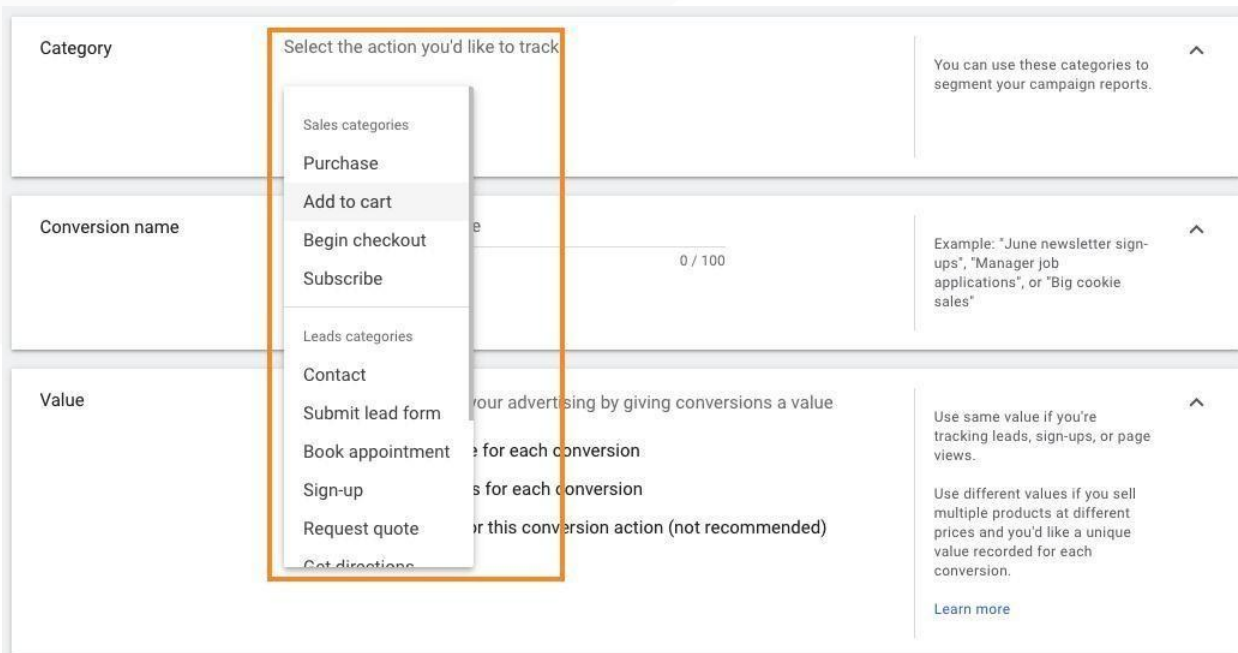
## Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)



### ❑ Category

Choose a category that applies **most accurately** to your conversion action—this can be tricky!



### ❑ Conversion Name

When naming your conversion, use the following formula:

*Page + Action*

For example: “Page-Contact>Action-Form”

Conversion name	Contact Form Submitted	22 / 100	Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales"
-----------------	------------------------	----------	--

## ❑ Value

Select ***"Don't use a value for this conversion action (not recommended)."***

Ignore Google's commentary—we DO recommend this option!

Value	Measure the impact of your advertising by giving conversions a value	^
<input type="radio"/> Use the same value for each conversion <input type="radio"/> Use different values for each conversion <input checked="" type="radio"/> Don't use a value for this conversion action (not recommended) <small>Not recommended for most conversions because a value helps you measure the impact of your ads. With this choice, the conversion value is always 0.</small>		

## ❑ Count

Select ***"One"***

Count	Select how many conversions to count per click or interaction	^
<input type="radio"/> Every <small>Recommended for purchases because every purchase is valuable.</small> <input checked="" type="radio"/> One <small>Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.</small>		
		<p>You are tracking leads. Someone clicks your ad and enters their information twice on your website. Only 1 conversion is reported per click.</p> <p><a href="#">Learn more</a></p>

## ❑ Click-Through Conversion Window

***"90-days," i.e. as broad as possible!***

## ❑ Engaged-view conversion window

Select ***"3 days"***

Engaged-view conversion window

Select how long to track conversions after a video engagement ?

3 days

## ☐ View-Through Conversion Window

***“1 day”***

View-through conversion window

Select the maximum time, after a person views your ad, that you want to count view-through conversions ?

1 day

A person may see your ad and not interact with it, then convert later. This is called a view-through conversion.

[Learn more](#)

## ☐ Include in “Conversions”

Check the box to include

Include in “Conversions”



Include these conversions in your “Conversions” column. If you use conversion-focused bid strategies, they will optimize for these conversions. ?

## ☐ Attribution Model

Recommended: Time decay

## ☐ Click “Create and Continue”

CREATE AND CONTINUE

## ☐ Tag Setup

*Using Google Tag Manager*

1 Create an action — 2 Set up the tag — 3 What's next

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup

Select how you want to install your tag

Install the tag yourself

Add the tag to your website code

Email the tag

Email the tag to your webmaster

Use Google Tag Manager

Install the tag using Google Tag Manager

Instructions

1. Use Google Tag Manager to install the Google Ads conversion tracking tag. You'll need to provide the following information for your **Page-Contact-Action-Form** conversion action:
 

Conversion ID  
481106967

Conversion label  
9KLmCMrg5-YBEJe4t0UB
2. Make sure you add a Conversion Linker tag and configure it to fire on all of your webpages.
3. If you use AMP pages, you'll need a separate container. Add this information to that container on your AMP pages as well.

NEXT

In a new tab, go to **TagManager.Google.Com** and login

Tag Manager | All accounts > Doyle Family Law Firm | taxattorneyscottsdale.com

Search workspace

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

New Tag

Choose from over 50 tag types

Add a new tag >

Description

Edit description >

Now Editing Default Workspace

Workspace Changes

0	0	2
Modified	Added	Deleted

Manage workspaces >

Live Version

Version 4

Modified 6 minutes ago

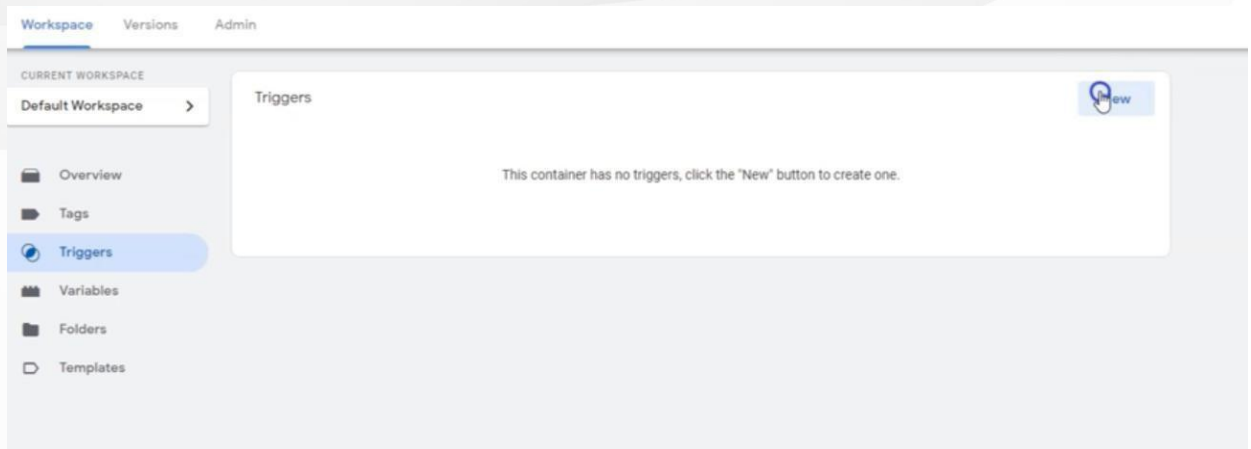
by dmadstraining@gmail.com

Latest version >

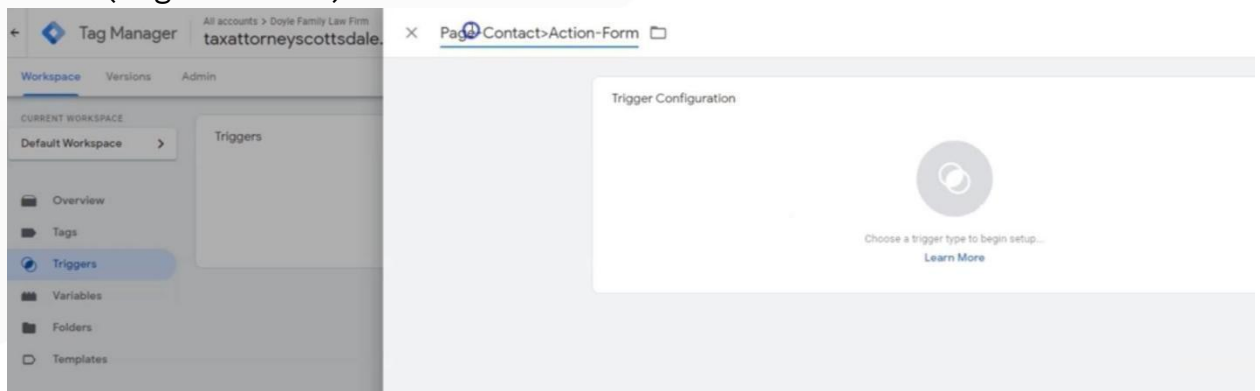
Workspace Changes

Name ↑	Type	Change	Last Edited	User
Contact Us Page Form	Tag	Deleted	a minute ago	dmadstraining@gmail.com
Contact Us Page Form	Trigger	Deleted	a minute ago	dmadstraining@gmail.com

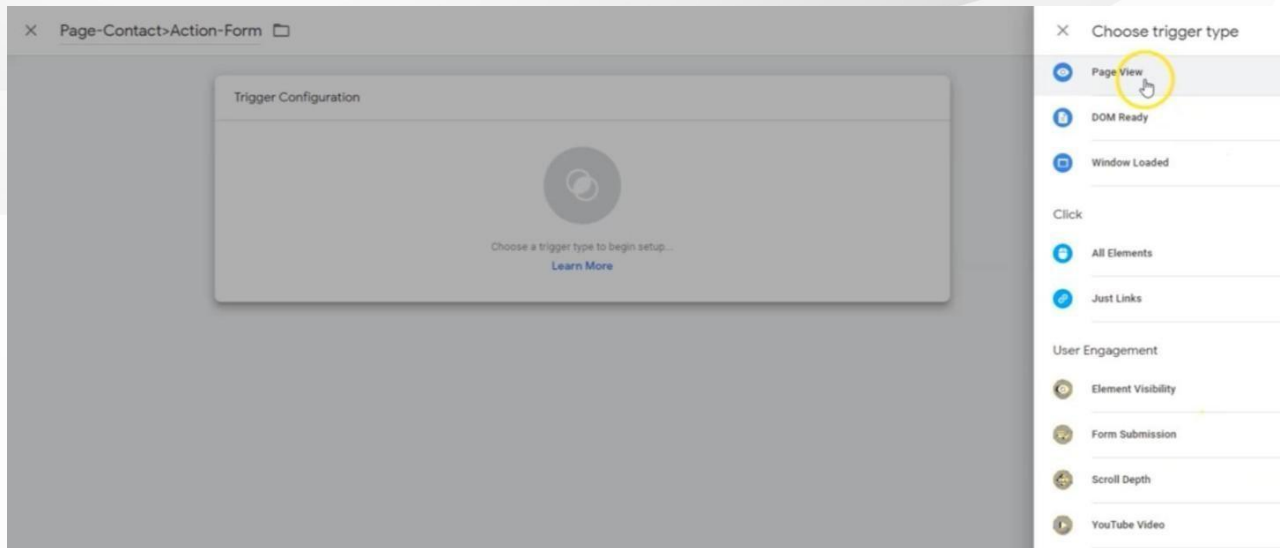
Activity History >



- ❑ Select **“New Trigger”** and name it so it matches your conversion action (Page + Action)



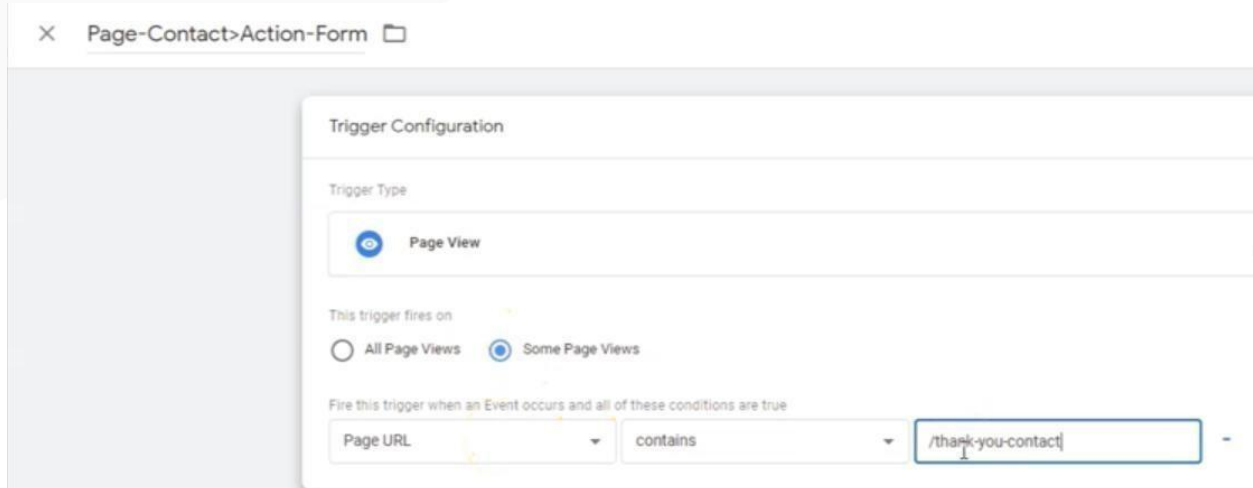
- ❑ **Trigger Type**  
Select **“Page View”**



#### ❑ This Trigger Fires on

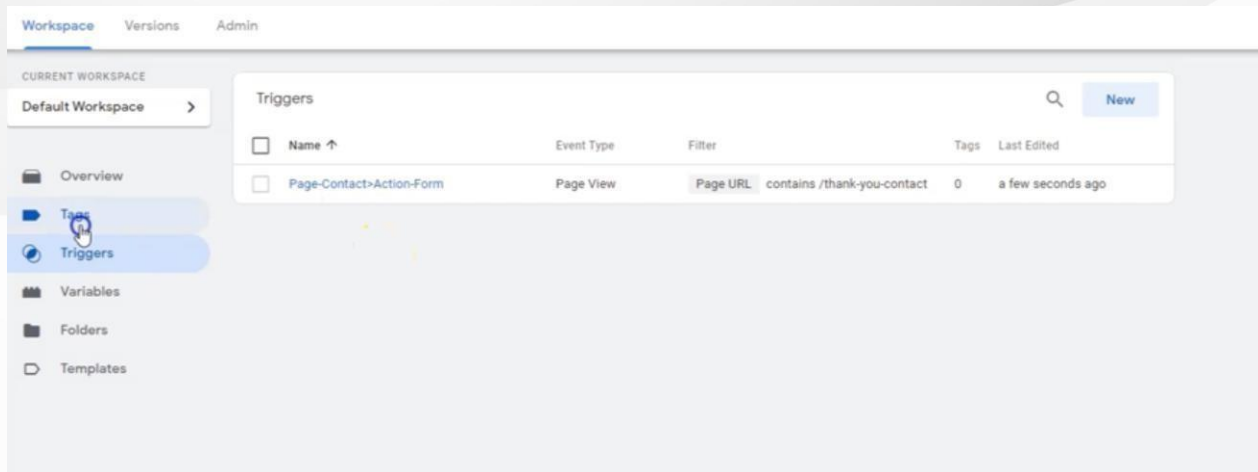
Select **“Some Page Views”**

(Page URL > Contains > use the URL from your thank you page, not the form page!)

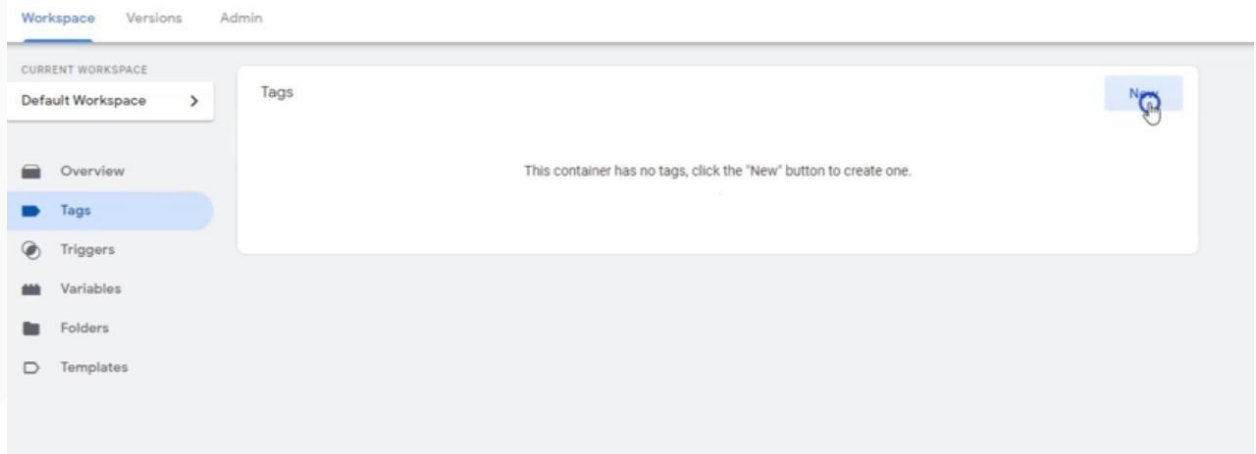


#### ❑ Save!

❑ Next, click **“Tags”** on left hand side of page

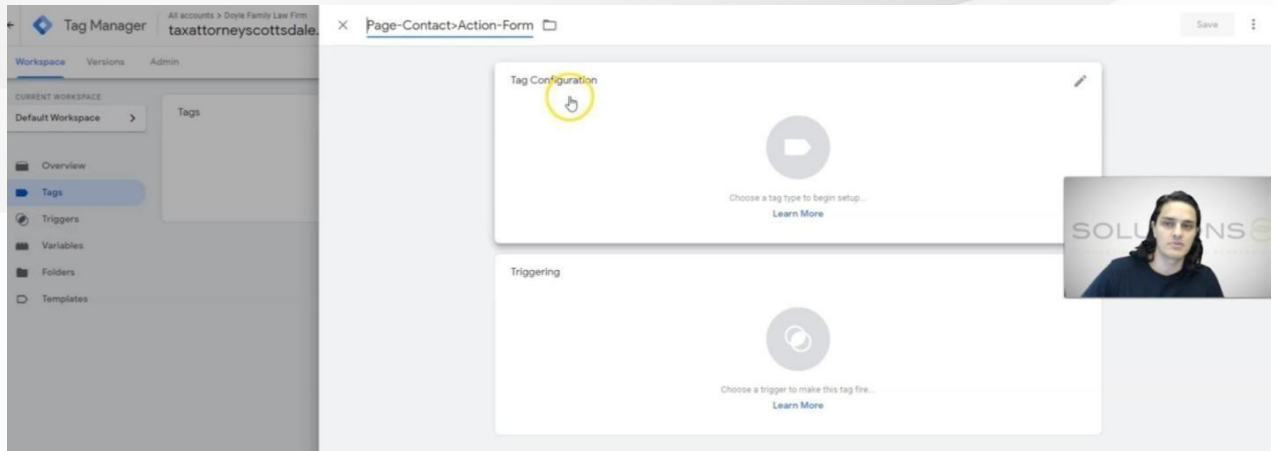


❑ Select **“New”**

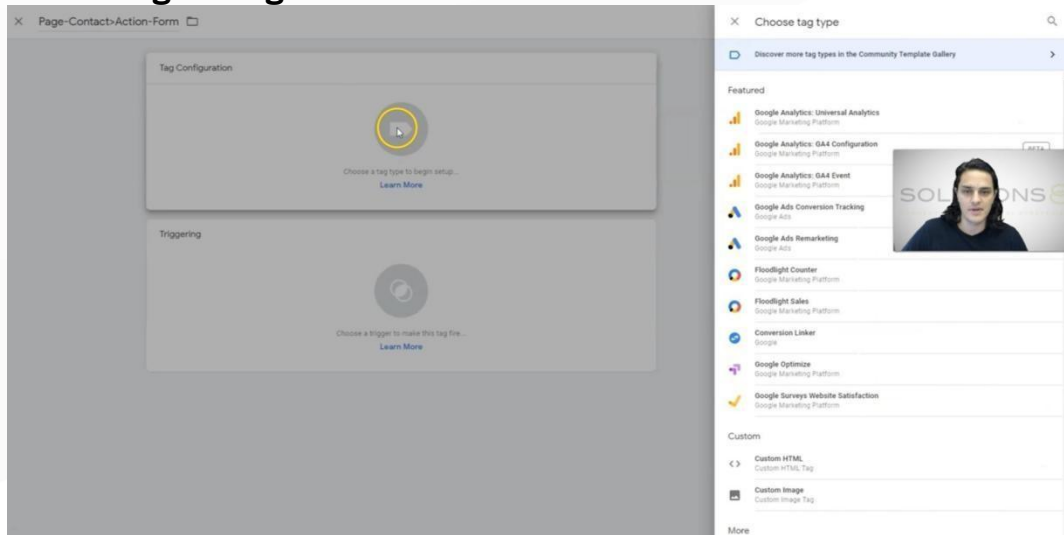


❑ Give this tag **the same name as your trigger and conversion action** (Page + Action)





❑ Click **“Tag Configuration”**



❑ Select **“Google Ads Conversion Tracking”**

Page-Contact>Action-Form

Tag Configuration

Choose a tag type to begin setup...

Learn More

Triggering

Choose a trigger to make this tag fire...

Learn More

Choose tag type

Discover more tag types in the Community

Featured

Google Analytics: Universal Analytics

Google Marketing Platform

Google Analytics: GA4 Configuration

Google Marketing Platform

Google Analytics: GA4 Event

Google Marketing Platform

Google Ads Conversion Tracking

Google Ads

Google Ads Remarketing

Google Ads

Floodlight Counter

Google Marketing Platform

Floodlight Sales

Google Marketing Platform

Conversion Linker

Google

Google Optimize

Google Marketing Platform

Google Forms Website Analytics

Google

- ❑ Fill out the **Conversion ID** and **Conversion Label** boxes using the information on your Google Ads account page we left open

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup

Select how you want to install your tag

Install the tag yourself   Email the tag   **Use Google Tag Manager**

Instructions


1. Use Google Tag Manager to install the Google Ads conversion tracking tag. You'll need to provide the following information for your **Page-Contact-Action-Form** conversion action:  
Conversion ID  
481106967  
Conversion label  
9KLmCMrg5-YBEJe4t0UB
2. Make sure you add a Conversion Linker tag and configure it to fire on all of your webpages.
3. If you use AMP pages, you'll need a separate container. Add this information to that container on your AMP pages as well.

**NEXT**


*\*Copy\**

Tag Configuration



Tag Type

 **Google Ads Conversion Tracking**  
Google Ads


Conversion ID ⓘ

481106967 


Conversion Label ⓘ

9KLmCMrg5-YBEJe4t0UB  


Conversion Value



Transaction ID ⓘ



Currency Code

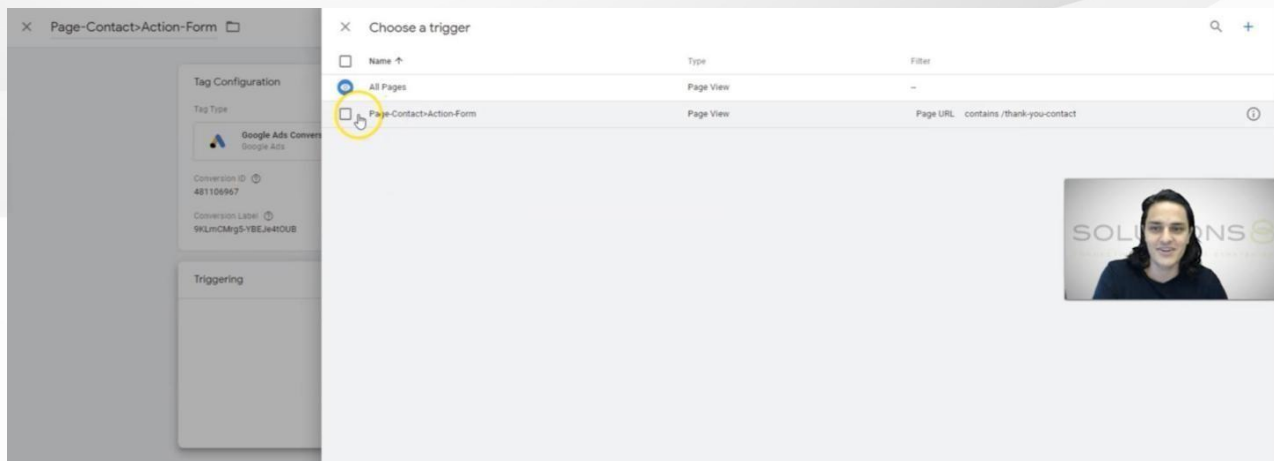


*\*Paste\**

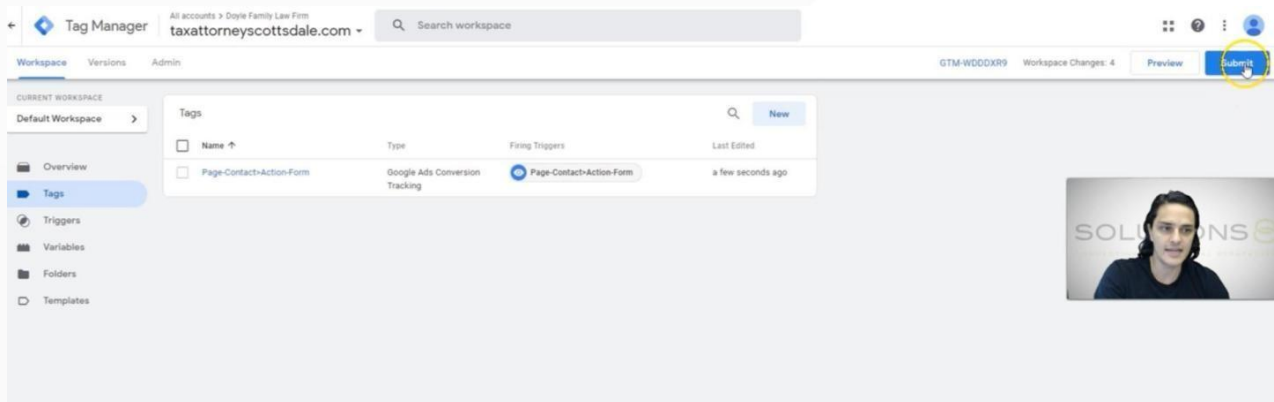
- ❑ Skip the remaining information boxes

- ❑ **Trigger**

Select the trigger you built for this conversion (not “All Pages”)



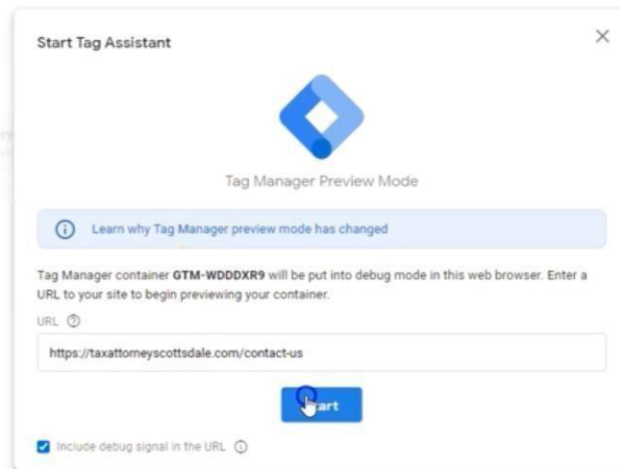
☐ **“Save”**



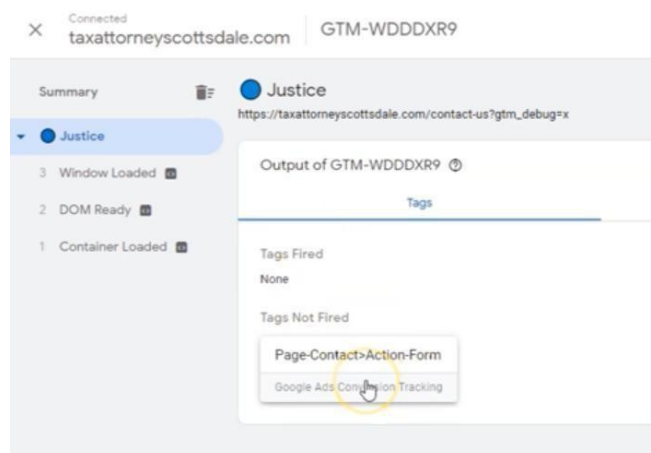
☐ **“Submit”**

☐ **“Publish”**

☐ **Workspace > Preview**

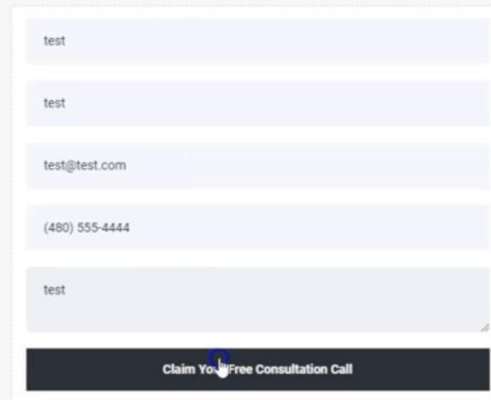


- ❑ Paste URL of conversion action page  
*...Not the “thank you” page!*
- ❑ Click **“Start”**
- ❑ Click **“Continue”**
- ❑ Make sure no tag has **fired** (*but there should be a tag!*)



- ❑ Go back to your conversion action page and fill out your form (*if that is your conversion action*)

## Contact Us



test

test

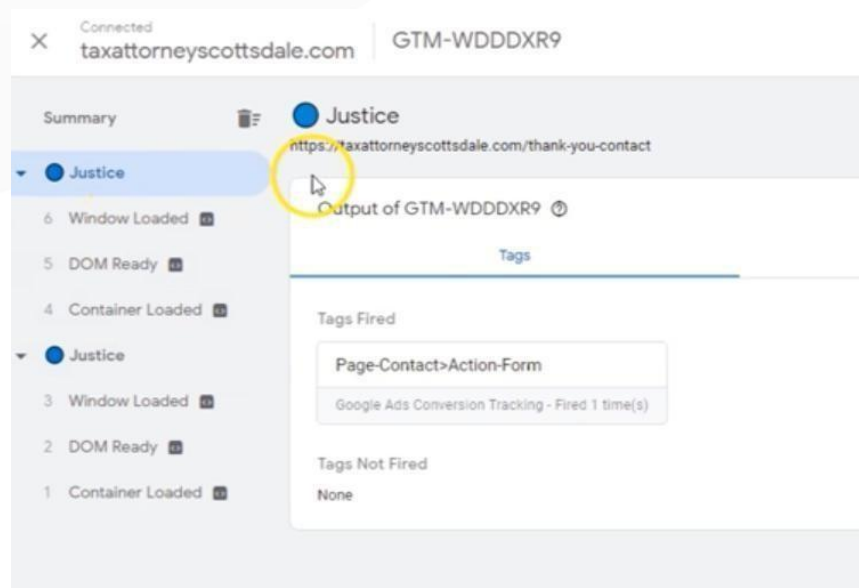
test@test.com

(480) 555-4444

test

Claim Your Free Consultation Call

- ❑ Go back to Google Tag Assistant to make sure tag fired ***after you submitted your form***



*Woohoo! Success!*

Now, you can go in and add your remaining conversion actions.

**Wait! One More Thing: Conversion Linker Tag**

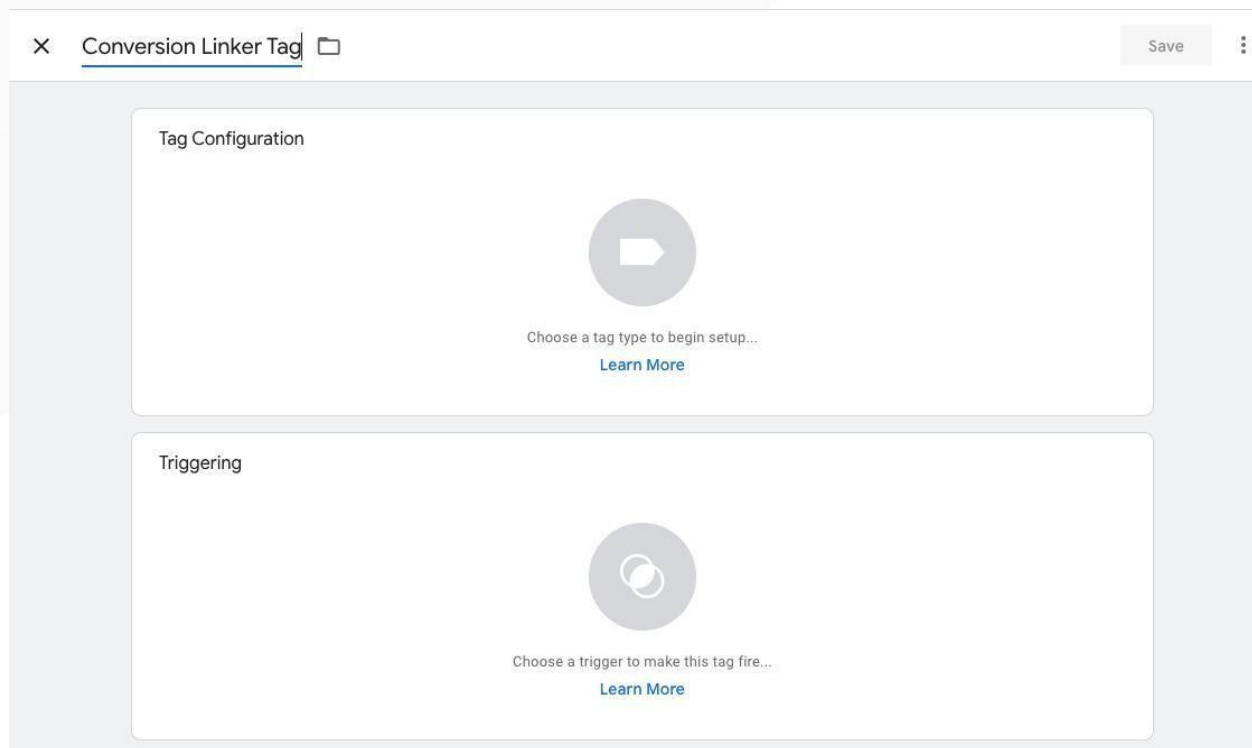
Conversion Linker Tag was created when Apple rolled out something called ITP (intelligent tracking prevention).

Conversion Linker Tags assists in overcoming some of the hurdles we face in properly tracking conversions due to ITP.

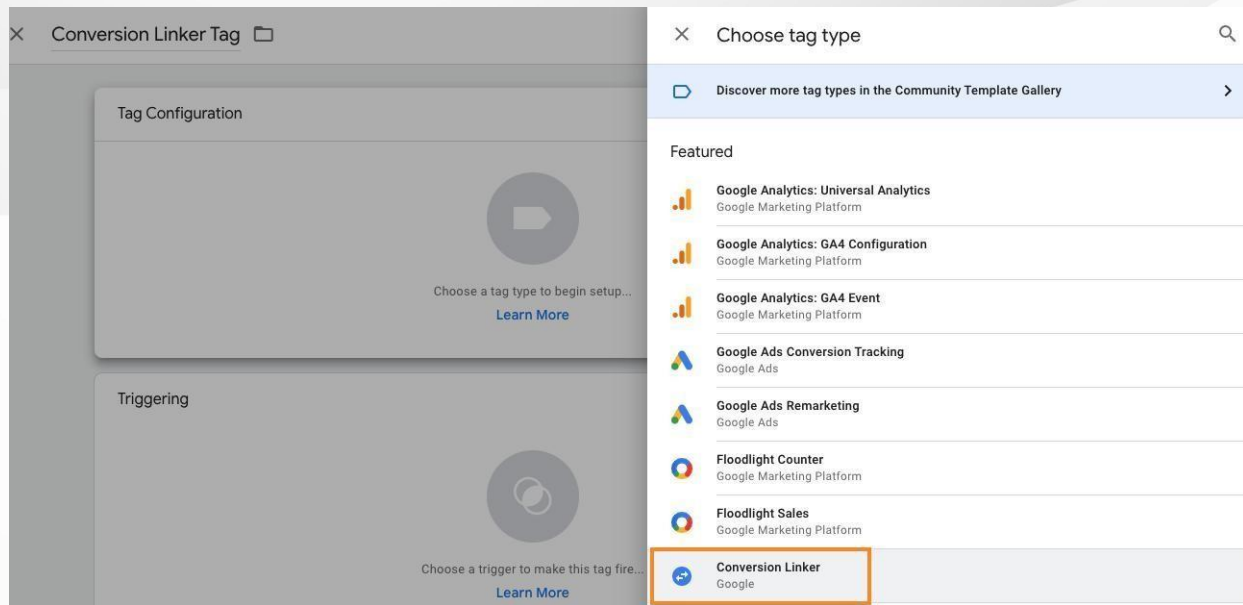
But good news! It's a super easy tag to install.

Here's how:

- ❑ In **Google Tag Manager**, click **"Tags"**
- ❑ Name your new tag *"Conversion Linker Tag"*



- ❑ Click **"Tag Type"** > **"Conversion Linker"**



## ☐ Enable linking on all page URLs

### Tag Configuration

#### Tag Type



No configuration required. [Learn more.](#)

#### Linker Options

- ☒ Enable linking on all page URLs [?](#)
- ☐ Enable linking across domains [?](#)
- ☐ Override cookie settings (advanced) [?](#)

#### > Advanced Settings

### ☐ "Triggering" > "All Pages"

#### Choose a trigger

<input type="checkbox"/>	Name ↑	Type	Filter	
	All Pages	Page View	--	
	Consent Initialization - All Pages	Consent Initialization	--	
	Contact Form Submission	Page View	Page Hostname contains /thank-you-contact	<a href="#">i</a>
	Initialization - All Pages	Initialization	--	

☐ "Save"

☐ "Submit"



Now, review your tags! You should have a **conversion tracking tag** and a **conversion linker tag**.

Now, it's time to *create those tags for every other conversion action on your site!*

## Tracking Phone Call Conversions

Hopefully, by this point, you set up conversion tracking for every conversion action on your website.

But lest we forget, tracking phone call conversions (properly) can make or break your campaigns!

*Quick disclaimer: What we're about to teach you is **not** how we track call conversions here at Solutions 8.*

*Our process is much more thorough (and probably too much for DIYers).*

### Feeling Ambitious?

[Follow Our Call Tracking Process \(and Download the Free Guide\) Here](#)

Otherwise, let's get to it. Here's how to set up standard call conversion tracking:

❑ Go to **Ads.Google.Com**

❑ Dashboard > Top right > Tools and Settings > **Conversions**

*(Notice that the conversion we created in the last lesson should be on the dashboard!)*

CONVERSION ACTIONS		CONVERSION ACTION SETS						
<div> <div>+</div> <div>▼</div> </div> <div>Status: All but removed</div> <div>ADD FILTER</div>								
<input type="checkbox"/>	Conversion action	Source	Category	Tracking status	Count	Click-through conversion window	Include in "Conversions"	Repeat
<input type="checkbox"/>	Page-Contact-Action-Form	Website	Submit lead form	No recent conversions	One	90 days	Yes	
Total: All conversion actions								

❑ **“Add Conversions”** or blue **(+)** button

❑ Select **“Phone Calls Conversions”**

Select the kind of conversions you want to track. ⓘ

Website

Track actions on your website

App

Track actions on your app

Phone calls conversions:

- Calls from ads
- Calls to a number on your website
- Clicks on number on mobile sites

Import

Import data from Google Analytics or another source

❑ **Select the source of the phone calls you’d like to track**

Calls to a phone number on your website

Select the source of the phone calls you’d like to track

☐ Calls from ads using call extensions or call-only ads

☒ Calls to a phone number on your website

☐ Clicks on your number on your mobile website

Track when someone interacts with one of your ads, then calls your business from a number on your website.

This option requires Google forwarding numbers, which are only available in certain countries. You'll also need to add a tag to your website.

[Learn more](#)

❑ **Category**

Leave as-is

Category Phone call lead

❑ **Conversion Name**

Something simple is fine! Think: “Phone call lead”

## ❑ Value

Select “*Don’t use a value for this conversion action (not recommended).*”

Again, ignore Google’s commentary—we DO recommend this option!

Value

Measure the impact of your advertising by giving conversions a value

☐ Use the same value for each conversion

☐ Use different values for each conversion

☒ Don't use a value for this conversion action (not recommended)  
Not recommended for most conversions because a value helps you measure the impact of your ads. With this choice, the conversion value is always 0.

Select this option if you don't want a value reported for your phone number click conversions.

If you don't use a value, you won't be able to track the amount of revenue your advertising helps you earn.

[Learn more](#)

## ❑ Count

Select “One”

Count

Select how many conversions to count per click or interaction

☐ Every  
Recommended for purchases because every purchase is valuable.

☒ One  
Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.

You are tracking leads. Someone clicks your ad and enters their information twice on your website. Only 1 conversion is reported per click.

[Learn more](#)

## ❑ Call Length

How long does a call need to last for you to count it as a quality lead?

Google’s default is 60 seconds

Call length

Enter the minimum length a call needs to last to count as a conversion

60

seconds

Enter a whole number

## ❑ Click-Through Conversion Window

We chose the longest option, 60 days

Click-through conversion window

Conversions can happen days after a person interacts with your ad. Select the maximum time after an ad interaction that you want to count conversions ?

60 days

To record conversions that happen within 30 days after an ad interaction, set a window of 30 days.

To see how long it takes your customers to convert, segment your reports by "Days to conversion."

[Learn more](#)

## ☐ Include in “Conversions”

Check the box to include

Include in "Conversions"

☒

Include these conversions in your "Conversions" column. If you use conversion-focused bid strategies, they will optimize for these conversions. ?

## ☐ Attribution Model

Recommended: First Click

## ☐ Click “Create and Continue”

## ☐ Tag Setup

Using **Google Tag Manager**

*Remember: we already created a Conversion Linker Tag!*

*Now, we just need to go into Tag Manager to create this new trackingtag using our conversion ID and label*

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup

Select how you want to install your tag

Install the tag yourself

Add the tag to your website code

Email the tag

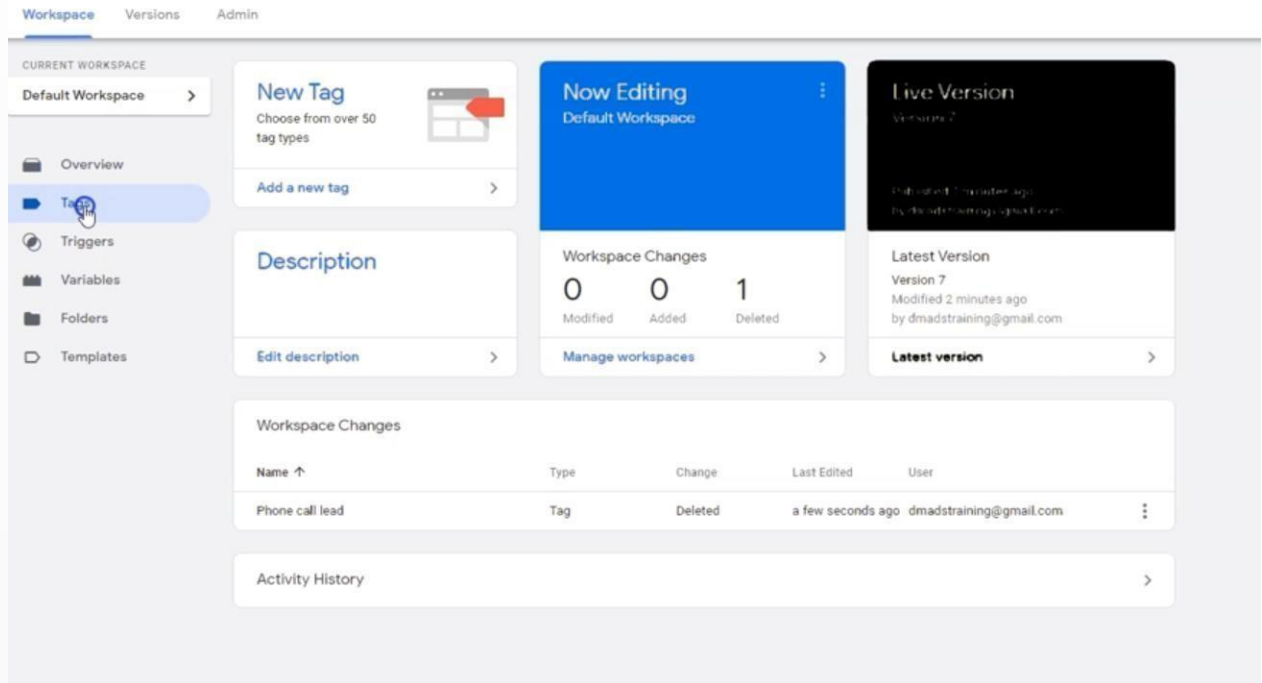
Email the tag to your webmaster

Use Google Tag Manager

Install the tag using Google Tag Manager

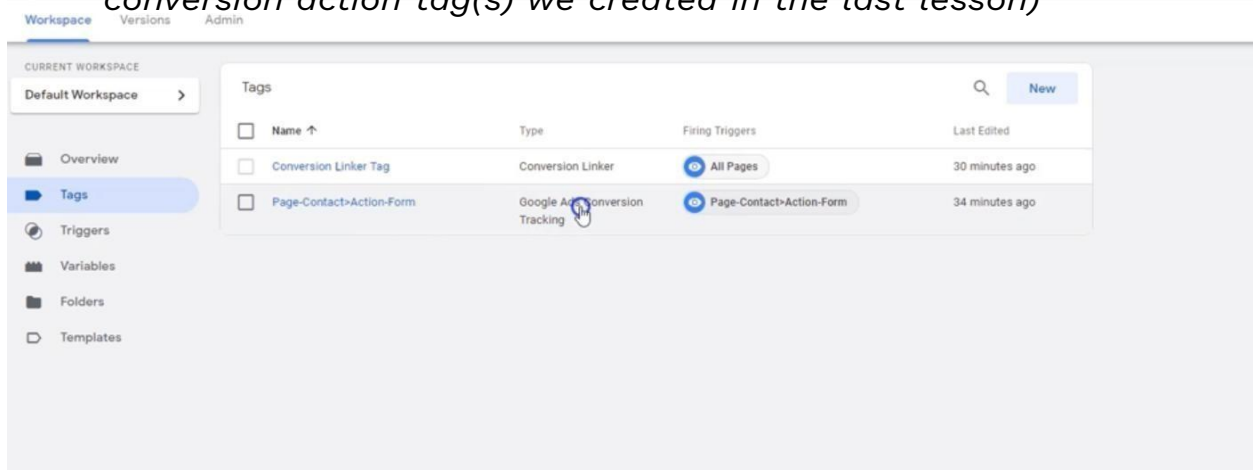
❑ In a new tab, go to **TagManager.Google.Com** and login

❑ Click **“Tags”**



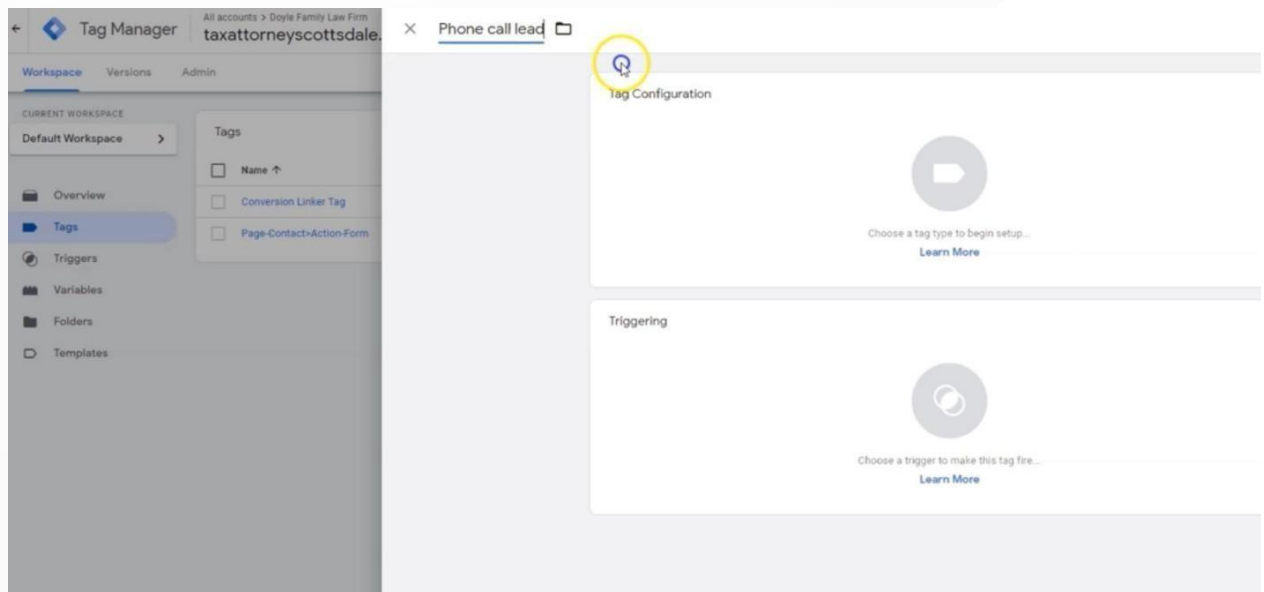
❑ Select **“New”**

*(You should see your **Conversion Linker Tag** as well as the other conversion action tag(s) we created in the last lesson)*

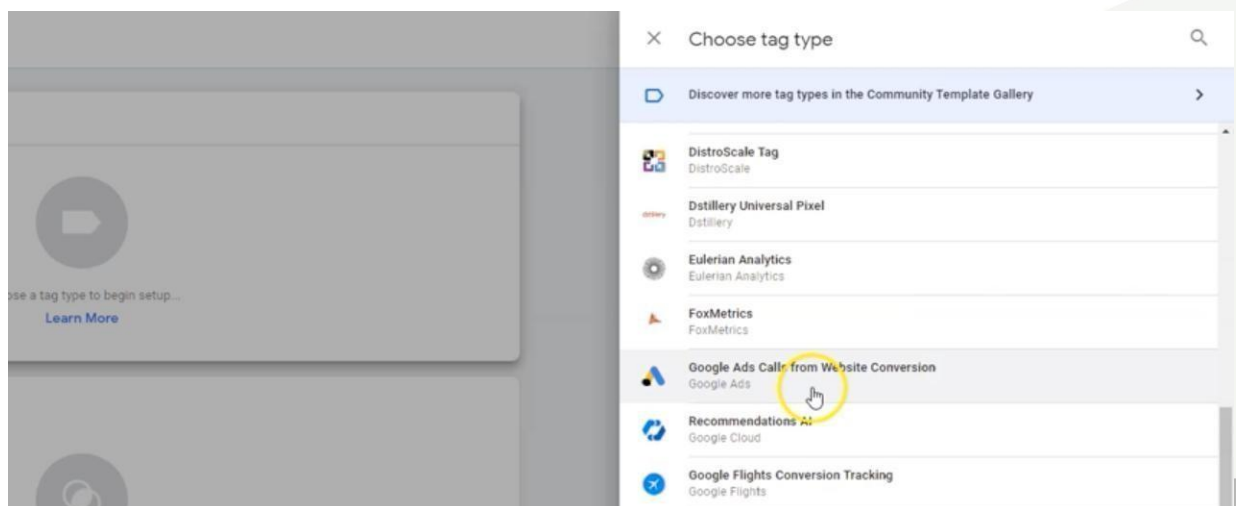


*You should see many more tags than this though, right? Because you added tracking tags for all your conversion actions, right? Right?!*

- ❑ Name your tag  
“Phone call lead”



- ❑ Choose a Tag Type



*Google Ads Calls from Website Conversion*

### ❑ **Displayed Phone Number to Replace**

*(Google will see the number on your site and replace it with a tracking phone number—this only happens when someone clicks on a paid ad! If a user goes to your site directly, they will still see your number)*

- ❑ Fill out the **Conversion ID** and **Conversion Label** boxes using the information on the Google Ads account page we left open

The screenshot shows a 'Tag Configuration' window for 'Google Ads Calls from Website Conversion'. It contains three input fields: 'Displayed Phone Number to Replace' with the value '333-444-5555', 'Conversion ID' with '481106967', and 'Conversion Label' with 'I4kPCJ6b5OYBEJe4t0UB'. Each field has a small icon to its right. Below these fields is a link for 'Advanced Settings'.

### ❑ **Triggering**

We don't have to build a trigger because it is for **"All Pages"** i.e. the default

The screenshot shows a 'Choose a trigger' dialog box with a table of triggers. The 'All Pages' trigger is selected. The table has columns for Name, Type, and Filter.

Name	Type	Filter
<input checked="" type="checkbox"/> All Pages	Page View	-
<input type="checkbox"/> Page-Contact>Action-Form	Page View	Page URL contains /thank-you-contact

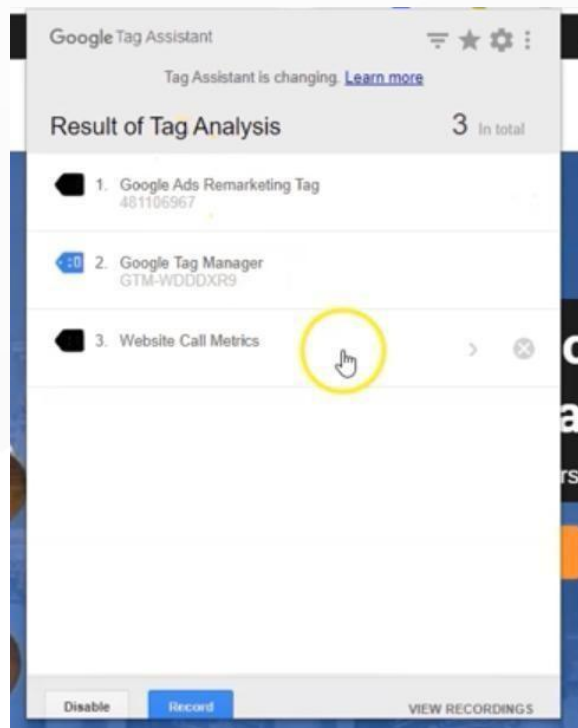
- ❑ Click **All Pages**

❏ **Save**

❏ **Submit**

❏ **Publish**

Now, you have a phone call conversion tag! To test this, go to your website in a new window.



Click on your **Google Tag Assistant plugin**: you should see **Website Call Metrics** now installed (therefore firing).

Now, we can build some campaigns!



## PART SIX

### Campaign Types + Building Key Campaign #1 (Branded)

1. **The Six Key Campaign Types**
2. **Your First Campaign: Brand Campaign Setup**
3. **Brand Campaign: Extensions**
4. **Brand Campaign: Ad Groups**
5. **Ads and Go Live**
6. **Navigating Google Ads**

### The Six Key Campaign Types

Here at Solutions 8, we have six key campaigns that we build for every client who comes through our agency with very few exceptions:

- Brand: Searches specifically for you or your business (10% of budget)
- General: Searches for your offer, or relevant pivots (25% of budget)
- Competitor: People searching for alternatives (10% of budget)
- Performance Max: Goal-driven campaign that finds the best audiences (10% of budget)
- DSA: Fills in the gaps in your keyword-targeted campaigns (25% of budget)
- Remarketing: Users who have already been on your site (20% of budget)

An important note about budgets listed here:

This would be a good **starting point** to divy up your budget; you would simply adjust budgets based on campaign performance over time. These are simply the areas to start, but you should adjust as needed depending on your goal or performance.

And let's manage some expectations up front:

With these initial campaigns, you aren't paying for customers, leads, or purchases—you're paying for data.

And that's the paradigm you need to assume.

You can't go into this assuming that you're going to be successful right away; in fact, most things won't work right away. But that is valuable data to use going forward to identify what does work.

## Key Campaign #1: Brand Campaign | 10% of Budget

It's time to build your first campaign! We strongly recommend starting with a brand campaign (using 10% of your budget) because they are the easiest to build and teach the foundational elements.

The image is a screenshot of a Google search results page for the query "manage budget system". The search bar at the top shows the query and icons for clearing, voice search, and search. Below the search bar are tabs for "All", "Images", "Videos", "News", "Shopping", and "More", along with a "Tools" link. The results show "About 399,000,000 results (0.52 seconds)".

The first result is an advertisement for InsightSoftware, titled "Integrated Budgeting Software - Budget, Plan, Report, Analyze". It includes a description: "Empower your finance team with agile budgeting software to shrink their budgeting cycle". Below the ad are four links: "Software Comparison", "Case Studies", "Get a Live Demo", and "Request Pricing", each with a brief description.

The second result is an organic search result from Investopedia, titled "The 8 Best Budgeting Software of 2021 - Investopedia". It includes a description: "The 8 Best Budgeting Software of 2021 · Best Overall: You Need a Budget · Best for Couples: Honeydue · Best for College Students: PocketGuard · Best for Families: ...".

Two orange arrows point to the results. One arrow points to the advertisement with the text "Your brand". The other arrow points to the organic search result with the text "#1 organic search result".

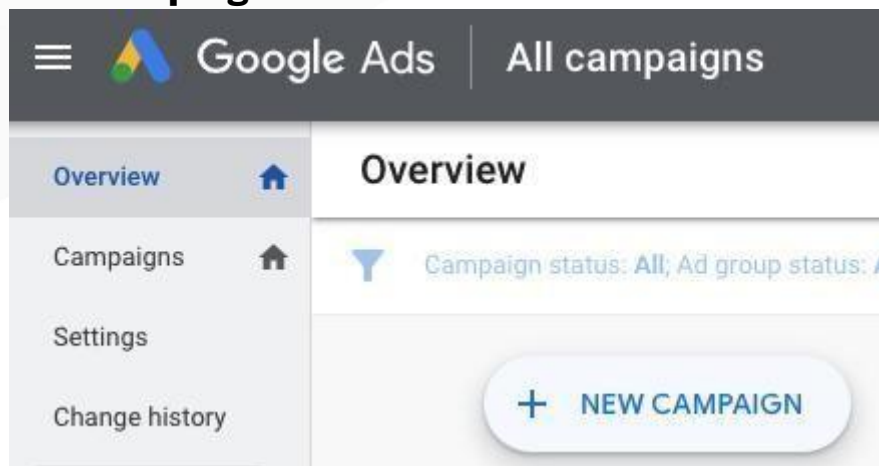
Here are a few more reasons why you should build one:

- Establish authority
- Protect your brand
- Control your sales narrative
- Improve your data acquisition
- Direct high commercial intent traffic
- Monitor your conversion paths

## Now, Let's Build!

❑ Go to **Ads.Google.Com** and login









❑ **(+) New Campaign**



❑ **Select the goal that would make this campaign successful**

**toyou** Create a campaign without a goal's guidance









Select the goal that would make this campaign successful to you ?

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Local store visits and promotions	 <b>Create a campaign without a goal's guidance</b>  Choose a campaign type first, without a recommendation based on your objective.

## ☐ Campaign type

Search

Select a campaign type ?

 <b>Search</b>  Create text or call ads that show near search results of Google.com, on Google search partners sites, and more	 Display  Run different kinds of ads across the web	 Shopping  Promote your products with Shopping ads	 Video  Reach and engage viewers on YouTube and across the web
 App  Drive app promotion across Google's networks	 Smart  Reach your business goals with automated ads on Google and across the web	 Local  Drive customers to a physical location	 Discovery  Run ads on YouTube, Gmail, Discover, and more

## ☐ Select the results you want to get from this campaign

Don't select anything!

## ☐ Continue

Leave as-is

Select the results you want to get from this campaign ?

- ☐ Website visits
- ☐ Phone calls
- ☐ App downloads

CONTINUE

CANCEL

## ☐ General settings: Campaign name

“Brand Campaign”

Campaign name

Brand Campaign

## ☐ Networks

Select Search Network

Deselect Display

Networks



### Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners ?

### Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☐ Include Google Display Network ?

Don't miss the opportunity to get additional conversions at similar or lower costs with just one click.

## ☐ Show more settings

Don't change anything but take a look at your options for future campaigns: Start and end dates, campaign URL options, Dynamic SearchAds setting, and ad schedule

^ Hide more settings

Start and end dates	Start date: December 9, 2021    End date: Not set	▼
Campaign URL options	No options set	▼
Dynamic Search Ads setting	Get automated search targeting and customized ad headlines based on your website	▼
Ad schedule	All day	▼

## ❑ Targeting and audiences: Locations

Select the geographic region based off *how likely people are to convert*

Locations

Select locations to target ⓘ

- ☐ All countries and territories
- ☐ United States and Canada
- ☒ United States
- ☐ Enter another location

▼ Location options

## ❑ Location options: Target

People in or regularly in your targeted locations

Target ⓘ

- ☐ Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)
- ☒ Presence: People in or regularly in your targeted locations
- ☐ Search interest: People searching for your targeted locations

## ❑ Exclude

People in your excluded locations

Exclude ⓘ

- ☒ Presence: People in your excluded locations (recommended)
- ☐ Presence or interest: People in, regularly in, or who've shown interest in your excluded locations

## ☐ Languages

All languages

Languages

Select the languages your customers speak. [?](#)

Start typing or select a language

☒ All languages

## ☐ Audiences

Leave as-is

Audience segments

Select audience segments to add to your campaign

▼

## ☐ Budget and bidding: Budget

15% of your budget

Budget and bidding

Define how much you want to spend and how you want to spend it.

Budget

Set your average daily budget for this campaign

\$

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

^



## ❏ Bidding

Select a bid strategy directly > **Manual CPC**

Uncheck “Help increase conversions with Enhanced CPC” (...not for *branded* campaigns!)

Bidding

What do you want to focus on? ⓘ  
Clicks ▾

☐ Set a maximum cost per click bid limit

✓ This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

Bidding

[Back to previous bidding options](#)

Select your bid strategy ⓘ  
Manual CPC ▾

☐ Help increase conversions with Enhanced CPC ⓘ

## ❏ Show more settings: Conversions

*This is why we set up our conversions first! We want Google to identify those personalized conversions as our indicators of success—hence: **Use the account-level “Include in Conversions” settings***

## ❏ Ad rotation

Optimize: Prefer best performing ads

Ad rotation

☒ Optimize: Prefer best performing ads

☐ Do not optimize: Rotate ads indefinitely

☐ Optimize for conversions (Not supported)

☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.



## Extensions

Extensions are a really important facet of building brand campaigns—and something that a lot of people skip. So listen up!

### What are extensions?

Ad extensions are “bonus links” or pieces of information about your business that you can tack onto your ad, including your address, phone number, direct page links, coupons, or even additional websites. Extensions show up in blue below your primary ad copy.

Think of them as boltons for your ads:



These little “additions” appear under your ad and act as featured highlights and callouts (think “About Us” and “Services” links) make your ads all the more clickable.

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The #1 Google Ads Agency in the U.S. Grow your business with data-driven PPC. Drive more leads. Get more conversions. Increase Your Revenue.

**SO**  
CONNECTING YOUR DIGITAL STRATEGIES

#### About Us

We are a group of hard-core problem solving, custom code ...

#### Contact Us

Phone. +1 480-442-7658 · Address. 14362 N. Frank Lloyd ...

The frustrating part about extensions, however, is that you have no control over when or where they actually show up as a part of your ad—or even *which* extensions Google chooses to use.

So, you provide Google with a collection of resources (i.e. extension options). Then, in real time, Google compiles the ad features based on what they think is most relevant to that search.

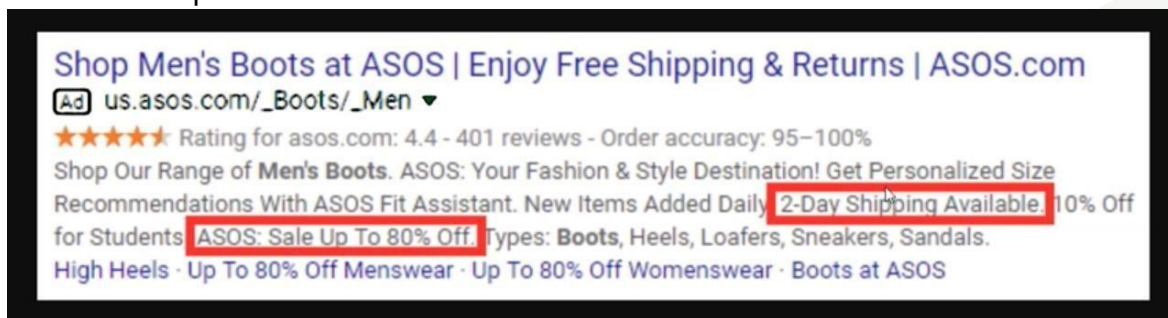
The more extensions you create for Google, the more likely they are to use them. Let's go through the different types of extensions next:

## Ad Extension Types

### 1. **Sitelink extensions** - links to different sections of your website



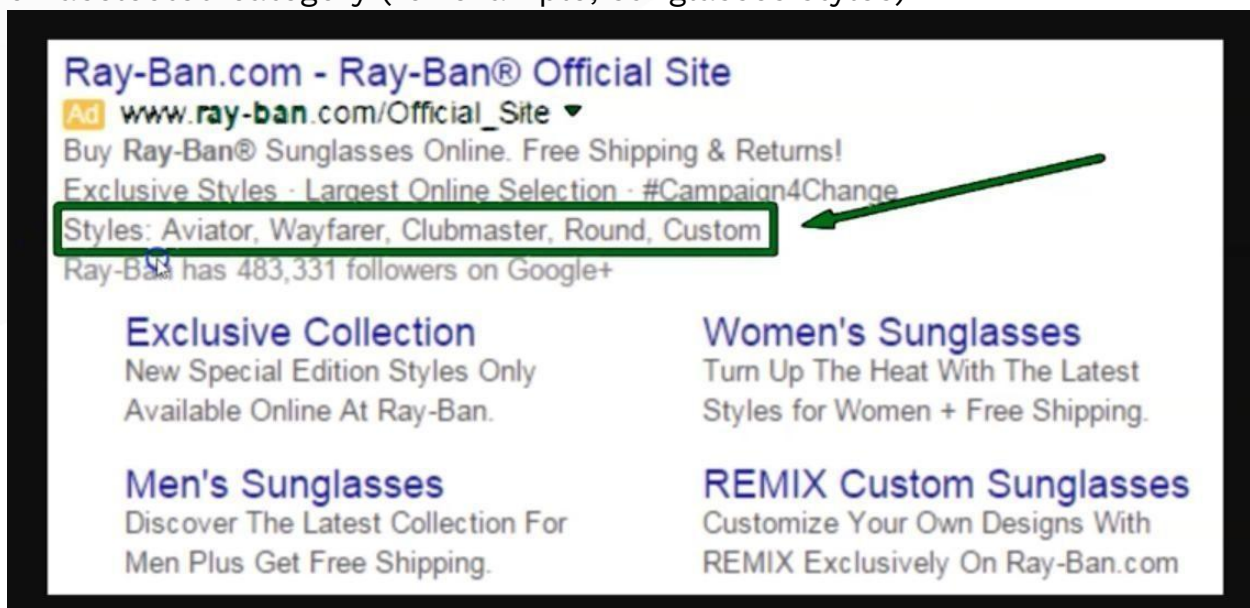
### 2. **Callout extensions** - little bullet points of information, like an extradescription



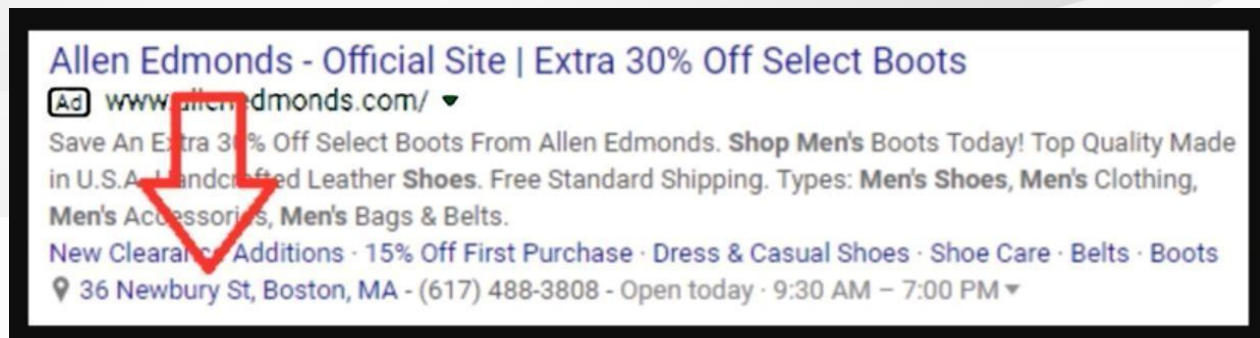
### 3. **Call extensions** - A direct link to your phone number for easy calling



4. **Structured snippets** – Provides a list of product or service offers based on a selected category (for example, sunglasses styles)



5. **Location extensions** – your business location (you must have a Google MyBusiness account to add this extension)



## How to Build Sitelink Extensions

*...Picking up where we left off in our branded campaign build:*

Add new sitelink extension

Sitelink 1

Sitelink text

0 / 25

Description line 1 (recommended)

?

0 / 35

Description line 2 (recommended)

0 / 35

Final URL

?

### ☐ Ad extensions

Click “Sitelink extensions”

### ☐ New Sitelink Extension

### ☐ Add new sitelink extension

What are additional pages of your website that you’d like to offer your audience? An “About Us” page is usually a good place to start.

### ☐ Fill out your **Sitelink 1** text (i.e. the header for this sitelink extension)

For example, “About Us,” “Read About the Team,” “Who We Are,” or “Read Our Epic Story”

☐ Fill out “**Description line 1**”

Elaborate: Where will this click lead the reader?

☐ Fill out “**Description line 2**”

Elaborate: Why should the reader click?

☐ Fill out “**Final URL**”

Paste the URL of the page extension

☐ Repeat these steps for however many additional sitelinks you’d like to include *without* repeating yourself

Remember, each additional sitelink should be an offer of some sort—even if the offer is just for the reader to learn more!

☐ **Sitelink URL options**

Leave as-is

☐ **Advanced options**

Because we’re building an evergreen campaign, deselect mobile and leave the rest as-is

## How to Build Callout Extensions

Callout extensions

Select and create campaign-level callout extensions

Add at least 2 callout extensions

Add new callout extension

Callout text 1 0 / 25

Callout text 2 0 / 25

Callout text 3 0 / 25

Callout text 4 0 / 25

ADD CALLOUT TEXT

Advanced options

SAVE CANCEL

### ☐ Callout extensions

#### ☐ New Callout Extension

#### ☐ Add new callout extension

What are the “bullet points” that are important for a reader to know about you? Why are you in business? What makes you different?

Take all those unique value propositions and make each one a **callout text**.

#### ☐ Advanced options

Deselect mobile—if you have limited-time offers, you can create a start and end date for certain callouts, otherwise leave as-is

***Review the remaining extension options to see which may be applicable to you and create accordingly!***

#### ☐ Save and Continue



#### Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions	Add additional links to your ad	▼
Callout extensions	Add more business information to your ad	▼
Call extensions	Add a phone number to your ad	▼
<div><div><div>+ Structured snippet</div><div>+ App extension</div><div>+ Lead form extension</div><div>+ Promotion extensions</div><div>+ Price extensions</div></div><div></div></div>		

Leave feedback

### Extension Resources

\*Learn more about [sitelink extensions here](#)

\*Learn more about [callout extensions here](#)

\*Learn more about [structured snippets here](#)

\*Learn more about [lead form extensions here](#)

Ad groups are a way of organizing our ads into categories inside a **campaign**.

So, each **ad group** shares the same keywords and budget to promote a product or service.

So, for our **brand campaign**, we might create ad groups for:

## Ad Groups

### Let's Build Some Ad Groups!

*...Picking up where we left off in our branded campaign (set up ad groups) build:*

- Business name
- Branded service #1
- Branded service #2

## ☐ Ad group name

Ad group name

*“Brand terms”*

## ☐ Default bid

\$1

Default bid 

## ☐ Keywords

Google can help you find relevant keywords by entering your website URL or entering your product or service—because this is a branded campaign, just enter the keywords you want to bid on (variations of your brand name, branded products, and how people might search for you)

Keywords

Find relevant keywords by describing what you're advertising in this ad group

 Enter related web page URL

 Enter products or services

GET KEYWORDS

Keywords are words or phrases that are used to match your ads with the terms people are searching for

Enter or paste your keywords, one word or phrase per line

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

## ☐ Save and continue



Because we're building an evergreen campaign, deselect mobile and leave the rest as-is

## Ads and Go Live

### (Creating the Ads!)

*...Picking up where we left off in our branded campaign (create ads):*

#### ☐ **Create Responsive Ad**

##### **A note on Responsive search ads:**

*In 2016, Google Introduced expanded text ads—a type of search ad that allows full control over your text asset and gives audiences more information through additional headlines and descriptions.*

*However, we're not running text ads because Google decided to replace them with Responsive search ads. [Learn more about why Google is killing text ads here.](#)*

#### ☐ **Responsive search ad**

Now, we'll create our responsive search ad: this is where we give Google a number of headlines and descriptions and Google will choose what to display

#### ☐ **Final URL**

Make sure you still enter where you want your user to land when they click on your ad

Final URL ?

<https://www.example.com>

Again, this is where you can manipulate your “URL” to reinforce your offer

Display path ?

www.example.com /

0 / 15 0 / 15

## ☐ Headlines

Enter a number of headline options

Headlines 0/15 ? [View ideas](#)

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

## ☐ Descriptions

Enter a number of description options

Descriptions 0/4 ? [View ideas](#)

New description 0 / 90

New description 0 / 90

## ☐ Save and continue

### Campaign Review

Look through your campaign information; if all looks good, click **publish!**

### Now your campaign is live!

Because we still have some work to do with our campaign build, click “**Enabled**” on the top left hand corner of the page and then click “**Pause**” in the dropdown menu.

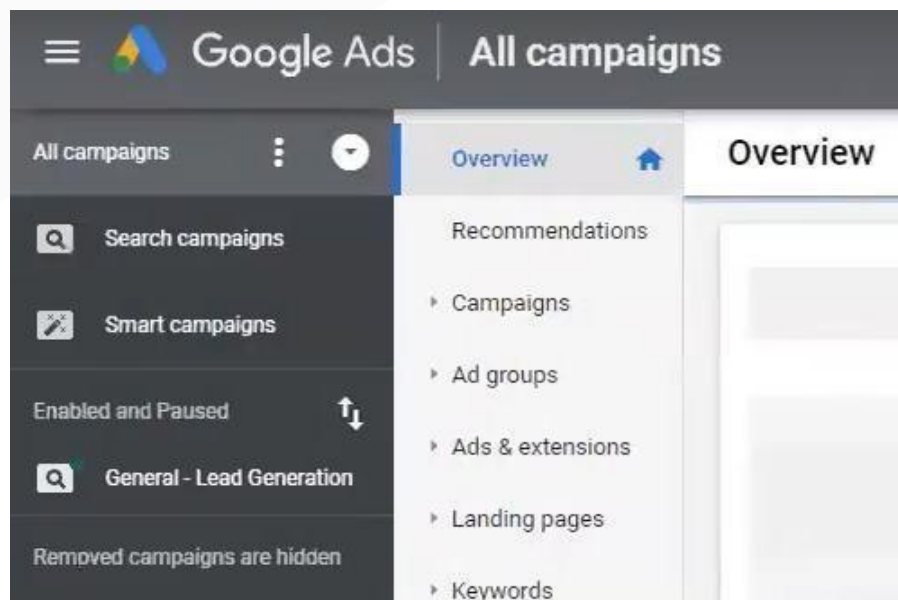
## Navigating Google Ads

Now that one campaign is built (yay!), it's important to understand how to navigate around the Google Ads dashboard without being afraid to mess things up.

Let's take a tour:

### From the Overview Page

- ❑ **Click the slider (>) on the left hand side**
- ❑ **When that expands, take note of the “All campaigns” button** If you get lost inside Google Ads, you can always come back to this key and click the “all campaigns” button!



- ❑ **After clicking “All campaign” take a tour of your dashboard** Check your dates and filters. Review the data and get comfortable with the page:

- Overview
- Recommendations

*(Beware! This page is dangerous—just take a look and move on)*

- Ad groups
- Ads & extensions
- Landing pages

*(This page isn't super relevant to what we're going now—just take a look and move on)*

- Keywords
- Audiences
- Demographics
- Settings

*This is where you can go to modify the initial settings of the campaign we built*

## Things to Remember

- Your Google Ads Account houses your **campaigns**
- Inside your **campaigns** lives **ad groups**
- Inside your ad groups live **marketing assets** (keywords, ads, negative keywords, etc.)

## **PART SEVEN**

### **Key Campaign #2: General Campaign**

- 1. General Campaign: Overview**
- 2. General Campaign: Settings**
- 3. General Campaign: Ad Groups**
- 4. General Campaign: Ads**
- 5. RLSA and Exclusion**



**It's time to build your second campaign!**

## Your General Campaign | 25% of Budget

This campaign-type focuses on searches for your offer, or relevant pivots.

General campaigns are the real money-makers (in time!). These campaigns go after search terms that are positive indicators of intent. General campaigns:

- Capture high commercial intent traffic
- Attract customers who are ready to buy
- Identify trends in your industry
- Compete for your core offering
- Position yourself as an authority in your space

## Keyword Research

You need to know what keywords you're going to build campaigns for. Let's determine your keywords *before* defining your ad groups.

- Start with Google!
- Type in your target words and see what suggestions show up
- Google offers additional recommendations at the bottom of the search results (\*take note of keywords that you *don't* want to rank for and begin your negative keyword list!)

*\*Use an Excel spreadsheet or Google Sheet document to create a rough list of keywords you want to rank for and don't want to rank for.*

- Other Tools:
  - Google keyword planner  
*Inside Google Ads, go to Tools and Settings > Keyword Planner > Discover new keywords*
  - iSpionage
  - SpyFu
  - SEMRush

## Now, It's Time to Decide on Your Ad Groups!

With your keywords in mind, take a moment to consider who you're speaking to—how does your audience see *themselves*?

If you would speak to these groups differently, segment your ad groups accordingly! Consider:

- Does the offer change, depending on your audience?
- Should the ads change?
- Should the extensions change?
- Will the landing page change?

## Reminder: Budgets

- Assigned on a campaign level
- Ad Groups will “steal” budget from each other
- To ensure an Ad Group is always active, build a separate campaign
- For complete comparisons or split tests, build separate campaigns

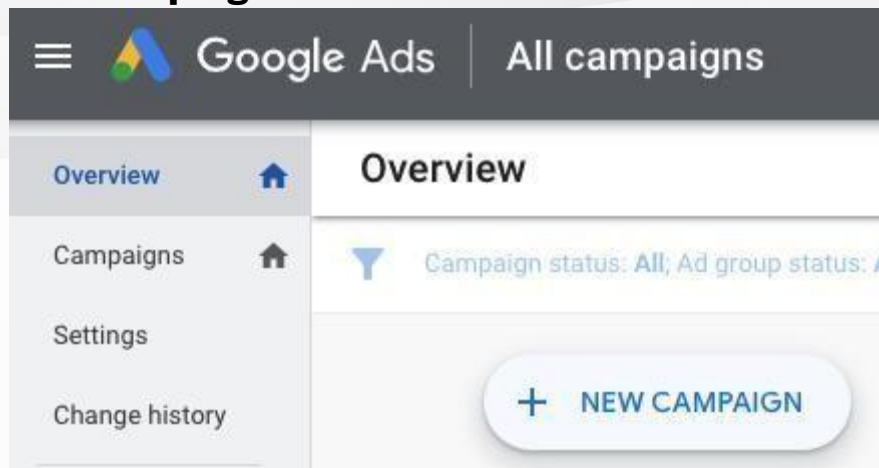
## General Campaign: Campaign Settings

Let's build our general campaign!

- ❑ Go to **Ads.Google.Com** and login

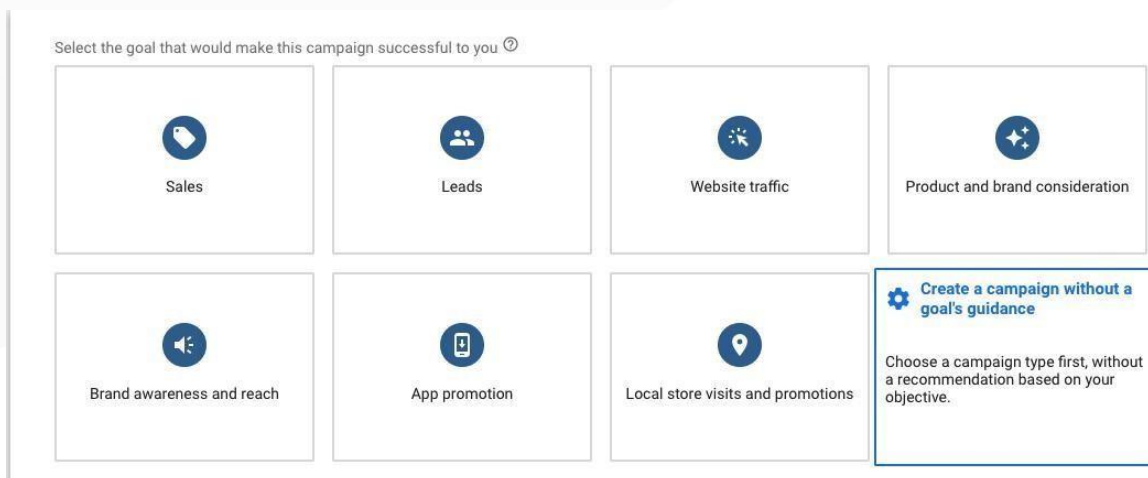
*Psst...you should now see your campaign overview when you login!*

## ❏ (+) New Campaign



## ❏ Select the goal that would make this campaign successful

**toyou** Create a campaign without a goal's guidance










## ❏ Campaign type

Search



Select a campaign type ?

<b>Search</b> Create text or call ads that show near search results of Google.com, on Google search partners sites, and more	<b>Display</b>  Run different kinds of ads across the web	<b>Shopping</b>  Promote your products with Shopping ads	<b>Video</b>  Reach and engage viewers on YouTube and across the web
<b>App</b>  Drive app promotion across Google's networks	<b>Smart</b>  Reach your business goals with automated ads on Google and across the web	<b>Local</b>  Drive customers to a physical location	<b>Discovery</b>  Run ads on YouTube, Gmail, Discover, and more

## ☐ Select the results you want to get from this campaign

Don't select anything!

Select the results you want to get from this campaign ?

☐ Website visits

☐ Phone calls

☐ App downloads

**CONTINUE** CANCEL

## ☐ Continue

## ☐ General settings: Campaign name

"General Campaign"

Campaign name



## ☐ Networks

Select Search Network

Deselect Display

Network

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners [?](#)

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☐ Include Google Display Network [?](#)

**i** Don't miss the opportunity to get additional conversions at similar or lower costs with just one click.

## ☐ Show more settings

Don't change anything!

^ Hide more settings

Start and end dates	Start date: December 9, 2021   End date: Not set	▼
Campaign URL options	No options set	▼
Dynamic Search Ads setting	Get automated search targeting and customized ad headlines based on your website	▼
Ad schedule	All day	▼

## ❑ Targeting and audiences: Locations

Select the geographic region based off *how likely people are to convert*

Locations

Select locations to target ⓘ

☐ All countries and territories

☐ United States and Canada

☒ United States

☐ Enter another location

▼ Location options

## ❑ Location options: Target

People in or regularly in your targeted locations

Target ⓘ

- ☐ Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)
- ☒ Presence: People in or regularly in your targeted locations
- ☐ Search interest: People searching for your targeted locations

## ❑ Exclude

People in your excluded locations

Exclude ⓘ

- ☒ Presence: People in your excluded locations (recommended)
- ☐ Presence or interest: People in, regularly in, or who've shown interest in your excluded locations

## ❑ Languages

All languages

## Languages

Select the languages your customers speak. ?

Start typing or select a language

☒ All languages

## ☐ Audiences

Leave as-is

Audience segments

Select audience segments to add to your campaign

## ☐ Budget and bidding: Budget

70% of your budget

### Budget and bidding

Define how much you want to spend and how you want to spend it

#### Budget

Set your average daily budget for this campaign

\$

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

## ☐ Bidding

Select a bid strategy directly > **Manual CPC**

*Important: After about **10 conversions**, you should come back and select “Help increase conversions with Enhanced CPC.” Enhanced CPC allows Google to increase your bid up to 250%, which is significant—by giving Google some solid data first, your enhanced CPC will be super effective without the risk of needlessly increasing your bid upfront.*

### Bidding

What do you want to optimize for?

Clicks

☐ Set a maximum cost per click bid limit

☒ This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

## Bidding

[Back to previous bidding options](#)

Select your bid strategy [?](#)

Manual CPC

☐ Help increase conversions with Enhanced CPC [?](#)

## ☐ Show more settings: Conversions

Use the account-level "Include in Conversions" settings

Conversions	Select which conversions are included in the "Conversions" column for this campaign and used for Smart Bidding <a href="#">?</a>	^
	<input checked="" type="radio"/> Use the account-level "Include in 'Conversions'" settings <a href="#">?</a>	
	<input type="radio"/> Choose conversion actions for this campaign	

## ☐ Ad rotation

Optimize: Prefer best performing ads

Ad rotation	<input checked="" type="radio"/> Optimize: Prefer best performing ads	Show ads that are expected to get more clicks or conversions. Recommended for most advertisers. ^
	<input type="radio"/> Do not optimize: Rotate ads indefinitely	
	<input type="radio"/> Optimize for conversions (Not supported)	
	<input type="radio"/> Rotate evenly (Not supported)	

## ☐ Ad extensions

Select **applicable** extensions from the list you already created during your branded campaign build; you may need to create more extensions relevant to your **general** campaign. Add as many as possible!

#### Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions	Add additional links to your ad	▼
Callout extensions	Add more business information to your ad	▼
Call extensions	Add a phone number to your ad	▼

+ Structured snippet

+ App extension

+ Lead form extension

+ Promotion extensions

+ Price extensions

[Leave feedback](#)

### A note on call extensions:

*We suggest not using call extensions for general campaigns. For branded campaigns, we know the lead is looking for you specifically and is more likely to call—for general campaigns, folks are likely to click to call before they understand the context around the ad.*

#### ☐ Save and Continue

### General Campaign: Ad Groups

*...Picking up where we left off in our general campaign (set up ad groups) build:*

#### ☐ Ad group name


Enter your first **general campaign's** ad group name

*Make sure you have considered how best to strategically split up your general campaign's ad groups!*

Ad group name

## ❑ Default bid

Think back to our estimates and projections at the beginning of this course and stick to that range, depending on your strategy and goals

Default bid 

\$

## ❑ Keywords

Google can help you find relevant keywords by entering your website URL or entering your product or service, but don't rely on Google for your keywords

Keywords

Find relevant keywords by describing what you're advertising in this ad group

 Enter related web page URL

 Enter products or services

GET KEYWORDS

Keywords are words or phrases that are used to match your ads with the terms people are searching for

Enter or paste your keywords, one word or phrase per line

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

## ❑ Create any additional ad groups applicable to your general campaign

 NEW AD GROUP

*Remember: all ad groups share a budget!*

## ❑ Save and continue

## General Campaign: Ads and Go Live

*...Picking up where we left off in our general campaign (create ads):*

### ☐ Responsive search ad

#### ☐ Final URL

Make sure you still enter where you want your user to land when they click on your ad

Final URL ?

https://www.example.com

#### ☐ Display URL

Again, this is where you can manipulate your “URL” to reinforce your offer

Display path ?

www.example.com /

0 / 15

0 / 15

#### ☐ Headlines

Remember to provide as many headlines and descriptions as possible without redundancy

Headlines 0/15 ? [View ideas](#)

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

#### ☐ Descriptions



Descriptions 0/4 ? View ideas

New description

0 / 90

New description

0 / 90

☐ **Save and continue**

## Campaign Review

Look through your campaign information; if all looks good, click **publish!**

### Now your campaign is live!

Because we still have some work to do in this course, click “**Enabled**” on the top left hand corner of the page and then click “**Pause**” in the dropdown menu.

**\*In this lesson, we built one ad group for our general campaign.**

**Now, make sure to build your subsequent ad groups!\***

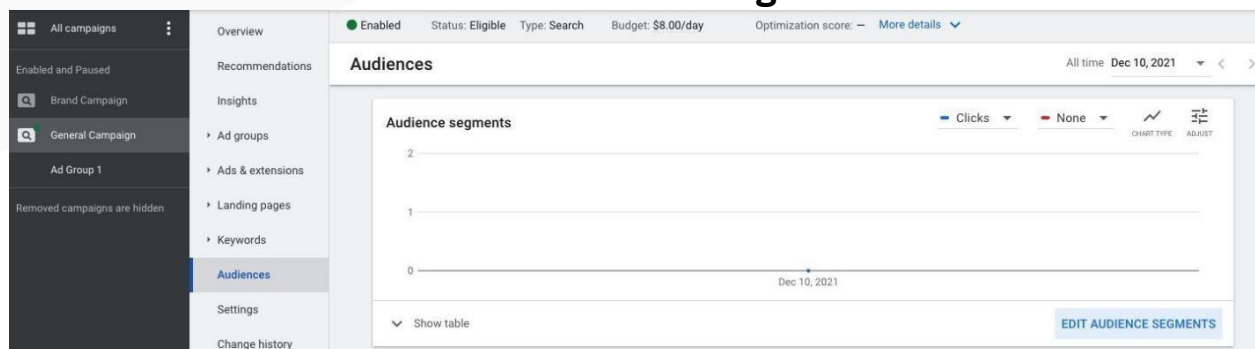
## RLSA and Exclusion: Remarketing Lists for Search Ads (RLSA)

*We are going to create a list that helps make sure people who have been to your site before are more likely to see your ads if they start searching for your search terms again.*



From your **General Campaign**:

## ☐ **Audiences > Click Edit Audience Segments**



## ☐ **Select Observation**

This means we aren't going to limit our target to the people who have been a part of this audience, we want to see who has been a part of this audience to make a strategic decision *later*

## ☐ **Browse**

## ☐ **How They Have Interacted with Your Business**

Remarketing and similar audiences

Select audience segments to add to a campaign or ad group. You can create new segments in [Audience Manager](#). ?

Add to

Campaign ▾

General Campaign



Targeting

Narrow the reach of your campaign to the selected segments, with the option to adjust the bids



Observation (recommended) ?

Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

SEARCH	BROWSE	None selected
Who they are (Detailed demographics)	>	Select one or more segments to observe.
What their interests and habits are (Affinity)	>	
What they are actively researching or planning (In-market)	>	
How they have interacted with your business (Your data and similar segments)	>	
Your combined audience segments (Combined segments)	>	

## ❑ Website Visitors

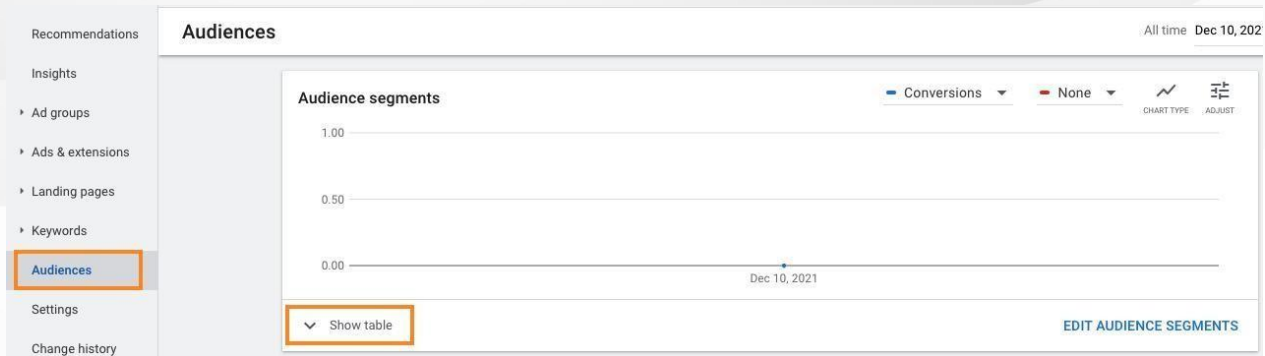
All visitors (Google Ads)

SEARCH	BROWSE	1 selected
← How they have interacted with your business		Website visitors
Website visitors	^	All visitors (Google Ads) ✕
<input checked="" type="checkbox"/> All visitors (Google Ads)		
<input type="checkbox"/> Website Visitors		

## ❑ Save!

You now have an audience in observation mode!

## ❑ Audiences > click Show table



## ❑ Bid adj.

Now you can make a bid adjustment—increase your bid (we recommend around 40%)

Audience segment	Type	Ad group	Bid adj.	Targeting setting	Status	Level	
All visitors (A...) <small>Too small to target for Google properties</small>	Website visitors		Bid adjustment ? Increase 40 %			Campaign	
Total: Segments							
Total: Ot... ?							
Total: Ca... ?							

**\*What this means: You'll increase the bid for people who have been to yoursite before *and* search for one of the keywords you're bidding on.**

## Exclusion Section

*This is very similar to an RLSA list, except instead of targeting people who have been to your site before, we tell Google not to go after anyone who has*

**already converted** with your General Campaign (filled out a form, etc.).

From your **General Campaign**:

## ❏ Audiences > Edit Exclusions

Exclusions

▼ Show table

EDIT EXCLUSIONS

## ❏ Browse

Select audience segments who shouldn't see your ads

Exclude from  
Campaign ▼

General Campaign

SEARCH

BROWSE

Who they are  
(Detailed demographics)



What their interests and habits are  
(Affinity)



What they are actively researching or planning  
(In-market)



How they have interacted with your business  
(Your data and similar segments)



## ❏ Website Visitors

All visitors

SEARCH	BROWSE	1 selected
← How they have interacted with your business		Website visitors
Custom combination segments	▼	All visitors (Google Ads) ×
Website visitors	^	
<input checked="" type="checkbox"/> All visitors (Google Ads)		
<input type="checkbox"/> Website Visitors		

 **Save**

## **PART EIGHT**

### **Key Campaign #3: Competitor Campaign**



- 1. Competitor Campaign: Overview**
- 2. Competitor Campaign: Buildout**

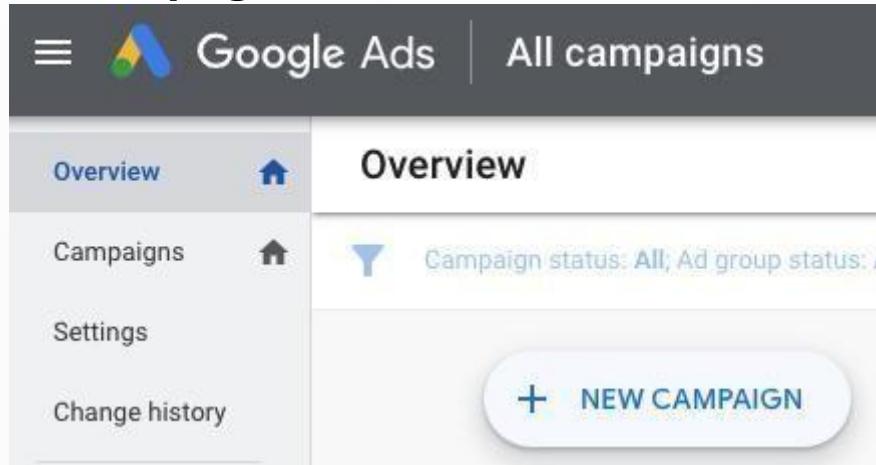
### **Let's Build our Competitor Campaign!**

#### **Your Competitor Campaign | 10% of Budget**

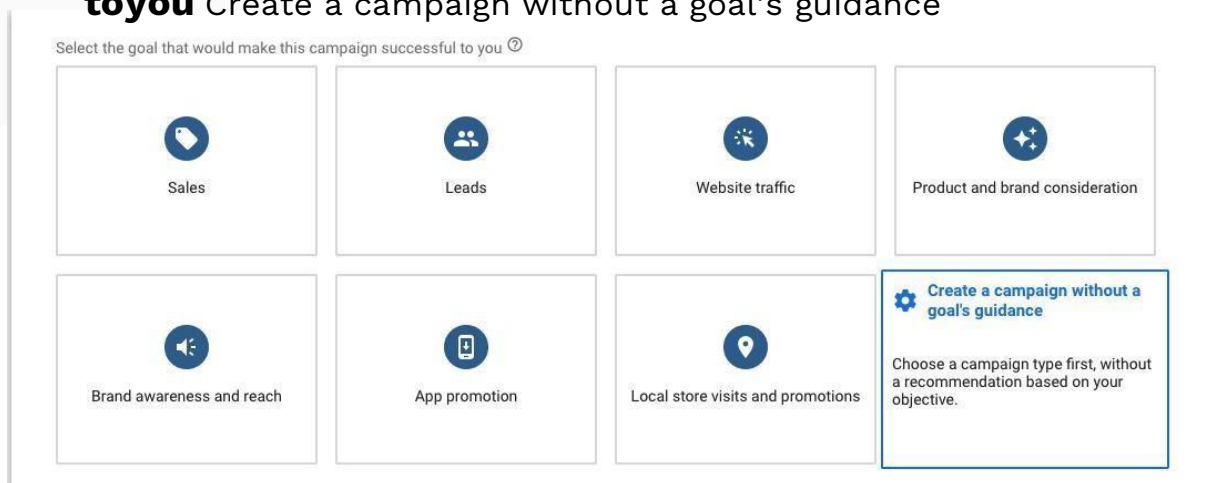
Competitor campaigns are designed to target folks who are searching for alternatives to your product. We typically allocate 20% of our budget to this campaign-type.

## Competitor Campaign: Buildout

- ❑ Go to **Ads.Google.Com** and login
- ❑ **(+) New Campaign**










- ❑ **Select the goal that would make this campaign successful**  
**toyou** Create a campaign without a goal's guidance



- ❑ **Campaign type**  
Search



Select a campaign type ?

<b>Search</b> Create text or call ads that show near search results of Google.com, on Google search partners sites, and more	<b>Display</b>  Run different kinds of ads across the web	<b>Shopping</b>  Promote your products with Shopping ads	<b>Video</b>  Reach and engage viewers on YouTube and across the web
<b>App</b>  Drive app promotion across Google's networks	<b>Smart</b>  Reach your business goals with automated ads on Google and across the web	<b>Local</b>  Drive customers to a physical location	<b>Discovery</b>  Run ads on YouTube, Gmail, Discover, and more

☐ **Select the results you want to get from this campaign**

Don't select anything!

Select the results you want to get from this campaign ?

☐ Website visits  
☐ Phone calls  
☐ App downloads

CONTINUE CANCEL

☐ **Continue**

☐ **General settings: Campaign name**

"Competitor Campaign"

Campaign name

☐ **Networks**

Select Search Network

Deselect Display

Network

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☐ Include Google Display Network

*Don't miss the opportunity to get additional conversions at similar or lower costs with just one click.*

## ☐ Show more settings

Don't change anything!

^ Hide more settings

Start and end dates

Start date: December 9, 2021

End date: Not set

▼

Campaign URL options

No options set

▼

Dynamic Search Ads setting

Get automated search targeting and customized ad headlines based on your website

▼

Ad schedule

All day

▼

## ☐ Targeting and audiences: Locations

You may be more or less expansive in this campaign than you are with your branded and general campaigns, depending on your competitors

Locations

Select locations to target

☐ All countries and territories

☐ United States and Canada

☒ United States

☐ Enter another location

▼ Location options

## ☐ Location options: Target


People in or regularly in your targeted locations

Target

☐ Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)

☒ Presence: People in or regularly in your targeted locations

☐ Search interest: People searching for your targeted locations

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## ☐ **Exclude**

People in your excluded locations

Exclude [?](#)


- ☒ Presence: People in your excluded locations (recommended)
- ☐ Presence or interest: People in, regularly in, or who've shown interest in your excluded locations

## ☐ **Languages**

All languages

Languages

Select the languages your customers speak. [?](#)

 Start typing or select a language

☒ All languages

## ☐ **Audiences**

Leave as-is

Audience segments

Select audience segments to add to your campaign



## ☐ **Budget and bidding: Budget**

10% of your budget

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget

Set your average daily budget for this campaign

\$

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)



## ☐ **Bidding**

Select a bid strategy directly > **Manual CPC**

**Bidding**

What do you want to focus on? [?](#)

Clicks [▼](#)

☐ Set a maximum cost per click bid limit

☒ This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

## Bidding

[Back to previous bidding options](#)

Select your bid strategy [?](#)

Manual CPC [▼](#)

☐ Help increase conversions with Enhanced CPC [?](#)

*Important: for Competitor Campaigns, **never use Enhanced CPC**. Because you aren't the most relevant result for these particular searches (your competitor is!) your quality score will never be as high. Don't offer to pay more money for Google to try to get you to be the #1 result when that is an impossible endeavor.*

## ☐ **Show more settings: Conversions**

Use the account-level "Include in Conversions" settings

**Conversions**

Select which conversions are included in the "Conversions" column for this campaign and used for Smart Bidding [?](#)

☒ Use the account-level "Include in 'Conversions'" settings [?](#)

☐ Choose conversion actions for this campaign

## ☐ **Ad rotation**

Optimize: Prefer best performing ads

Ad rotation

☒ Optimize: Prefer best performing ads  
☐ Do not optimize: Rotate ads indefinitely  
☐ Optimize for conversions (Not supported)  
☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

## Ad extensions

It may be appropriate here to create new extensions that are specific to the competitors you're bidding against (but not attack ads!).

Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions  
 Add additional links to your ad

Callout extensions  
 Add more business information to your ad

Call extensions  
 Add a phone number to your ad

+ Structured snippet  
 + App extension  
 + Lead form extension  
 + Promotion extensions  
 + Price extensions

Leave feedback

## Save and

## ContinueSet Up an Ad

### Group

Split up ad groups by your different competitors!

## Select an ad group type

Standard

Set up an ad group

Ad group type ? : Standard ▼

## Ad group name

Competitor #1

Ad group name

Competitor #1

### ☐ Default bid

Default bid [?](#)

\$

### ☐ Keywords

Qualify your search terms! For example, if a competitor offers some services you don't offer, use keyphrases that **only** include their brand name *and the relevant service or product to you.*

Keywords

Find relevant keywords by describing what you're advertising in this ad group

 Enter related web page URL

 Enter products or services

GET KEYWORDS

Keywords are words or phrases that are used to match your ads with the terms people are searching for

Enter or paste your keywords, one word or phrase per line

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

### ☐ Create a New Ad Group for Every Other Competitor

Using same process

 NEW AD GROUP

### ☐ Save and

continueCreate Ads

## ❑ Responsive search ad

### ❑ Final URL

Make sure you still enter where you want your user to land when they click on your ad

Final URL ?

https://www.example.com

### ❑ Display URL

Again, this is where you can manipulate your “URL” to reinforce your offer

Display path ?

www.example.com /

0 / 15

0 / 15

### ❑ Headlines

Remember to provide as many headlines and descriptions as possible without redundancy

Headlines 0/15 ? [View ideas](#)

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

### ❑ Descriptions

Descriptions 0/4 ? [View ideas](#)

New description

0 / 90

New description

0 / 90

### ❑ Add URL options

Leave as-is



▼ Ad URL options

❑ **Save and continue**

## Campaign Review

Look through your campaign information; if all looks good, click **publish!**

**Now your campaign is live!**

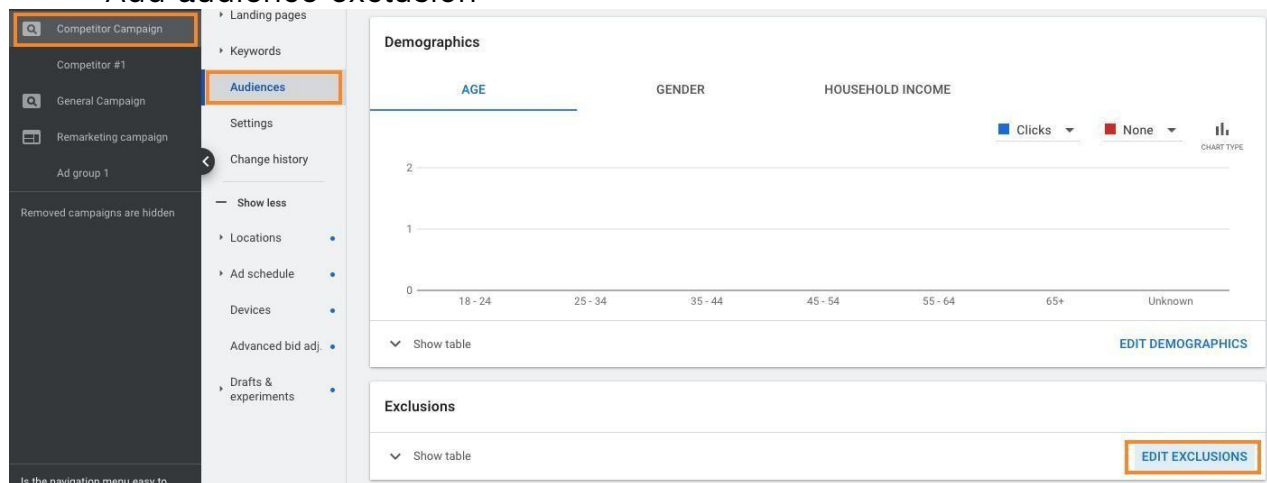
Because we still have some work to do in this course, click “**Enabled**” on the top left hand corner of the page and then click “**Pause**” in the dropdown menu.

## Exclusions

From your **Competitor Campaign**:

❑ **Audiences > click Edit Exclusions**

Add audience exclusion



❑ **Browse**

❑ **How They Have Interacted with Your Business**

Remarketing and similar audiences



SEARCH

BROWSE

Who they are  
(Detailed demographics)

>

What their interests and habits are  
(Affinity)

>

What they are actively researching or planning  
(In-market)

>

How they have interacted with your business  
(Your data and similar segments)

>

## Website Visitors

All converters

SEARCH	BROWSE	1 selected
<div>← How they have interacted with your business</div>		Website visitors
Custom combination segments	▼	All visitors (Google Ads) <span>×</span>
Website visitors	▲	
<input checked="" type="checkbox"/> All visitors (Google Ads)		
<input type="checkbox"/> Website Visitors		

## Save!

## PART NINE

### Key Campaign #4: Remarketing Campaign

1. Remarketing Campaign: Overview and Tag Creation
2. Remarketing Campaign: Campaign Settings
3. Remarketing Campaign: Ad Groups
4. Remarketing Campaign: Ads
5. Exclude Converters
6. Creating Audiences



### Building Your Fourth Campaign!

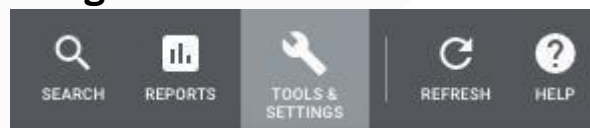
#### Your Remarketing Campaign | 10% of Budget

Remarketing campaigns bring visitors *back to you*. They also ensure the rest of your campaigns are working! And if they work well, they can slash the cost of each lead—sometimes in half. Remarketing campaigns:

- Reengage interested prospects
- Build your brand authority
- Increase visibility
- Improve your sales cycle
- Increase conversions
- Relatively inexpensive

## Let's Build our Remarketing Campaign!

- ❑ Go to **Ads.Google.Com** and login
- ❑ **Tools and settings**



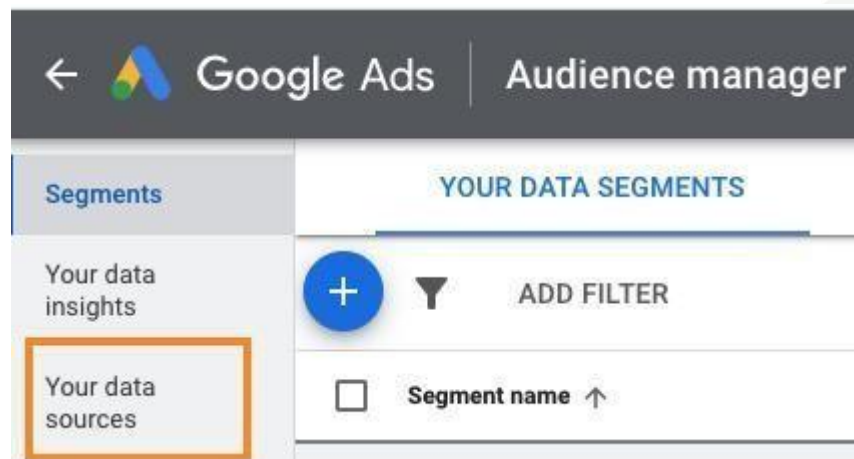
- ❑ **Shared library > Audience manager**

 **SHARED LIBRARY**

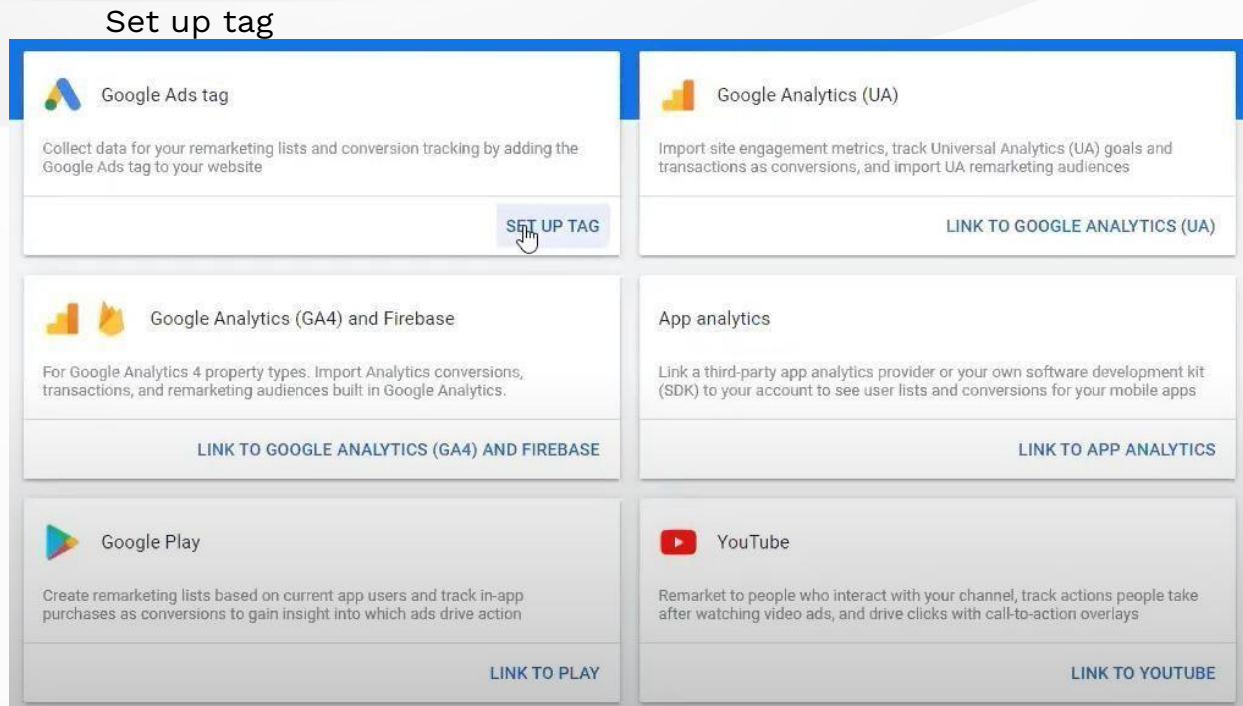
Audience manager

- ❑ **Audience sources**

Left side of page



## ❑ Google Ads Tag > Click corner button



## ❑ Edit the Google Ads tag data source: Remarketing

Only collect general website visit data to show ads to your website visitors

### Create the Google Ads tag data source

Use the settings below to determine what data the tag should collect

<b>Remarketing</b>	Select the type of data this source would be collecting	Remarketing allows you to reach people who have previously interacted with your business.
<input checked="" type="radio"/> Only collect general website visit data to show ads to your website visitors. <a href="#">Learn more</a>		
<input type="radio"/> Collect data on specific actions people performed on your website to show personalized ads. <a href="#">Learn more</a>		

## ❑ Restricted data processing

Does your website comply with California's [Consumer Privacy Act](#) (CCPA)? If you aren't sure, click exclude California residents from remarketing lists

Restricted data processing

Manage data for California users

☒ Exclude California users from remarketing lists

Restricted data processing allows Google to limit how user data is used to comply with data policy standards. This means that users based in California won't be added to your remarketing lists.

Learn more

☐ **Save and Continue**

☐ **Reinstall the tag on your website: Tag setup**

Use Google Tag Manager

Install the tag on your website

Use the settings below to determine what data is captured by the tag. [Learn more](#)

Tag setup

Select how you want to install the Google Ads tag

Install the tag yourself

Email the tag

Use Google Tag Manager

Instructions

Use Google Tag Manager to install the Google Ads tag. Google Tag Manager makes it **easy to update, add, and manage your website tags** without editing your code.

Once a container snippet is added to the pages in your website by a webmaster, you'll need your conversion ID to set up the tag in Google Tag Manager.

Conversion ID  
**409474877**

Detailed instructions

When using the Google Ads tag, you must comply with the Personalized advertising policy and the Google EU user consent policy, and must not send information related to sensitive interest categories. If you implement the user ID parameter, you also agree to comply with the Advertiser cross-device linking policy. Google Ads may use the data reported from the tag to improve the bidding and targeting for the campaigns in your account.

CONTINUE


CANCEL

☐ **Copy the Conversion ID**

☐ **Open Google Tag Manager in a new tab**

TagManager.Google.Com

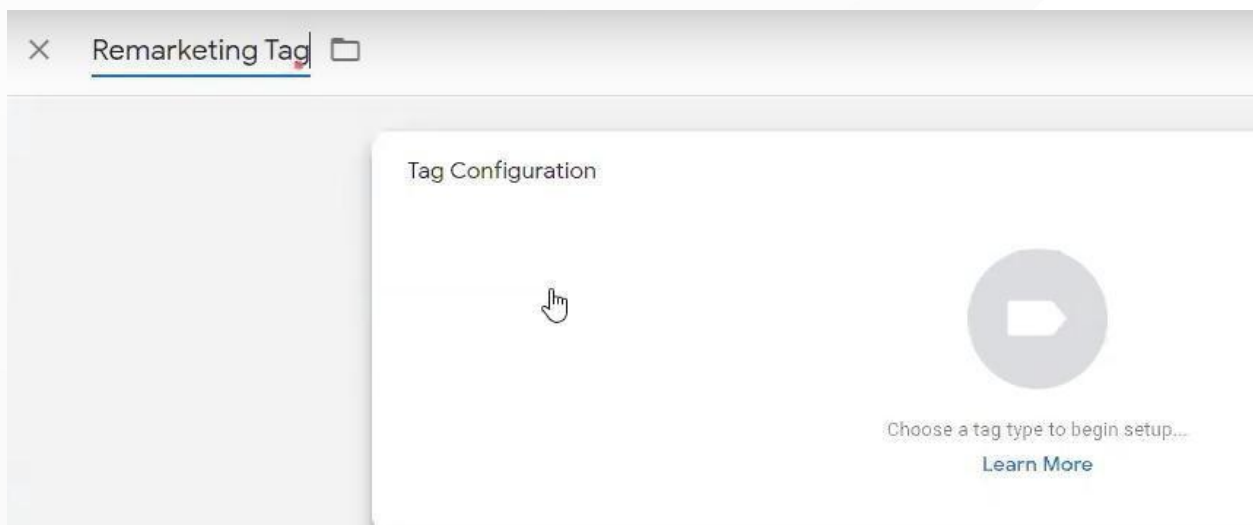
☐ **In GTM: select tags**

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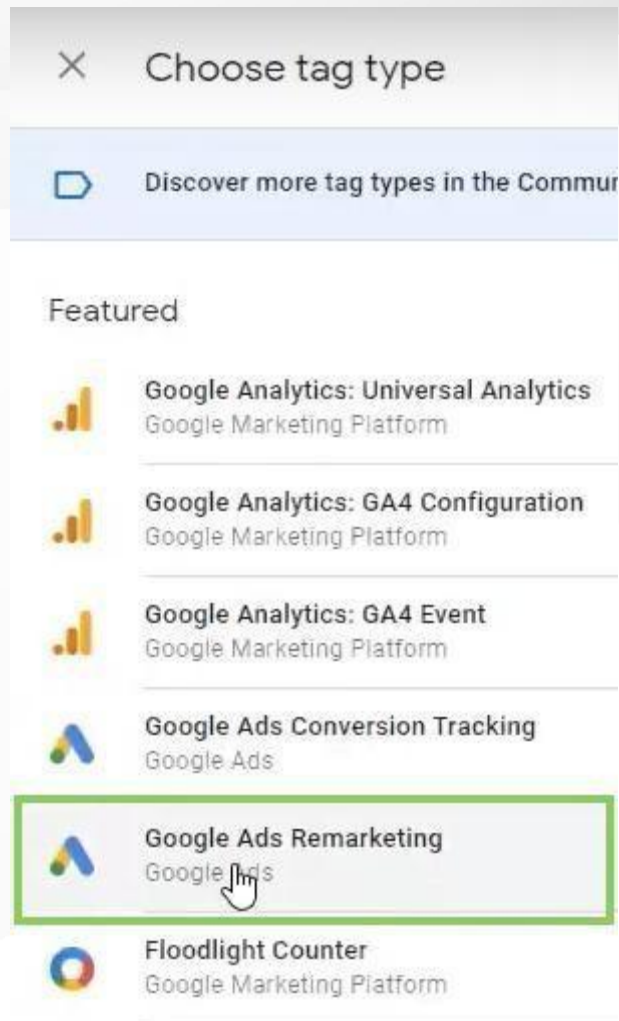
## ❏ **New**

Name “Remarketing Tag” on top left corner




## ❏ **Tag configuration**


Google Ads Remarketing




## **Paste Conversion ID**

Tag Type


 **Google Ads Remarketing**  
Google Ads

Conversion ID: 



## ☐ **Triggering**

All pages > Add

X Choose a trigger		
<input type="checkbox"/>	Name ↑	Type
	All Pages	Page View
	Contact Form Submit	Page View

## ☐ **Save**

## ☐ **Submit**

## ☐ **Publish**

*Now we want to check Google Tag Assistant to make sure this newtag is firing. Need a refresher? Go back to our conversion tracking lessons!*

## ☐ **Open a new window and go to your website**

## ☐ **Click the GTA extension in your browser**

## ☐ **Enable**

## ☐ **Refresh your page**

## ☐ **Click the GTA extension again**

You should see three tags listed under “Result of Tag Analysis,” including your new remarketing tag

*Now, Go Back to Where You Left Off in Google Ads*



You should still be on the “Reinstall the tag on your website” page

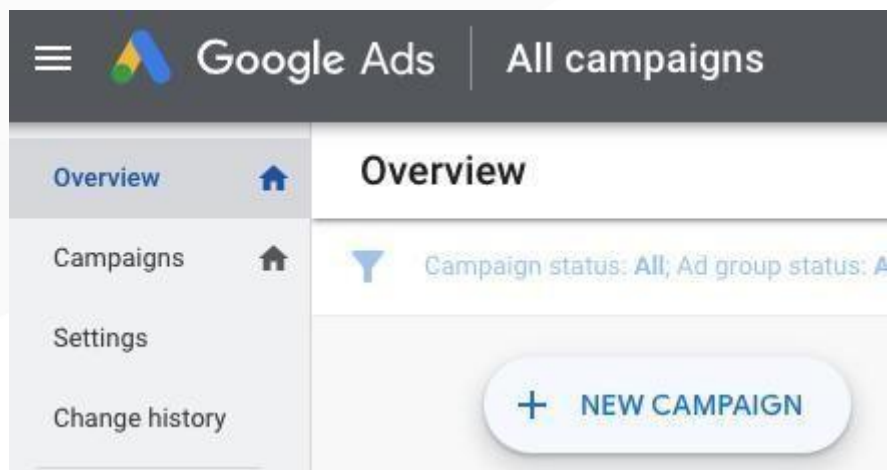
❑ **Done!**

## Remarketing Campaign: Campaign Settings

**Now, Let's Build!**

❑ Go to **Ads.Google.Com** and login









❑ **(+) New Campaign**



❑ **Select the goal that would make this campaign successful**

**toyou** Create a campaign without a goal's guidance









Select the goal that would make this campaign successful to you ?

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Local store visits and promotions	 <b>Create a campaign without a goal's guidance</b>  Choose a campaign type first, without a recommendation based on your objective.

## ☐ Campaign type

Display

Select a campaign type ?

 Search Reach customers interested in your product or service with text ads	 <b>Display</b> Create visually appealing ads that serve across the Google Display Network, on Youtube, and on mobile or in app	 Shopping Promote your products with Shopping ads	 Video Reach and engage viewers on YouTube and across the web
 App Drive app promotion across Google's networks	 Smart Reach your business goals with automated ads on Google and across the web	 Local Drive customers to a physical location	 Discovery Run ads on YouTube, Gmail, Discover, and more

## ☐ Select a campaign subtype

Standard display campaign

Select a campaign subtype. Keep in mind that this selection can't be changed later.

- ☒ Standard Display campaign  
Pick your settings and targeting, and have some automation options. [Learn more](#)

## ☐ Select the results you want to get from this campaign

Paste your business's website

This is the web page people will go to after clicking your ad ?

 Your business's website

## ☐ Continue

## ☐ Campaign name

Remarketing Campaign

Campaign name

Remarketing campaign

## ☐ Targeting and audiences: Locations

Select the geographic region based off *how likely people are to convert*

Locations

Select locations to target ⓘ



- ☐ All countries and territories
- ☐ United States and Canada
- ☒ United States
- ☐ Enter another location

▼ Location options

## ☐ Location options: Target

People in or regularly in your targeted locations

Target ⓘ

- ☐ Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)
- ☒ Presence: People in or regularly in your targeted locations

## ☐ Exclude

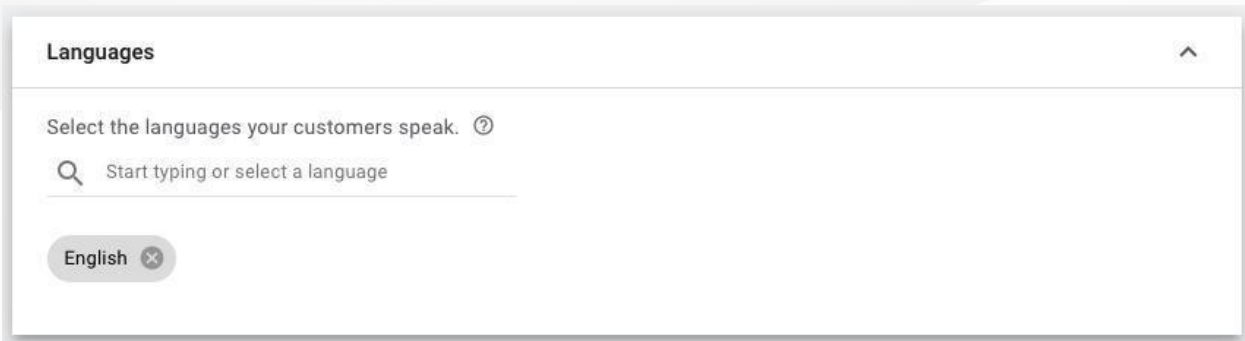
People in your excluded locations

Exclude ⓘ

- ☒ Presence: People in your excluded locations (recommended)
- ☐ Presence or interest: People in, regularly in, or who've shown interest in your excluded locations

## ☐ Languages

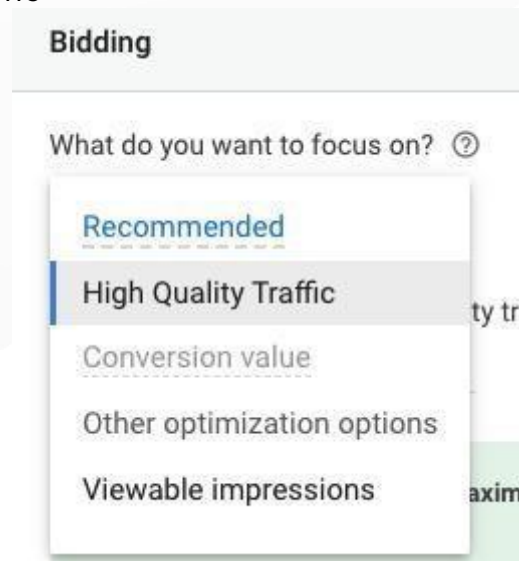
Only select applicable language to you



The screenshot shows the 'Languages' section of a Google Ads account. At the top, it says 'Languages' with an upward arrow. Below that, a prompt reads 'Select the languages your customers speak.' followed by a help icon. A search bar contains the text 'Start typing or select a language'. At the bottom, a pill-shaped button labeled 'English' with a close icon is shown.

### ☐ **Bidding: What do you want to focus on?**

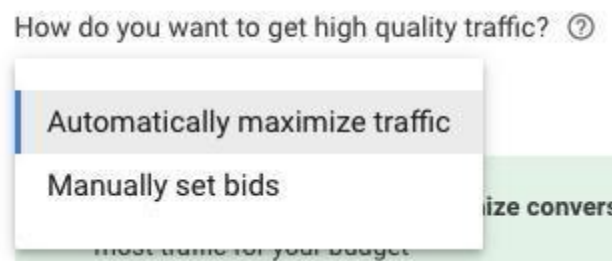
High Quality Traffic



The screenshot shows the 'Bidding' dropdown menu. The title is 'Bidding'. Below it is the question 'What do you want to focus on?' with a help icon. The dropdown list includes: 'Recommended' (highlighted in blue), 'High Quality Traffic' (highlighted with a blue bar), 'Conversion value', 'Other optimization options', and 'Viewable impressions'.

### ☐ **How do you want to get conversions?**

Automatically maximize traffic



The screenshot shows the dropdown menu for 'How do you want to get conversions?'. The title is 'How do you want to get high quality traffic?' with a help icon. The dropdown list includes: 'Automatically maximize traffic' (highlighted with a blue bar) and 'Manually set bids'.

### ☐ **Budget**

10% of your total budget

## Budget

Set your average daily budget for this campaign

\$

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

## MORE SETTINGS

Ad rotation	Optimize: Prefer best performing ads	
Ad schedule	All day	
Devices	Show on all devices	
Campaign URL options	No options set	
Dynamic ads	No data feed	
Start and end dates	Start date: December 11, 2021	End date: Not set
Conversions	Account-level conversions setting (Conversion action in use: <b>Contact Form Submitted</b> )	

## Show more settings: Conversions

- ☐ **Ad rotation**  
Optimize: Prefer best performing ads
- ☐ **Ad schedule**  
All day
- ☐ **Devices**  
Leave as-is
- ☐ **Campaign URL Options**  
Leave as-is
- ☐ **Dynamic Ads**  
Leave as-is

## ☐ **Start and end date**

Leave as-is unless you have specific dates

## ☐ **Conversions**

Use the account-level “Include in Conversions” settings

## ☐ **Content exclusions**

Select site-types where you don’t want your ad to appear

**Content exclusions** ^

Opt out of showing your ads on content that doesn't fit your brand

Digital content labels ?	Sensitive content ?	Content type ?
<input type="checkbox"/> DL-G: General audiences <input type="checkbox"/> Content suitable for families	<input type="checkbox"/> Tragedy and conflict	<input type="checkbox"/> Games <b>Inactive</b>
<input type="checkbox"/> DL-PG: Most audiences with parental guidance	<input type="checkbox"/> Sensitive social issues	<input type="checkbox"/> Live streaming YouTube video
<input type="checkbox"/> DL-T: Teen and older audiences	<input type="checkbox"/> Profanity and rough language	<input type="checkbox"/> Embedded YouTube videos
<input type="checkbox"/> DL-MA: Mature audiences	<input type="checkbox"/> Sexually suggestive	<input type="checkbox"/> Below-the-fold
<input type="checkbox"/> Content not yet labeled	<input type="checkbox"/> Sensational and shocking	<input type="checkbox"/> G-mob mobile app non interstitial <b>Inactive</b>
		<input type="checkbox"/> Parked domains
		<input type="checkbox"/> In-video

While content exclusions are completed to the best of our ability, we can't guarantee that all related content will be excluded.

## ☐ **Add targeting**

Leave as-is

## **Remarketing Campaign: Ad Groups**

*...Picking up where we left off in our remarketing campaign (set up ad groups)build:*

### ☐ **Ad group name**

For the sake of this lesson, let’s only create a single ad group for your remarketing ads and name this “General Remarketing”

## ☐ Audiences

Browse > How they have interacted with your business > All visitors

## ☐ Targeting expansion

Off!

## Remarketing Campaign: Creating the Ads

*...Picking up where we left off in our remarketing campaign (create ads):*

## ☐ New responsive display ad

### ☐ Final URL

Enter the URL (landing page) where you want your audience to end up for **this particular ad**—your homepage works!

Final URL ?

<https://www.example.com>

## ☐ + Images and logos

Upload your logo, select “Logo,” and save

Images and logos ?

Add 2 or more high-quality images (1 square and 1 landscape required) [Learn more](#)

[+ IMAGES AND LOGOS](#)

## ☐ Upload images

Upload as many images as you can

## ☐ Upload any videos you have as well

### Videos

Optional (portrait and landscape around 30 seconds work best)

+ VIDEOS

## Headlines

Fill out five headlines

### Headlines ?

Add up to 5 headlines

Headline

0 / 30

Headline

0 / 30

Headline

0 / 30

Headline

0 / 30

Headline

0 / 30

## Long Headline

### Long headline ?

Long headline

0 / 90

## Descriptions

Fill out five descriptions



### Descriptions ?

Add up to 5 descriptions

Description

0 / 90

Description

0 / 90

Description

0 / 90

Description

0 / 90

Description

0 / 90

### ☐ Business name

Make sure you enter the business name users will use to find you

Business name ?

Business name

0 / 25

### ☐ Additional format options

Leave as-is

### ☐ More options: Call to action text

Choose a call to action that most closely aligns with your business

### ☐ Custom colors

If you have your HEX codes, feel free to add them here! Opt in to show this ad on text and native ad placements

☐ Call to action text

☐ Custom colors

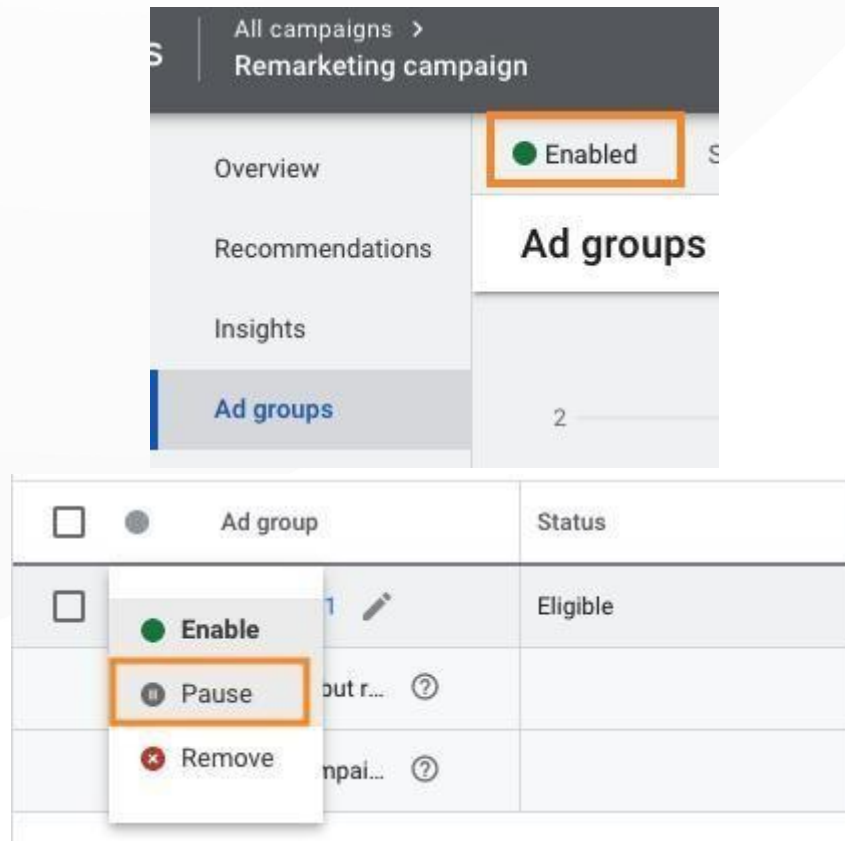
### ☐ Add to ad group

### ☐ Create another ad!

## ❑ Create campaign

## ❑ Continue to campaign

Because we still have some work to do in this course, click “**Enabled**” on the top left hand corner of the page and then click “**Pause**” in the dropdown menu.



## Remarketing Campaign: Exclusions

*(I.e. don't show these ads to people who already took us up on our offer!)*

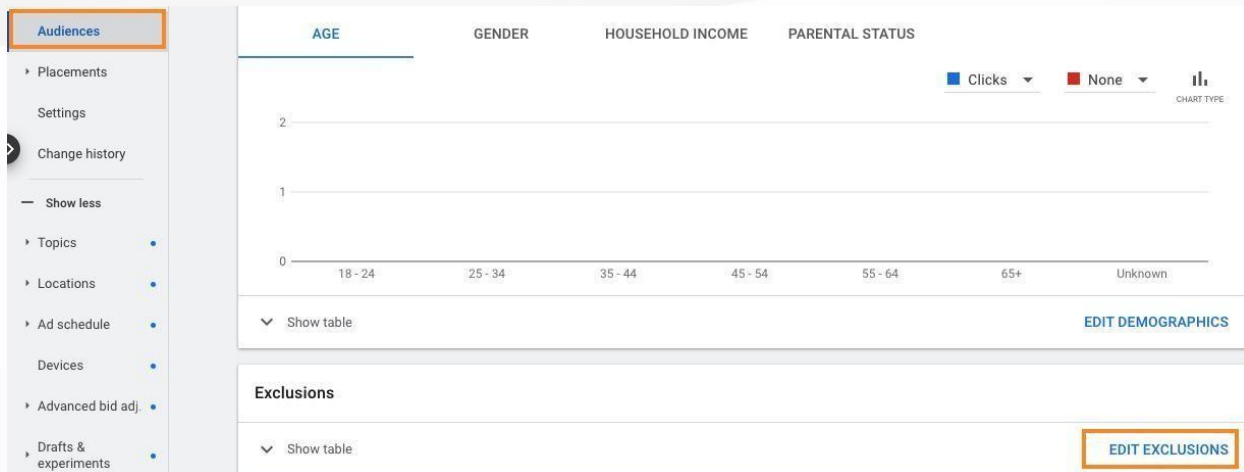
From your Google Ads dashboard:

## ❑ All campaigns > Remarketing campaign

For this lesson, we are going to make a **campaign-wide rule** (don't show any remarketing ads to folks who have already converted); but you

could also choose to only make this exclusion in certain ad groups within this remarketing campaign!

## Audiences > Edit Exclusions



## Exclude from (dropdown)




Campaign

Select audience segments who shouldn't see your ads

Exclude from  
Campaign 

Remarketing campaign

## Search > All converters

SEARCH	BROWSE	1 selected
 Try "employment"		Website visitors
 Recently selected segments (2)		All visitors (Google Ads) 
<input checked="" type="checkbox"/> Website visitors All visitors (Google Ads)		
<input type="checkbox"/> Website visitors Website Visitors		

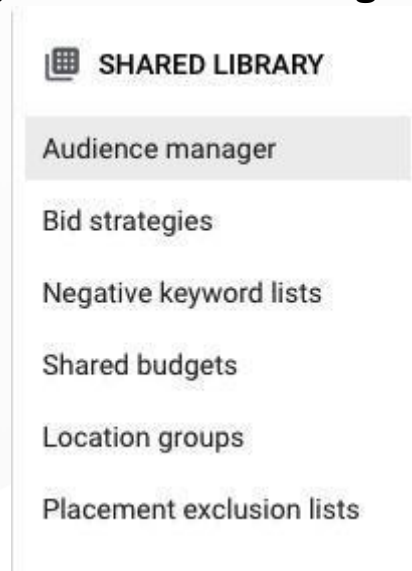
## Save

*Now, Google will only show your remarketing ads to people who have not converted.*

## Remarketing Campaign: Creating Audiences

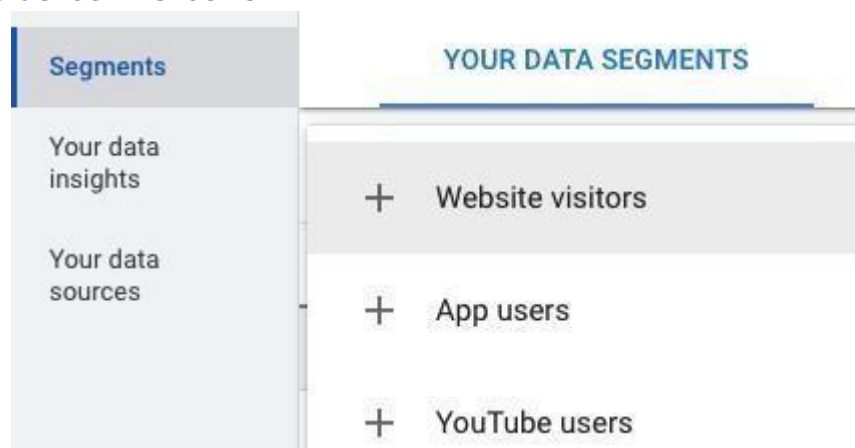
We built our remarketing audience and added an exclusion list. Now let's learn how to build more advanced audiences so that you can massage your remarketing campaigns to better suit what is working for you further down the road. So, from your Google Ads dashboard:

### ❑ Tools and settings > Audience manager



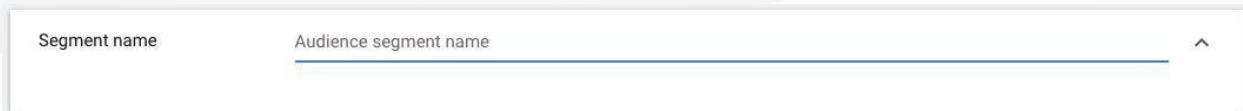
### ❑ Audience lists > Remarketing >

### ❑ + Website visitors



### ❑ Audience name

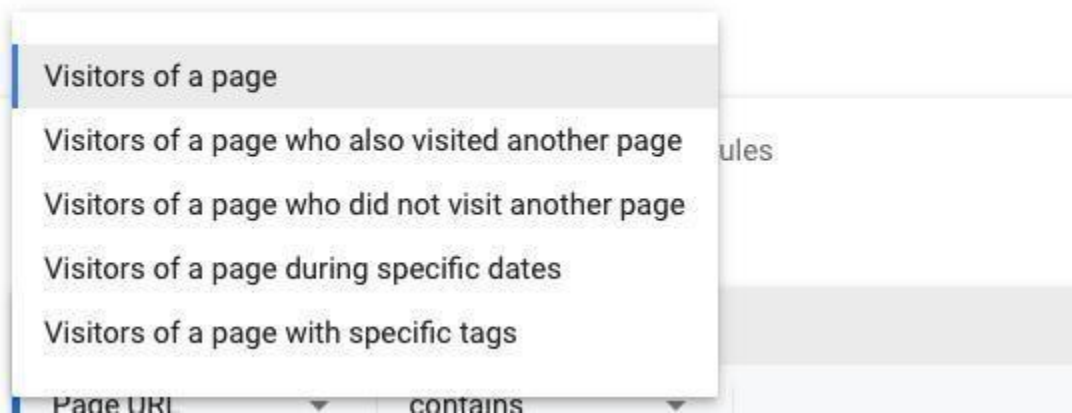
This is the more specific audience type you will target, perhaps categorized by the specific page/service/product they visited on your site

A screenshot of a form with two input fields. The first field is labeled "Segment name" and the second field is labeled "Audience segment name". The second field is currently empty and has a blue underline.

## ☐ List members

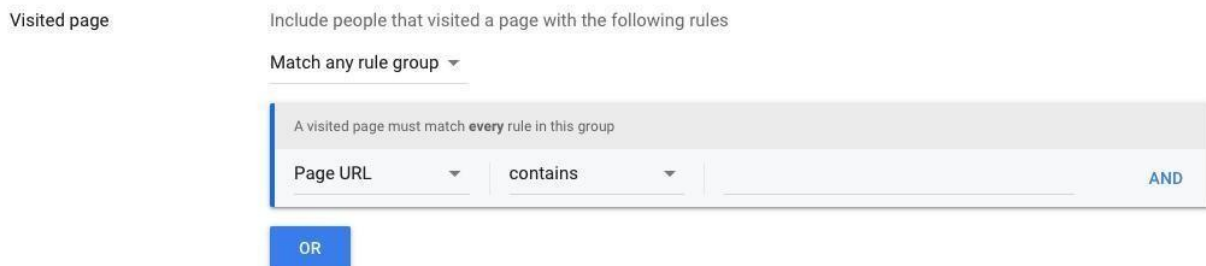
You can play around here! For this training, we'll make it easy and stick with "Visitors of a page"

Select the type of visitors from which you'd like to create a segment [Learn more](#)

A screenshot of a dropdown menu with five options: "Visitors of a page", "Visitors of a page who also visited another page", "Visitors of a page who did not visit another page", "Visitors of a page during specific dates", and "Visitors of a page with specific tags". The first option, "Visitors of a page", is highlighted with a blue bar on the left.

## ☐ Visited page

Again, you can play around here; for this training, simply choose "Match any rule group" and your desired URL

A screenshot of the "Visited page" configuration interface. It includes a label "Visited page" and a description "Include people that visited a page with the following rules". Below this is a dropdown menu set to "Match any rule group". A rule group box contains the text "A visited page must match every rule in this group" and a rule configuration: "Page URL" (selected from a dropdown), "contains" (selected from a dropdown), and an empty input field. To the right of the input field is a blue "AND" button. Below the rule group box is a blue "OR" button.

## ☐ Pre-fill options

Leave as-is

#### Pre-fill options

Choose between pre-filling the segment or starting with an empty one

- ☒ Pre-fill segment with people who matched the rules within the past 30 days
- ☐ Start with an empty segment

Google Ads can pre-fill your segment with people who have interacted with your business in the previous 30 days, or you can start with an empty segment.

### ❑ Membership duration

540 days

#### Membership duration

Enter the number of days someone stays in this audience segment

540 days

The maximum membership duration is 540 days

Membership duration is the amount of time someone will stay in your data segment after interacting with your business.

### ❑ Description

Explain what this audience means so that anyone who hopped into your Google Ads account could understand without digging through all the details

#### Description

Enter details about this segment

Add a segment description (optional)

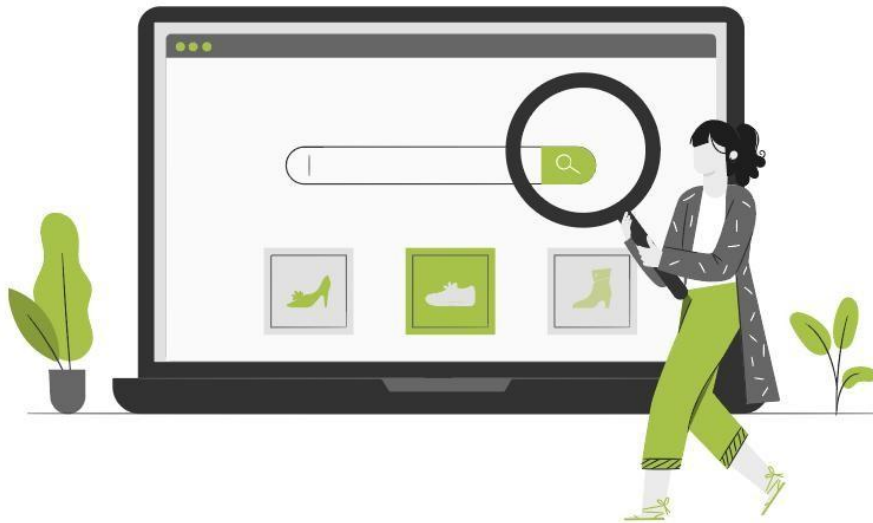
### ❑ Create audience

CREATE SEGMENT

**\*The audience is built *but* you still need to build a campaign for that audience! However, you can apply this audience to any campaign that has already been built.**

## PART TEN

### Key Campaign #5: DSA Campaign



1. **DSA Campaign: Overview**
2. **DSA Campaign: Buildout**

Let's Build our DSA Campaign!

#### **Your DSA Campaign | 25% of Budget**

Dynamic Search Ads (DSA) fills in the gaps in your keyword-targeted campaigns. With DSA campaigns, your site will appear in the search results when someone searches for a term that's closely related to a **frequently used phrase or title found on your website.**

## DSA Campaign: Buildout

Go to campaigns:

1. Click the “+” symbol
2. New campaign
3. Create a campaign without a goal’s guidance
4. Search
5. Skip “Select the results you want to get from this campaign”
6. Continue

### General Settings

Type: Search

Campaign Name:

Network: Search Network > Only choose “Search Network” and select “Include Google Search Partners”

Skip start and end date

Skip Campaign URL

Options

Click on “Dynamic Search Ads setting” > yourdomain.com

*For newer websites, you’ll have to wait until Googlebots scan or “crawls” your site(usually around 1 month after your site is published*

### Language

Language: All languages

Select a target source > Use Google’s index of my website

Ad Schedule: All day



## Budget and bidding

Budget: 16% of budget

Bidding: Conversions > Set a target cost per action

Conversion: Account-level conversion setting

Ad rotation: "Optimize: Prefer best performing ads"

Sitelink extensions: Choose the ones that are most appropriate for

you. Once finished, click Save and continue.

## Set up an ad group

It will automatically choose "Dynamic."

Ad group name: All Webpages

## Create a rule to target webpage

Select URL > contains > Enter the "root" domain where all your products are found (e.g. "underdoggames.com/collections/" or "underdoggames.com/products/")

This will let Google crawl your product pages.

The screenshot shows the 'Create a rule to target webpage' interface in Google Ads. At the top, the 'Ad group name' is 'All Webpages'. Below this, there's a section for 'Categories recommended for your website' with a plus icon and '1 selected' status, and a 'CLEAR ALL' link. The main section is titled 'Create a new rule to target specific webpages'. It has two radio buttons: 'Use exact URLs' (unselected) and 'Create rules to target webpage' (selected). Under 'Create rules to target webpage', there's a dropdown menu showing 'URL' and a text input field containing 'contains'. To the right of the input field is an 'AND' button. Below the input field is an 'ADD' button. At the bottom of the main section is a plus icon and the text 'All webpages'. To the right of the main section is a 'Dynamic ad targets' section with a text input field containing 'URL contains underdoggames.com/collections/' and edit/delete icons. At the bottom of the interface are three buttons: 'BACK', 'SAVE AND CONTINUE', and a 'Leave feedback' link.

However, if you want to use the exact URLs:

Select “Use exact URLs” > paste the exact URL of the product > Add

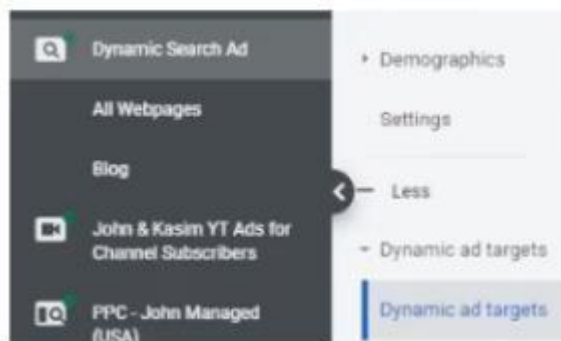
### Create ads

- Final URL
- Headline - will be pulled right from your page title
- Display URL
- You can only add descriptions
- Use the full length
- Should be about your products
- If you have a theme for your store, put it here.

Once finished, click **Save** and **Continue**.

### To check on what ad group goes to your pages

*Go to Dynamic Search Ads > Dynamic Targets*



## Negative dynamic ad target

Use this if you don't want Google to crawl a specific page.

1. Copy the URL of the page
2. Inside Dynamic Search Ad go to Negative dynamic ad target
3. Click Add to > Campaign
4. Use exact URLs
5. Paste the url here
6. Add

## Adjusting your Target CPA

Inside Dynamic Search Ad:

1. Go to Ad groups
2. Select the Target CPA of the ad group
3. Click the pencil icon

<input type="checkbox"/>	Ad group	Status	Target CPA	↓ Conversions
<input type="checkbox"/>	Blog	Eligible	\$100.00	0.00
<input type="checkbox"/>	All Webpages	Eligible	\$530.00	0.00
Total: All enabled ad groups ⓘ				0.00
▼	Total: Campaign ⓘ			0.00

## How to find the pages that are getting traffic

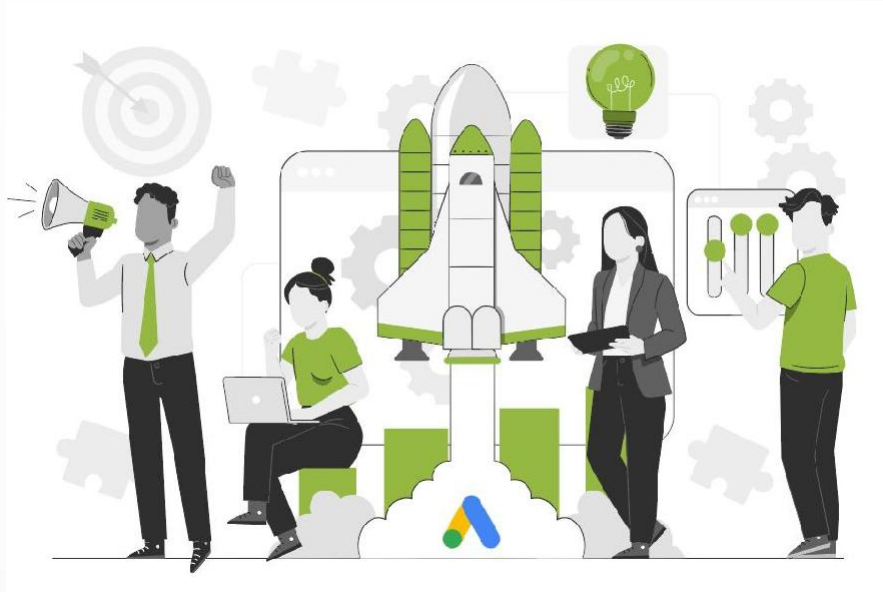
Inside Dynamic Search Ad > Landing pages

## How to add a negative keyword of your brand in DSA campaign

1. Inside Dynamic Search Ad > Negative Keywords
2. Click the “+” symbol
3. Add negative keywords or create a list
4. Add your brand name

## PART ELEVEN

### Key Campaign #6: Performance Max



1. **Performance Max Campaign: Overview**
2. **Performance Max Campaign: Buildout**

#### **Performance Max Campaign | 20% of Budget**

Performance Max is where things get both super exciting and complicated.

While we *will* walk you through how to build a Performance Max campaign, **we strongly suggest going through our [Ultimate Guide to Performance Max](#) first.**

Performance Max is an entirely different beast in the world of Google Ads—there are different functions and terms that stray from traditional campaigns we went through so far—and it's critical that you understand how PMax works before jumping into this section.

**[Read the Ultimate Guide to Performance Max Here](#)**

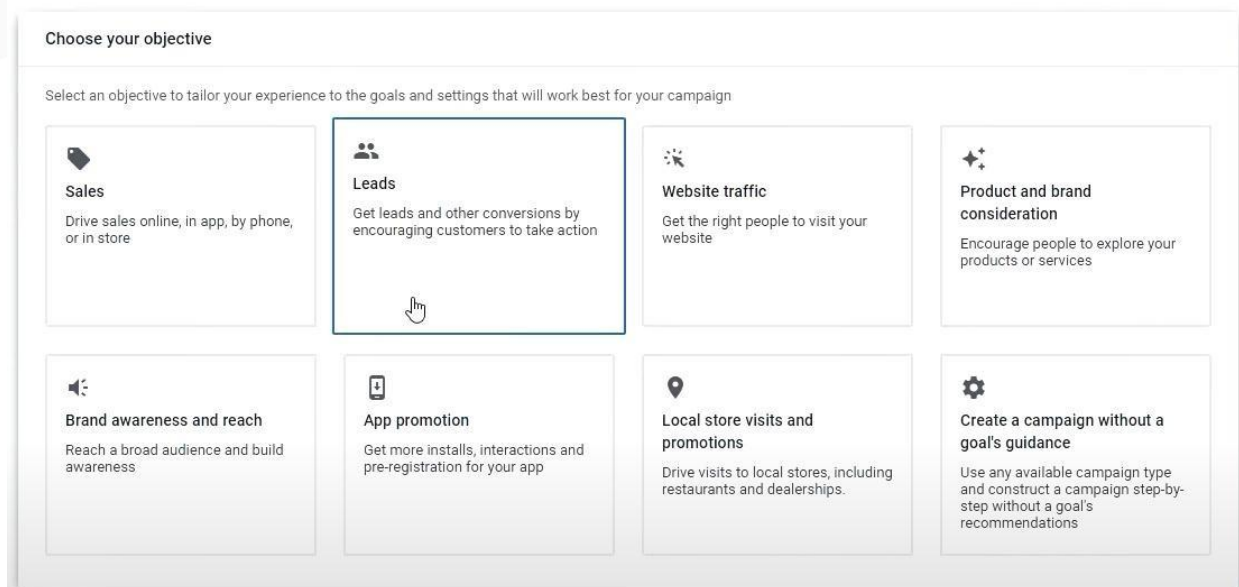
## Performance Max Campaign: Buildout

- Inside your **Google Ads Campaigns** dashboard, click “+ New campaign”



- **Choose your objective:** Leads

What's your campaign objective?





## Conversions Actions

- Choose the **conversion actions** for your campaign

Use these conversion goals to improve Leads


Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Leads.

Conversion Goals	Conversion Source	Conversion Actions	Value
 <b>Phone call leads</b> (account default)	Call from Ads (Active)	<u>2 actions</u>	Multiple values
 <b>Submit lead forms</b> (account default)	Website (Active)	<u>4 actions</u>	Dynamic (Multiple values avg)

[ADD GOAL](#)


- Select a campaign type. Choose **Performance Max**

Select a campaign type




**Search**

Reach customers interested in your product or service with text ads




**Performance Max**

Reach audiences across all of Google with a single campaign. [See how it works](#)



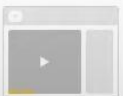
**Display**

Run different kinds of ads across the web



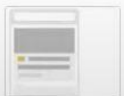
**Shopping**

Promote your products with Shopping ads



**Video**

Reach and engage viewers on YouTube and across the web



**Discovery**

Run ads on YouTube, Gmail, Discover, and more

[CANCEL](#) [CONTINUE](#)

- **Name** your campaign, then click **Continue**

Campaign name

Leads-Performance Max-2

## Budget and Bidding

- Add a **budget**

Budget

Enter the average you want to spend each day

\$ |

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

- **Bidding:** Select **conversions**

Bidding

What do you want to focus on? ⓘ

Conversions ▾

☐ Set a target cost per action (optional)

✓ This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

NEXT

## Important: Bidding for Lead Generation

**For lead generation campaigns, we recommend using “Maximize Conversions” as your bidding strategy.**

Bear in mind that Maximize Conversions and Maximize Conversion Value are two different bid strategies. They sound the same but it's easier to get a conversion with Maximize Conversions—because it's not asking for a large conversion, unlike Maximize Conversion Value. And it's not asking for a large conversion over three times your spend, unlike tROAS.

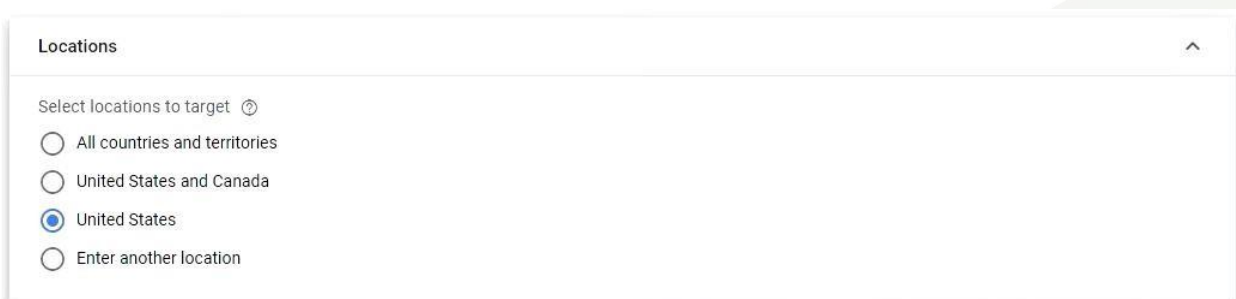
On that note, **Don't set a target cost per action (tCPA) or a target return on ad spend (tROAS)**, at least not in the beginning.

Give it at least [30-60 days to gather enough data](#) and find out how Google operates before putting constraints on it.

Your PMax campaign will eat into other campaign types. *And it doesn't need a budget equal to those other campaigns to steal from them!* So, while there is no “golden rule,” we recommend running your campaign as “open” as possible.

## Campaign Settings

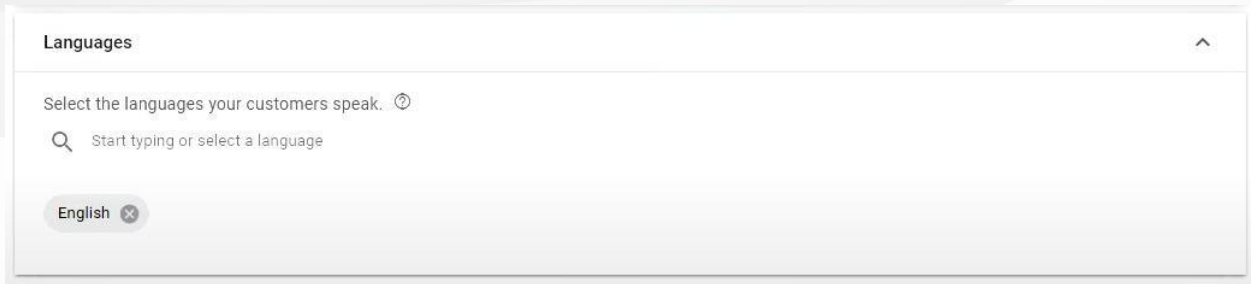
- **Choose the locations** you want to target



The screenshot shows a 'Locations' selection dialog box. At the top, it says 'Locations' with an upward arrow icon. Below that is a section titled 'Select locations to target' with a help icon. There are four radio button options: 'All countries and territories', 'United States and Canada', 'United States' (which is selected), and 'Enter another location'.



- Select the **language** (English, unless another language is applicable to your business)

A screenshot of the 'Languages' selection interface in Google Ads. At the top, it says 'Languages' with an upward arrow. Below that, it says 'Select the languages your customers speak.' followed by a help icon. There is a search bar with a magnifying glass icon and the text 'Start typing or select a language'. Below the search bar, there is a button labeled 'English' with a close icon (X).

## Build Your Asset Group

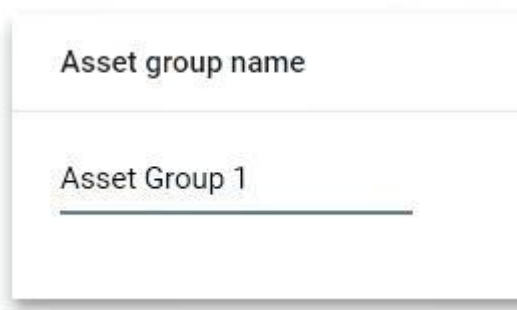
It's time to build your **asset groups**: which is all the creative material needed to create

*any* type of ad across Google's network, including:

- Photos
- Logos
- Videos
- Headlines
- Descriptions

First:

- Name your asset group

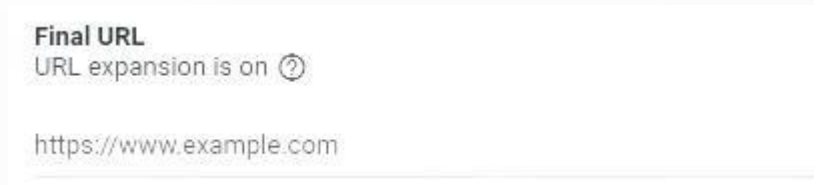
A screenshot of the 'Asset group name' input field. The field is labeled 'Asset group name' and contains the text 'Asset Group 1'. There is a horizontal line below the text.



## Important: Asset Groups

The assets should be customized *by the intended audience*.

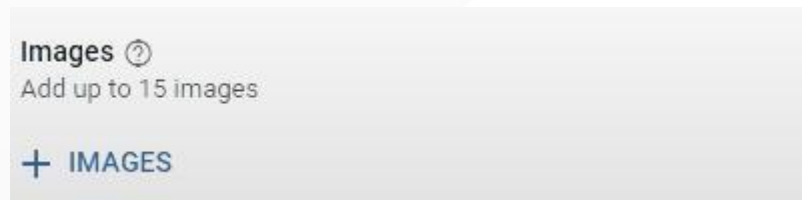
And remember (like ad groups!), **every audience gets its own asset group**.


- Add a final URL



Final URL   
URL expansion is on   
  
https://www.example.com

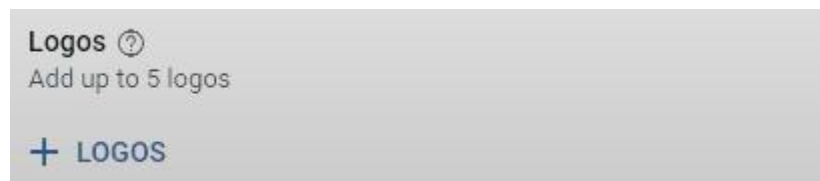
- Add images




Images   
Add up to 15 images  
  
[+ IMAGES](#)

You can either upload images or get Google to scan your website. If you choose to scan your website, Google will pull up images from your site and social media.

- Add logos



Logos   
Add up to 5 logos  
  
[+ LOGOS](#)

You can either upload or scan your site for logos. If you choose to scan your site, Google will get your favicon and use it as your logo.

- Add videos

**Videos** ?  
Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.

[+ VIDEOS](#)

You can either upload videos from your computer or from YouTube. Just add the URL and Google will pull up those videos.

- Add headlines

**Headlines** ?  
Add up to 5 headlines [View suggestions](#)

Headline 0 / 30

Headline 0 / 30

Headline 0 / 30

[+ HEADLINE](#)

The way "suggestions" work is Google will create headlines based on your site.

Whether you're using suggestions or not, make sure your headlines are high quality and can capture your users' interest.

- Add long headlines

**Long headlines** ?  
Add up to 5 long headlines

Long headline 0 / 90

[+ LONG HEADLINE](#)

- Add descriptions

**Descriptions** ⓘ  
Add 1 60-character description and up to 4 other descriptions  
[View suggestions](#)

Short description

0 / 60

Description

0 / 90

[+ DESCRIPTION](#)

- Add a **call to action**

**Call to action** ⓘ

Automated ▼

We highly recommend choosing **automated** as your call to action. Because we're in a machine-learning world, it would be best to stick with Google's choices at least for this section.

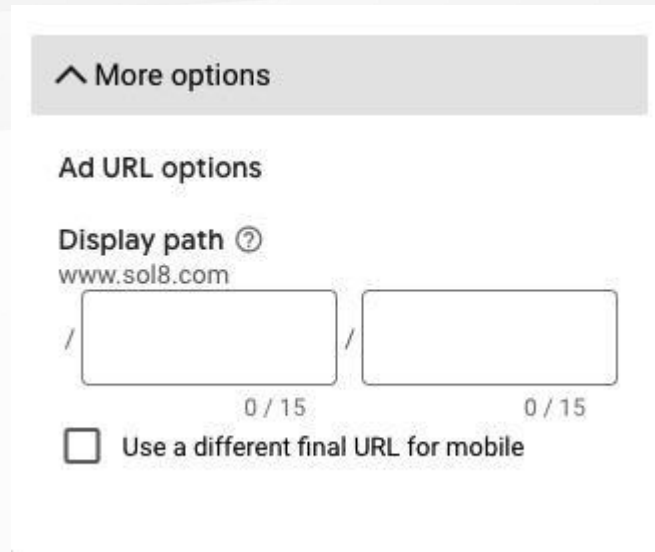
- Add your **business name**

**Business name** ⓘ  
Add your business name

Business name

0 / 25

- Under “More options,” add a **display path**



^ More options

Ad URL options

Display path ?  
www.sol8.com

/  /

0 / 15 0 / 15

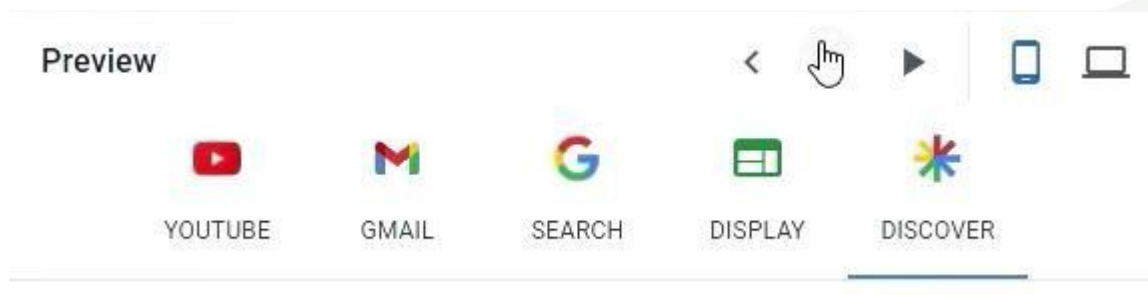
☐ Use a different final URL for mobile

**Pro Tip:**

*Always use a display path.*

*This helps you to manipulate the Final URL to reinforce your offer.*

Before you continue, take a look at what your ads might look like in the preview mode and see if there's anything you need to change.



Once you're done, it's time to create an **audience signal** for this asset group.

## Build Your Audience Signal

Now that you've finished selecting your goals, adjusting your settings, and creating your assets, you're probably wondering how to determine the right audience to target with this campaign.







In your audience signal, you'll have the ability to tell Google who you *think* you should target with your ads.

Audience signal

Use an audience signal to reach the right audiences faster. Start by creating or adding an audience. Performance Max will use it as a starting point, to find new conversions across Google. [See how it works](#)

CREATE AN AUDIENCE SIGNAL

### ● Select **CREATE AN AUDIENCE SIGNAL**

Audience name	Test
Custom segments	People based on their search activity, downloaded apps, or visited sites   Add or create custom segments
Your data	People who have previously interacted with your business   Add your data
Interests & detailed demographics	People based on their interests, life events, or detailed demographics  Add in-market segments, life events, and more
Demographics	All demographics (recommended) 

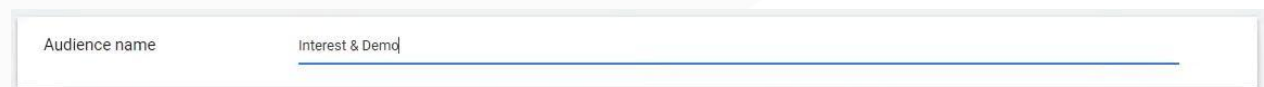
By creating an audience signal, you're giving Google the type of audience profile you want to target. Google will use this profile to find similar profiles to serve your ads to.

As we discussed in our audience signal section in [Part Two](#), there are multiple ways to **create and categorize audience signals**, including:

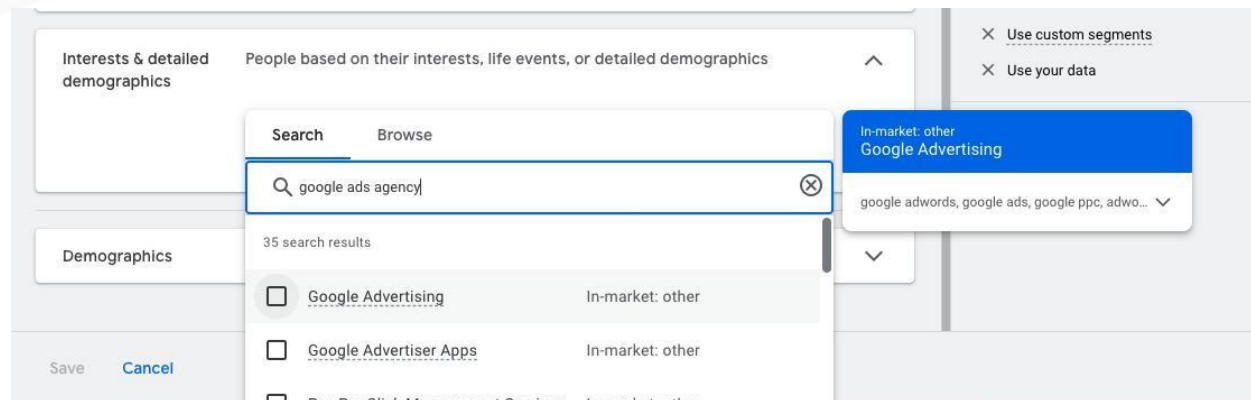
- **Custom Segments**
- **Customer Data**
- **Interests and Detailed Demographics**
- **Demographics**

In this tutorial, we'll run through **"Interests & Detailed Demographics."**

- Name your audience

A screenshot of a web form with a single input field. The field is labeled "Audience name" on the left and contains the text "Interest & Demographics" on the right. The field is outlined with a thin blue border.

- Skip to **Interests & Detailed demographics**
- Type your product (or relevant keywords for your product) to search for segments that might be applicable to your audience's interests, life events, or demographics.

A screenshot of the Google Ads interface. The "Interests & detailed demographics" section is active. A search bar contains the text "google ads agency". Below the search bar, a list of search results is displayed, including "Google Advertising" and "Google Advertiser Apps". A dropdown menu is open, showing "In-market: other Google Advertising" and "google adwords, google ads, google ppc, adwo...". The interface includes tabs for "Search" and "Browse", and buttons for "Save" and "Cancel".

*You should now see the list of in-market segments, life events, or detailed demographics you added.*

Interests & detailed demographics

People based on their interests, life events, or detailed demographics

Wallets

In-market: other

×

Credit Card Wallets

In-market: other

×

RFID Blocking

In-market: other

×

+

Add in-market segments, life events, and more

- Once you're done, click **Save**, which will take you to the previous dashboard
- Click **Next**

Performance Max

Budget and bidding

Campaign settings

Asset group

Extensions

Summary

Descriptions to increase your chances for better performance

Ad strength

Average

Images

Videos

Headlines

Descriptions

☐ Use a different final URL for mobile

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate policy, either individually, or in combination.

Audience signal

Use an audience signal to reach the right audiences faster. Start by creating or adding an audience. Performance Max will use it as a starting point, to find new conversions across Google. [See how it works](#)

Custom Segment

Google Advertising Pay Per Click Management Services

Eligible

C/Z best practices for leads

Switch audience signal

✓

Your audience signal has been added. Performance Max will go beyond your selections to find new conversions based on your goals.

Next

## Add Extensions

Extensions

Get more clicks and drive valuable customer actions by adding key information about your business

Call extensions

Add a phone number to your ad

▼

Lead form extensions

Add a form to your ad

▼

Sitelink extensions

(Account-level extensions)

▼



For sitelink extensions:

- Fill out your Sitelink 1 text (i.e. the header for this sitelink extension)  
For example, “About Us,” “Read About the Team,” “Who We Are,” or “Read Our Epic Story”
- Fill out “Description line 1”  
Elaborate: Where will this click lead the reader?
- Fill out “Description line 2”  
Elaborate: Why should the reader click?
- Fill out “Final URL.” Paste the URL of the page extension
- Repeat these steps for however many additional sitelinks, callout extensions, and other extensions you’d like to include without repeating yourself.

Remember, each additional sitelink should be an offer of some sort—even if the offer is just for the reader to learn more!

***Now you’re ready to duplicate this asset group!***  
***Learn more in the [Performance Max Ultimate Guide](#)***

## Negative Keyword List

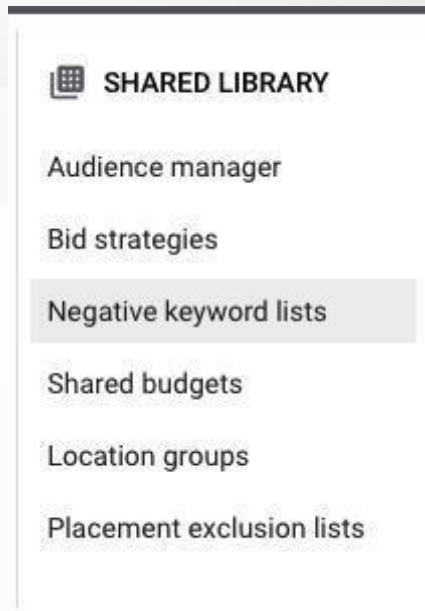


- ## Negative Keywords

It's equally as important to tell Google where you *don't* want your ad to appear. Enter: negative keywords.

Inside your Google Ads dashboard:

**Tools and settings > Shared library**



## ❑ Negative keyword lists



## ❑ + Add negative keyword list

Name your list; for the sake of this lesson, just create one global negative keyword list for now” “Master Negative Keyword List”

Add negative keyword list

Master Negative Keyword List

## ❑ Save

Add any keywords you don't want to show up for, for example “free”

### Add negative keywords

free  
jobs  
career  
cheap

### ☐ **Select keyword list > apply to campaigns**

Select all campaigns in popup window

APPLY TO CAMPAIGNS

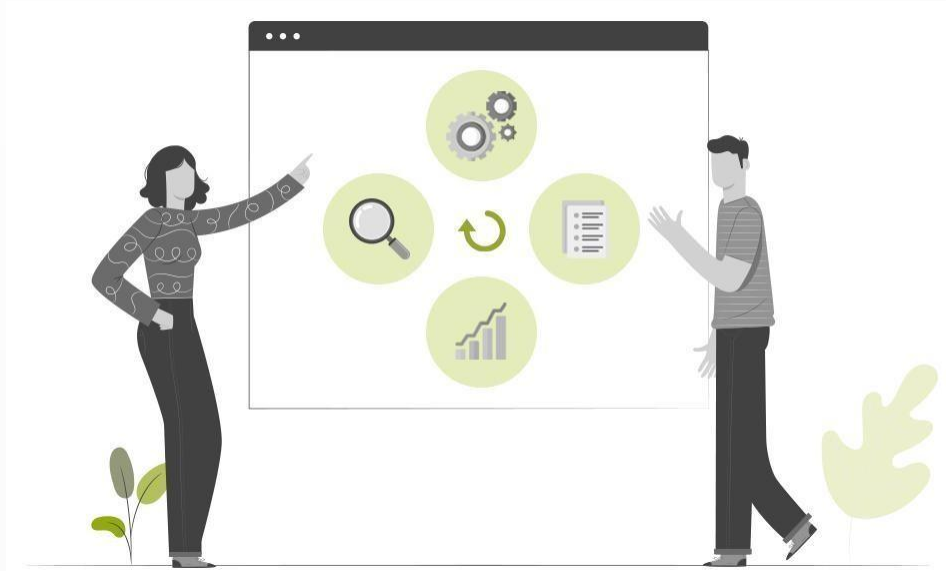
☐ Campaign ↑

No campaigns using this list

### ☐ **Apply**

## **PART THIRTEEN**

### **Campaign Management**



1. **Introduction**
2. **Monitor CPC Thresholds**
3. **Search Term Report**
4. **Auction Insights**
5. **Optimizing for Conversions**
6. **Ads**
7. **Bidding Strategies**
8. **Exit Strategy**

#### **Introduction**

While setting up your Google Ads campaign properly is essential, it's the management (and monitoring and optimization) that comes after which determines success.

That said, there are a whole lot of guides out there that will tell you what buttons to push to set up your campaign—but not what measures to take *after*.

But that's what makes this guide different! Let's get to it:

## **Campaign Management: Monitor CPC Thresholds**

### **Campaign Management: Keywords**

Monitor Cost Per Click (CPC) Thresholds

- Keywords > Columns > Attributes
- Est. first page bid
- Est. top of page bid
- Est. first position

Next, Inside your Google Ads dashboard, let's check up on our negative keywords to make sure they are up-to-date:

#### ☐ **Tools and settings > Shared library**

#### ☐ **Negative keyword lists**

#### ☐ **+ Add negative keyword list**

Name your list; for the sake of this lesson, just create one global negative keyword list for now" "Master Negative Keyword List"

#### ☐ **Save**

Add any keywords you don't want to show up for, for example "free"

#### ☐ **Select keyword list > apply to campaigns**

Select all campaigns in popup window

#### ☐ **Apply**

## Campaign Management: Search Terms Report

### Management: Search Terms

The **keywords you bid on** and the **search terms you pay for** sometimes end up being two different terms entirely. So, we want to check our Search Terms report:

- Add negative keywords
- Add new keywords/ad groups
- increase/decrease bids
- Change match types

## Campaign Management: Auction Insights

### Management: Auction Insights

You can actually see who's competing against you inside Google Ads! From your dashboard:

- ☐ **All Campaigns**
- ☐ **Overview**
- ☐ **Keywords**
- ☐ **Auction Insights**

\*Note: It is helpful to view auction insights inside your individual **ad groups** for the most valuable insights!

### Optimizing and Monitoring Conversions

Once you start seeing conversions, it's important to monitor (and then optimize accordingly)! Here's how to review your conversions from the GoogleAds dashboard:

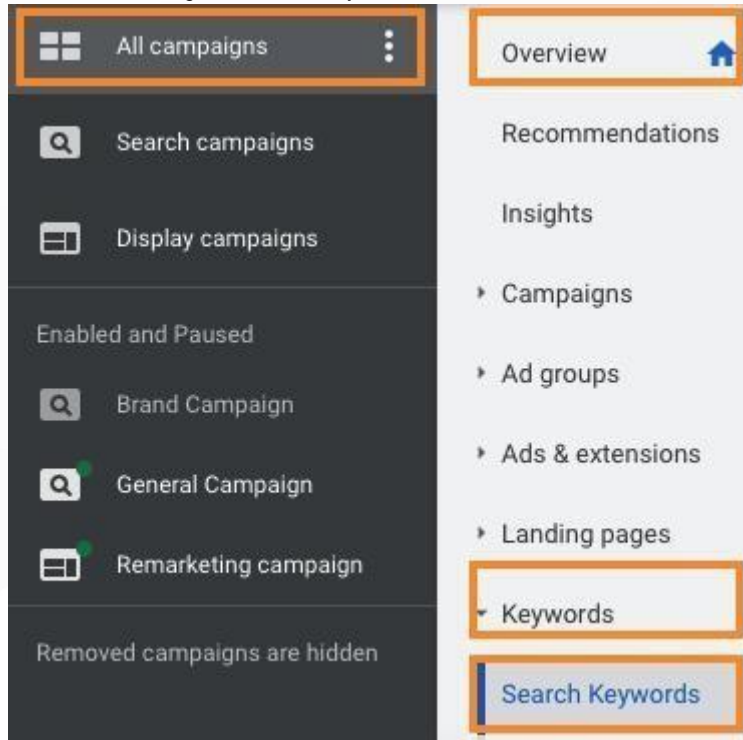
## ❑ All Campaigns

## ❑ Overview

## ❑ Keywords

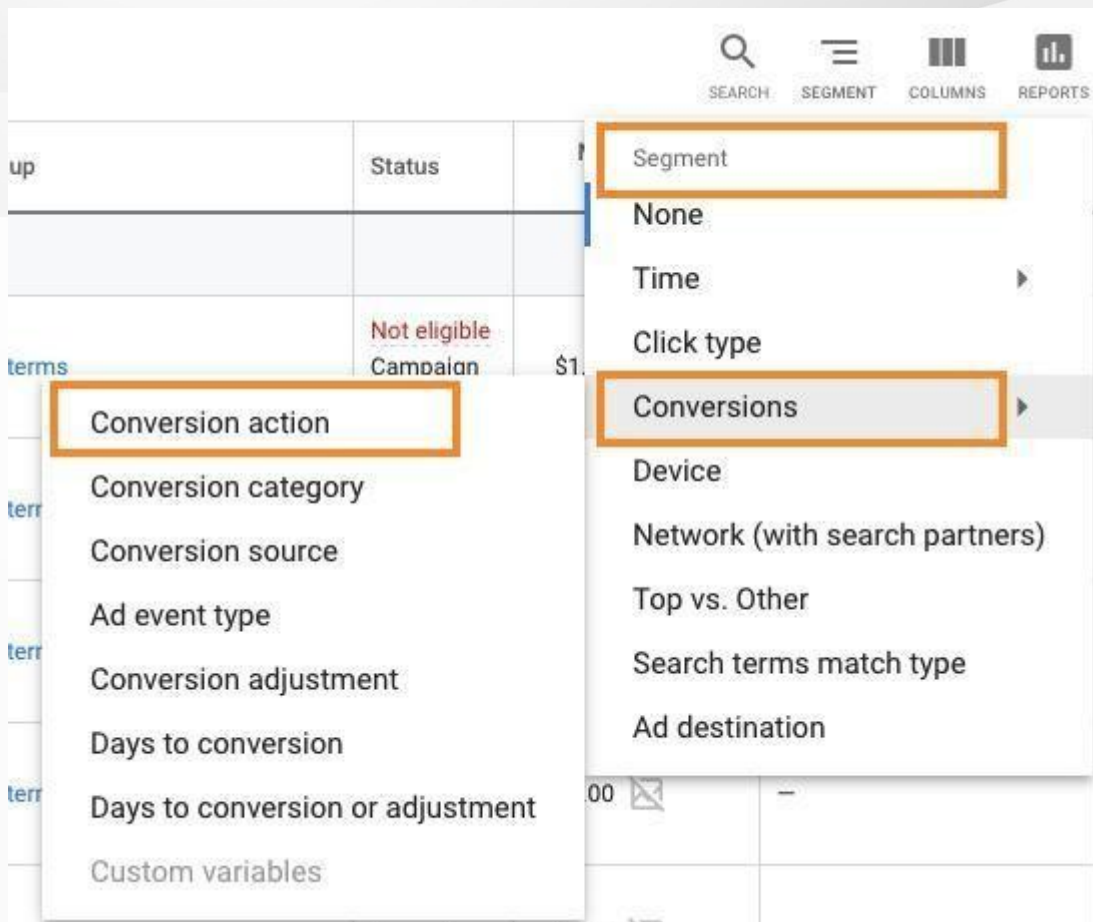
## ❑ Search keywords

Here, Google shows you: how much you've spent, how many conversions you've received, and your cost per conversion



## ❑ Segment > Conversions > Conversion action



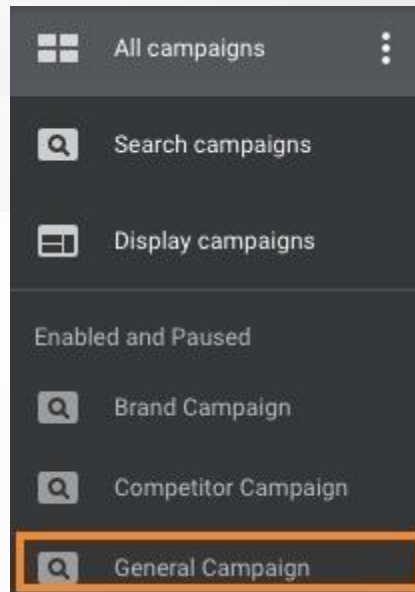


## Campaign Management: Ads

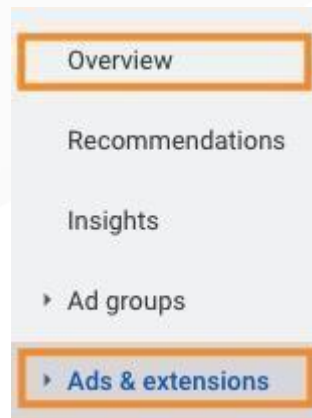
### Refreshing Your Ads

Over time, you'll need to update and optimize your ads. Here's how from the Google Ads dashboard:

❏ **All Campaigns > General campaign**



## ❏ Overview > Ads and extensions



## ❏ Review your ad performance

See what's working with your ads and adjust poorly performing ads accordingly

## ***Campaign Management: Bidding Strategies***

### **Manual CPC**

- How most campaigns should start
- Enable “Enhanced CPC” once you have five conversions or more

## **Target CPA**

- Need 20 leads a week first
- Good if you have consistent results that you'd like to replicate

## **Maximize Conversions**

- When budget isn't a concern and you're looking to produce as many leads as possible
- Examples: business brokers, real estate investors, etc.

## **Maximize Conversion Value**

- Similar to maximize conversions but will take into consideration applied conversion values

## **Target Impression Share**

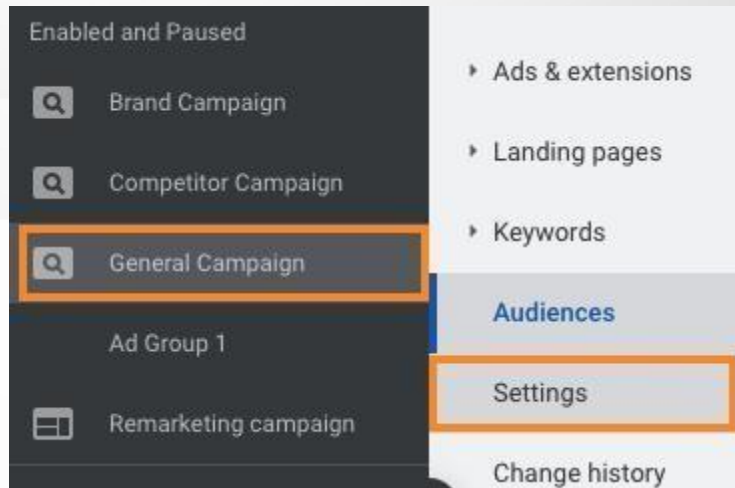
- For campaigns with perfectly sculpted keyword profiles that need to be shown at every opportunity

## **Maximize Clicks**

- Quantity over quality
- For campaigns looking for as many clicks as possible, usually on lower budgets
- Good strategy when all leads are equal

When you want to change your bidding strategy...

- ❑ From Google Ads dashboard: All Campaigns > Campaign you want to adjust
- ❑ Settings



## Bidding

Campaign name	General Campaign	▼
Campaign status	● Paused	▼
Goal	No goal selected	▼
Networks	Google Search Network, Search partners	▼
Locations	Australia (country) and United States (country)	▼
Languages	All languages	▼
Budget	\$8.00/day	▼
<b>Bidding</b>	<b>Manual CPC</b>	<b>▼</b>
Start and end dates	Start date: December 10, 2021    End date: Not set	▼

 Click dropdown > Select bidding strategy you'd like

### Bidding

#### Manual CPC

☐ Help increase conversions with Enhanced CPC 

**Change bid strategy** 

## **Campaign Management: Exit Strategy**

- What are “bad” results? (Definite this before running your ads)
- When do you call it quits?
- The Wal-Mart model of traffic
- Auction insights
- Inflated

## **PART FOURTEEN**



**Go Live!**

**Let's Take Your Campaigns Live!**

### ☐ **All Campaigns > Campaigns**

This will open up to show all campaign tags we created: Brand Campaign, Competitor Campaign, General Campaign, and Remarketing Campaign

### ☐ **Click the round dropdown > Enable**

These campaigns should have been “paused” before

### ☐ **Congratulations! Your campaigns are now LIVE!**

## **What's Next?**

You're ready to fly, friend!

But if you're feeling a little overwhelmed at the idea of running these campaigns on your own, the [Solutions 8 YouTube channel](#) is chock full of educational content including step-by-step tutorials, detailed explanations, and the latest updates and to help you along your Google Ads journey.

### **[Subscribe to The Solutions 8 YouTube Channel](#)**

Or, you can sign up for [Traffic Ahead](#), the weekly newsletter that rounds up the best Google Ads content and delivers it straight to your inbox.

### **[Subscribe to Traffic Ahead: The Sol8 Weekly Update](#)**