

# What is Google Ads?

Google Ads, formerly known as Google AdWords, is an advertising service by Google that allows businesses to display ads on Google search results and its advertising network.

**Whatever your business, you can use Google Ads to grow your website traffic and generate leads for your company. Take a look at our top tips to help you generate more leads with Google Ads:-**

1. Perfect your landing page
2. Enhance your campaign

## 1. Perfect your landing page

Your landing page is the first page of your website that visitors see after clicking your ad. If you're running a lead-generating campaign, this page should allow your visitors to take the action that you want.

Since you're asking people to share somewhat personal information, the design and content of your site matters. Remember, if your site doesn't come across as trustworthy and professional, your visitors are less likely to submit their information. Here are a few factors to pay attention to when building a landing page:

### **Load Time**

When a customer clicks on your ad, you'll want to redirect them to a page that loads quickly. If your page takes too long to load, your customer may get frustrated and leave. Use [PageSpeed Insights](#) to help improve your landing page speed.

### **Credibility**

In addition to having a clean, professional-looking site, ensure that your contact and business information is easy to find. This promotes transparency, and makes it easy for potential customers to get in touch with you.

### **Navigation**

When a customer clicks your ad, they expect to be taken to a page that matches exactly what they searched for. Make sure your visitors don't have to hunt around your website

for what they want; it should be quick and easy for them to find the advertised product or service.

### **Simple Forms**

If you're requesting information from visitors, be clear why you're doing this. For example, if you own a removal company, you might suggest that people input their information to request a quote.

For better results, keep your forms simple and easy to use. If you request too much information, people might get nervous or annoyed and stop completing the form.

## **2. Enhance your campaign**

The number one way to increase site traffic? Make sure that your website is appearing in searches. Here are a few tips to help you improve your Google Ads campaigns, and drive more traffic and leads:

### **Use long tail keywords**

There are two types of keywords: short tail and long tail.

Short tail keywords are broad and generic, and tend to have a high average monthly search volume (for example, "fresh oysters"). Since they're more competitive, they'll use your budget more quickly. When you bid on these keywords, your ad will also have a harder time achieving a top spot in the search results.

Long tail keywords consist of three or more words, and are much more specific (for example, "Atlantic bluepoint oysters"). While they tend to draw a lower search volume, they're more relevant. This means they're likely to be used by someone who knows exactly what they want, and is ready to take action. On your end, this translates to more business leads.

### **Test, and then test again**

To increase site traffic and generate more leads from Google Ads, keep tweaking your campaigns and trying new strategies. Experiment with different bids, ad messaging, keywords, and more. Try running two variations of the same ad within each ad group, to see which works better. Mix up your bidding strategy, and see whether this brings you any improvements.

### **Remove underperforming keywords**

Look closely at your keyword performance, to make sure that you're not wasting money on under-performing keywords.

For example, if a keyword is sending a lot of traffic to your site, but you're also seeing a high bounce rate (when someone clicks your page and then leaves immediately), this keyword might not be as relevant as you think. If that's the case, reallocate your budget and bid on keywords that drive traffic, and also result in sales or leads.

### **Invest in successful keywords**

On the flip side, if you notice that certain keywords are bringing you a significant amount of traffic and conversions, consider expanding how you use them. If you're targeting the [exact match keyword](#) option, try using phrase match or broad match modifier. If you're already using phrase match or broad match modifier, try broad match instead. These changes will allow your ad to appear for even more searches, which could increase site traffic.

After changing your keyword match type, keep an eye on your results to ensure that the new keywords that your ads are showing up for are working well. If you're now using broad match, for instance, look at which phrases are bringing in clicks, and which aren't. You may need to update your negative keywords to filter out any irrelevant searches that you're showing up for.

## Summary

To increase site traffic and get more leads, improve your landing pages and fine-tune your ad campaigns. Your landing pages should be clean, professional and easy to navigate, and **you should be constantly testing new ad copies, keywords and bidding strategies in order to achieve better results with your ads.**

# 9 tips for Google Ads budget management

Savvy business owners know that nowadays, people don't just go online; they live online – reaching for the nearest device the moment that they want to know, do or buy something. With such a large audience at your fingertips, how do you set the right marketing budget to advertise successfully?

1. How does pay-per-click work?
2. Set your goals to set your budget
3. Connect your Google Ads and Analytics accounts
4. Stick to your budget
5. Save the Google Display Network for later
6. Target specific locations
7. Target a lower position in search results
8. Try long-tail keywords
9. Create specific campaigns
10. Monitor & adjust

# 1. How does pay-per-click work?

Because of how it works, pay-per-click (PPC) advertising like Google Ads puts you in control of the amount that you want to spend, as well as where and how you spend it. Through Google Ads budget management, you bid on keywords that people search with on Google – related to your business for a chance to show ads in Google search results. Then you pay whatever you bid if, and only if, they click your ad to visit your website or call you.

So with some planning and monitoring, you can have a strategy for maximising your Google Ads budget and connecting with a new audience online. Let's go over some helpful tips for making the most of your PPC budget.

## *What are Smart Campaigns?*

Smart campaigns are Google's smart, easy solution for small businesses and helps your business get discovered on Google in those relevant moments.

[Learn More](#)

# 2. Set your goals to set your budget

What do you hope to accomplish by advertising online? Do you want to draw more traffic to your website? Get more locals to call you? Are you looking to build awareness of your business in a particular location, or among a certain customer demographic?

Having an idea of the results that you're going for can help you to decide your goals. Then, you can design specific campaigns or try certain strategies to help you meet those goals and make the most of the budget that you've set. With Smart campaigns, you can set a maximum monthly ad budget such that ad bids automatically adjust to optimise results, towards achieving your goal of increasing clicks or calls. You can explore bidding strategies such as CPA, Cost per Acquisition or CPM, Cost per thousand Impressions once you become a more seasoned advertiser.

# 3. Connect your Google Ads and Analytics accounts

While Google Ads will tell you how many times your ads have shown in searches (called 'ad impressions') or when they've been clicked, you won't know if those interactions led to conversions on your website – customers buying, calling, filling in a form, or whatever action you want them to take to help your business reach its goals. With [Google Analytics](#), a free tool, you can better understand what customers do once they've clicked your ad and visited your site.

Say that you own a photography studio and that you're running online ads that take visitors to your website's home page when they click. But when you look at the Google Analytics data, you see that the majority of your visitors are immediately clicking to the 'Portfolio' page. This could mean that visitors find this other page more relevant and you should consider changing your landing page to the 'Portfolio' page.

Likewise, Analytics can show you that visitors are immediately leaving your website after clicking a particular ad, indicating that the keywords you've chosen to try to trigger your ad might not be as relevant as you thought. Perhaps try different keywords instead of spending money on keywords that aren't leading to conversions.

What does this kind of information have to do with your budget? Making changes like this might help you provide a better experience to potential customers, which could lead to more conversions. Plus, a more relevant landing page or keywords could raise your ad's Quality Score – an important factor that determines how your Google Ads budget is spent, that can help to lower your average cost per click. Find out more about [Quality Scores](#).

## 4. Stick to your budget

Decide your monthly Google Ads marketing budget, and then stick to it for a while. Google Ads lets you set a daily limit on how much of your budget is spent to show your ad, and some days, it might seem like your daily budget is higher. This is because Google analyses daily search traffic - on days when more people are searching, Google Ads will show your ads more frequently, and less frequently when traffic is down. This means that your daily budget could vary by as much as 20%. Don't worry, and try to avoid tinkering with your budget limits too much – allow time for the results to roll in before you make another adjustment to your campaign. Google Ads also automatically averages your daily limit across the entire month to prevent your campaign from overspending.

### *What is Google Ads bid simulator?*

Google Ads' bid simulators help you to see how different bids might change your ads' weekly performance.

Try out different ad strategies in [Google Ads](#) now.

## 5. Save the Google Display Network for later

If your budget is limited, you might do better to wait on trying display ads on the Google Display Network. While display ads can reach a wider audience than search ads, conversions from display ads also tend to be lower, because you're not necessarily reaching only people searching for what you offer at that exact moment. Meaning, a good deal of your Google Ads budget could be spent on a smaller return. So you might wait until you've seen success in search campaigns and refined your online marketing strategy before advertising on the Google Display Network.

## 6. Target specific locations

If you have a local shop front and you'd like to get more customers to visit, showing your ads to the entire country could use a lot of your budget without getting you closer to your goal. Tweak your Google Ads targeting settings to show your ads only to people searching close enough to visit, or in other locations that are important to your business, to help spend your budget more effectively.

Location targeting can also be useful if your business serves customers outside of your country, or even globally. Start by targeting your campaigns to a few areas you think that your business will do well in, or to major metropolitan areas. Keep an eye on your Google Ads metrics and Google Analytics data to see which geographic areas your traffic and conversions are coming from. Refine your ads to target only where your potential customers are located, and optimise your ad budget spend.

## 7. Target a lower position in search results

Your first instinct might be to believe that your ad will only be successful if it displays as high as possible in search results. Remember though, that ads that show in the fourth position or below may still get traffic and with the benefit of a lower cost per click.

Plus, there could be a great benefit to showing up in a lower position. The fact is, customers may not be ready to purchase, order, or visit your business on their first

search. They could be doing research on what product or service to buy, or exploring their options and are not ready to make a decision. By showing up in a lower position, you might avoid being clicked by these early-stage explorers, and receive traffic (and spend your budget more wisely) only on people who carefully reading results and clicking because they know exactly what they want in that moment.

## 8. Try long-tail keywords

Consider trying out some 'long-tail keywords', or longer keyword phrases with three or more words. Because they are less obvious or popular, competition for these keywords is smaller, which means they also tend to have a lower average cost per click. However, they're also more specific, this means they may attract people with a higher likelihood to buy, call or visit your business. For example, if you want people to know about your studio's portrait services for students in the weeks leading up to university graduations, instead of choosing 'portraits' or 'photography studio' as your keywords, you might try the long-tail keyword 'graduation portrait photography,' to draw clicks from users who are looking for that precise thing.

Google Ads includes a free tool that can help you find long-tail keywords for your campaign. Learn more about [how to use the Keyword Planner tool here](#).

## 9. Create specific campaigns

Don't just create and run one campaign for your entire PPC budget, try extending to run at least a couple of different campaigns. If you've set your budget at the campaign level, and only one campaign is running, your entire Google Ads budget could be exhausted before customers can search using a variety of keywords more specific to the different products or services that you offer – keywords that could be more likely to bring business, as discussed above.

A best practice that you can follow is to create campaigns based on the sections that your website is divided into. Also known as category or sub pages, these category names can be a way to organise your campaigns - into product or service categories or themes. If you're creating a Google Ads account for your photography studio, you probably don't want to just run one campaign around 'Portraits'. Instead, your campaigns may look something like this:

- Campaign: Wedding Portraits
- Campaign: School / Graduation Portraits
- Campaign: Events Photography

This way, you can set different budgets for each campaign, shifting your spending based on your goals (for instance, putting more of your budget toward your 'Graduation portraits' campaign in the weeks leading up to graduation season). Plus, you can show



potential customers adverts that are more specific to what they're searching for, and sending them to the most relevant page on your site.

## 10. Monitor & adjust

One of the biggest benefits of Google Ads is that you can track your results of your online marketing campaigns and then refine your strategies, and your budget, whenever you want. This lets you test what works and make adjustments. Try new strategies and campaigns continuously, guided by data from Google Ads and Analytics, until you find the advertising formula that helps you meet your business goals.

### Summary

Any size of a Google Ads budget can have an impact on helping your business reach its goals. Just be savvy about your ad expenditure and apply smart planning using these tips, and then test and tweak your ads to make the most of your online marketing investment.