



WEBINAR

# using google ads to grow your business

# TODAY'S **agenda**

**1. About Ad Labz**

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**2. Meet the Host** Umer Nawab

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**3. Understanding Google Ads**

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**4. Setting Up for Success**

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**5. Creating Effective Ads**

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**6. Budgeting and Bidding Strategies**

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**7. Conclusion and Q&A**

ABOUT  
**ad labz**

**Growing Businesses,  
One-click at a time.**

**Google Ads  
Management**

**Google Ads  
Audit**

**Web Design &  
Development**

**A/B Testing  
Services**



Google Partner

REVIEWED ON   
**Clutch** 4.9 RATING



MEET  
**the host**

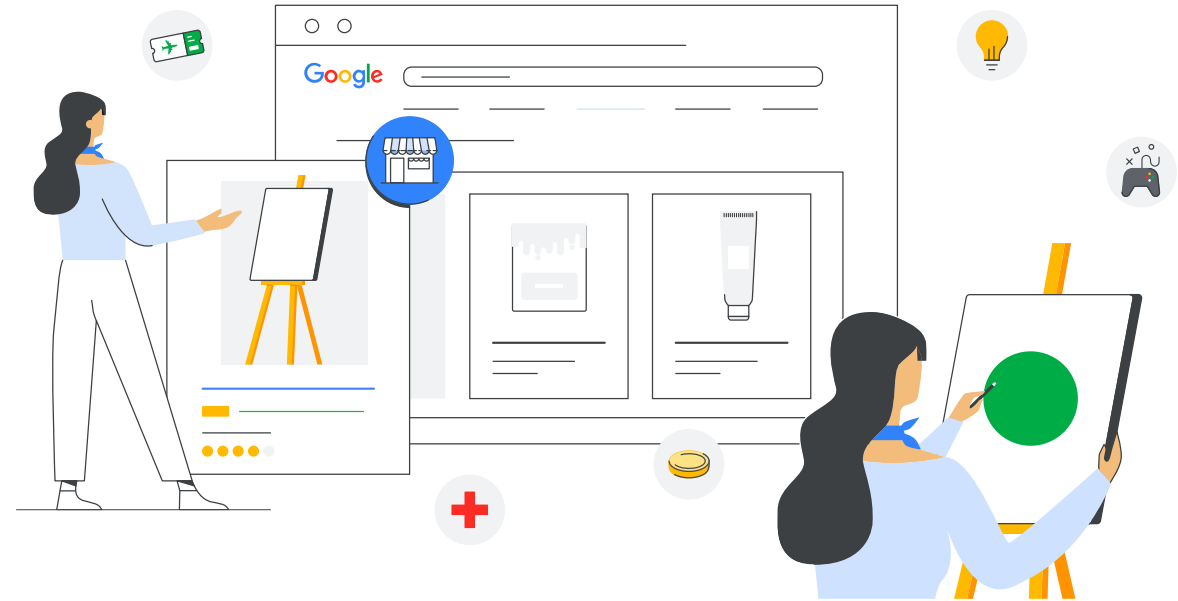


**Umer Nawab**  
**Chief Strategist**  
Google Ads Certified Expert

**UNDERSTANDING**  
**google ads**

# what is google ads?

- Online advertising platform by Google where advertisers bid to display brief advertisements, product listings, or videos to web users.
- Ads can appear in Google Search results, on YouTube, and across the Google Display Network, which includes millions of websites.
- You're already watching & interacting with Google Ads daily, whether you know it or not.



GOOGLE ADS

# fun facts

**65%**

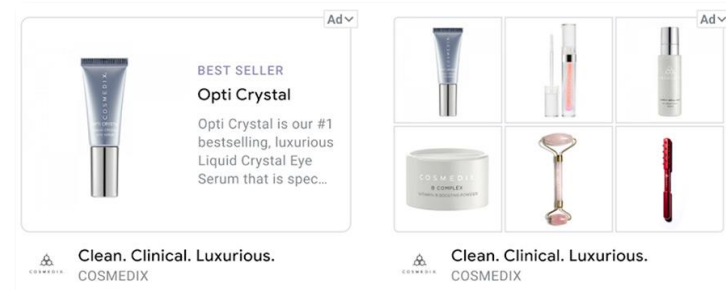
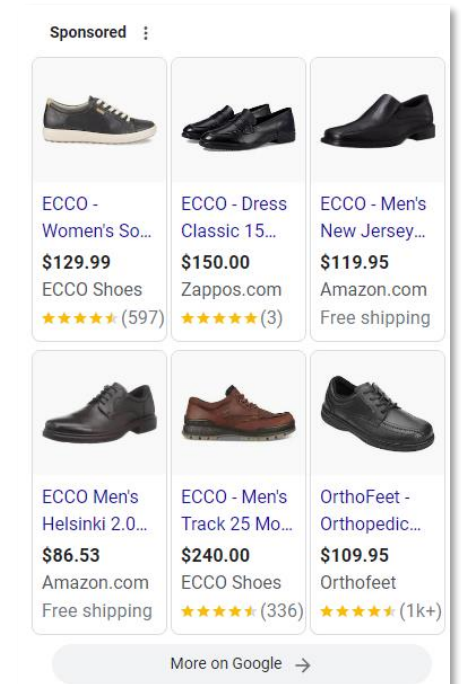
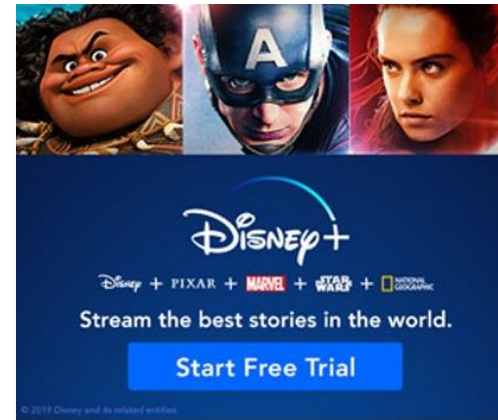
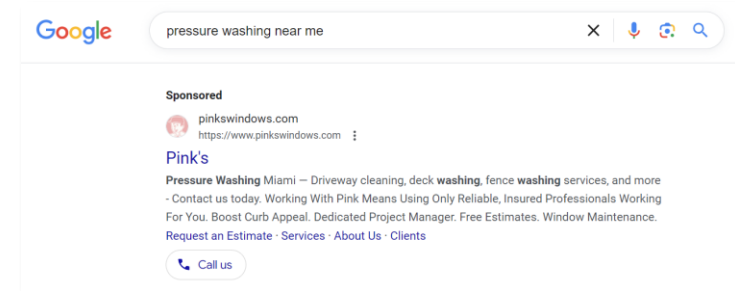
of People Click on  
Ads When Making  
Purchases.

**7x**

More investment is  
made in Ads than  
SEO by Businesses.

# key ad types

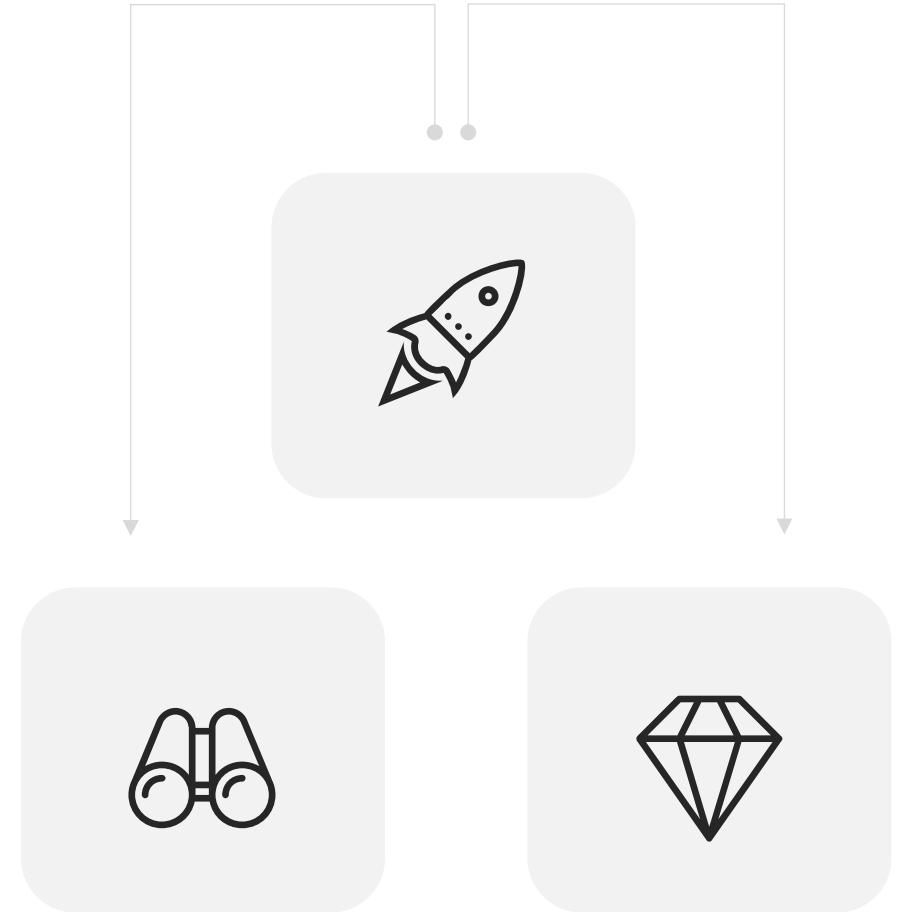
- **Search Ads** - Text-based ads that appear when users search on Google.
- **Display Ads** - Visual ads that appear on Google's partner websites.
- **Shopping Ads** - Product listings that show up in Google Shopping results.
- **Video Ads** - ads that play before, during or after other videos, mostly on YouTube.





# how google ads can drive business growth

- **Targeted Reach** - Show your ads to users actively searching for your products or services.
- **Scalable Results** - Easily scale your campaigns to increase reach and impact.
- **Measurable ROI** - Track performance and optimize for better results.

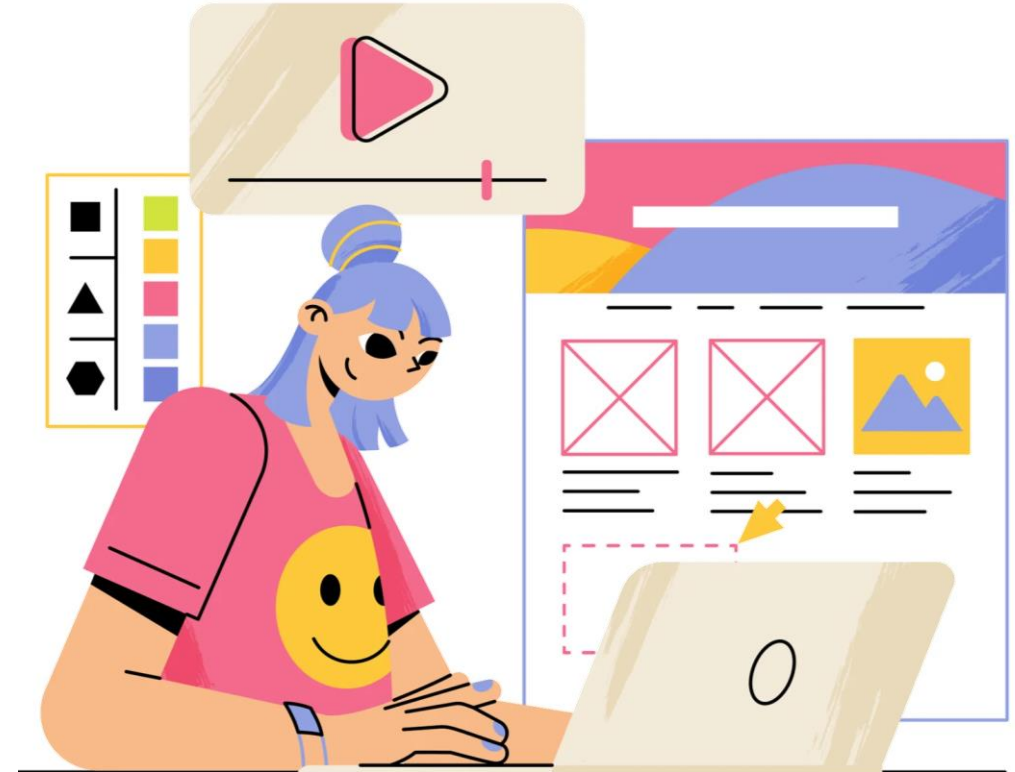


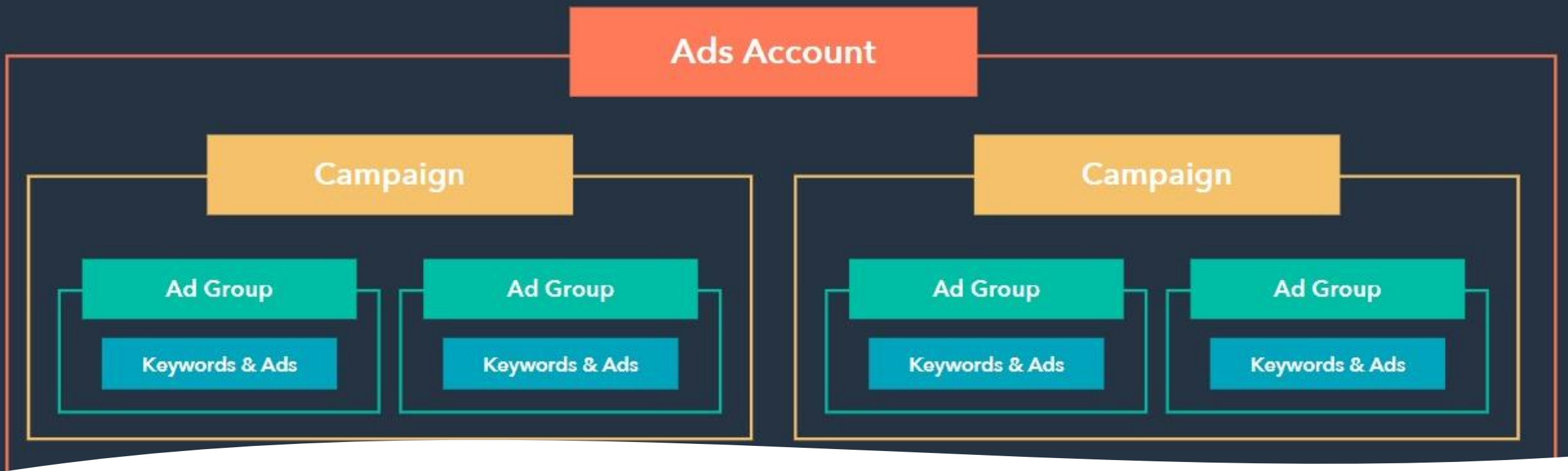
SETTING UP  
**for success**

# before you begin with google ads

Make sure your website is ready to receive customers:

- Landing page is designed correctly
- Conversion Tracking is setup correctly.
- Forms / Checkout is working fine.
- Captcha is installed to prevent spam.
- Website is optimized for mobile & tablet screens.
- Website performance is optimized.





# account setup essentials

Organize your account into campaigns, ad groups, and ads for better management.

Choose the right campaign type based on your goals (e.g., Search, Display, Shopping).

Ensure your location targeting is setup correctly, target only those locations where you can serve your customers or can ship your products to.

Most of the time, you'll be fine with the location option "people in or regularly in you targeted locations".

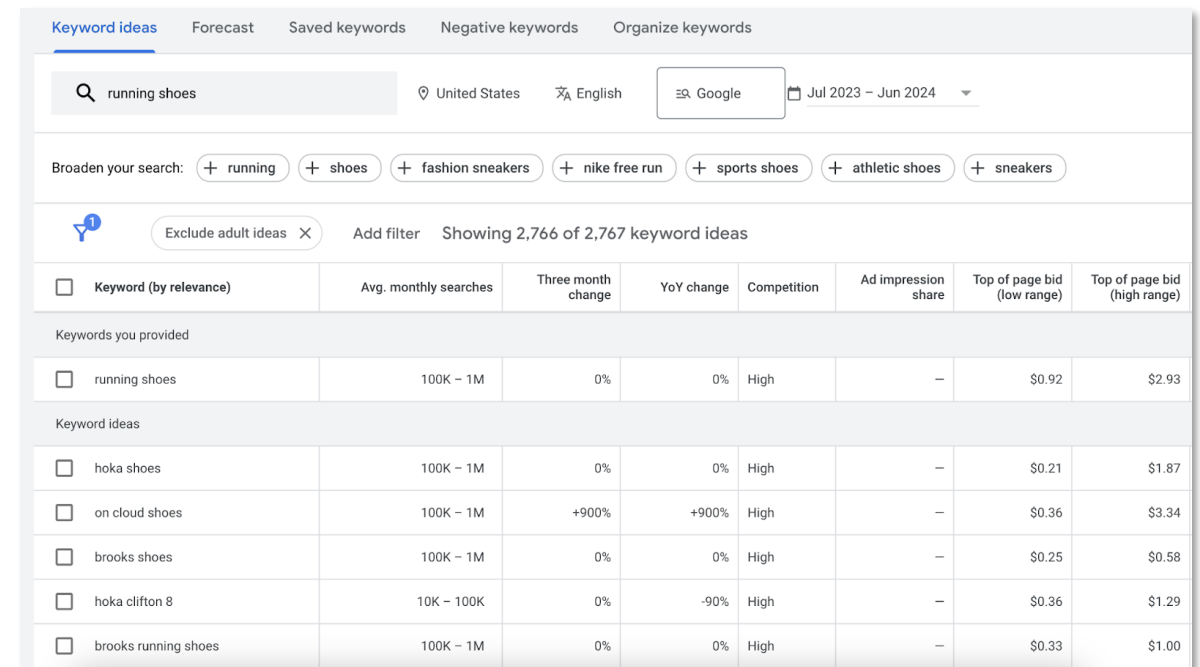
## ACCOUNT SETUP

# best practices

- If you want to target high-intent bottom of the funnel customers (customers who are ready to purchase), opt for search campaigns and / or shopping campaigns.
- If you want to target low-intent top of the funnel customers (customers who are researching and are not currently ready to buy), opt of display & video campaigns.
- If you're on a limited budget, go for Search campaigns as you can directly target high-intent traffic using specific keywords.
- Uncheck "include Google search partners" and "include Google display network" when setting up your campaign to prevent ad spend wastage.
- Stay away from Performance Max Campaigns if you're low on budget or don't have good conversion data in your account.
- Don't cram all keywords in a single ad group. A better strategy is to organize ad groups by service or by product categories.

# keyword research basics

- Keyword is a word or phrase advertisers bid on in their search campaigns.
- A search term is a word or set of words a person enters when searching on Google. A search term often contains (or is itself is) a keyword.
- Google's Algorithm matches a search term with a keyword in your campaign automatically based on its match type.
- Use tools like Google Keyword Planner to find relevant keywords.
- Focus on high-intent keywords that are most likely to convert. For e.g. "pressure washing service near me" is more likely to convert than "pressure wash".

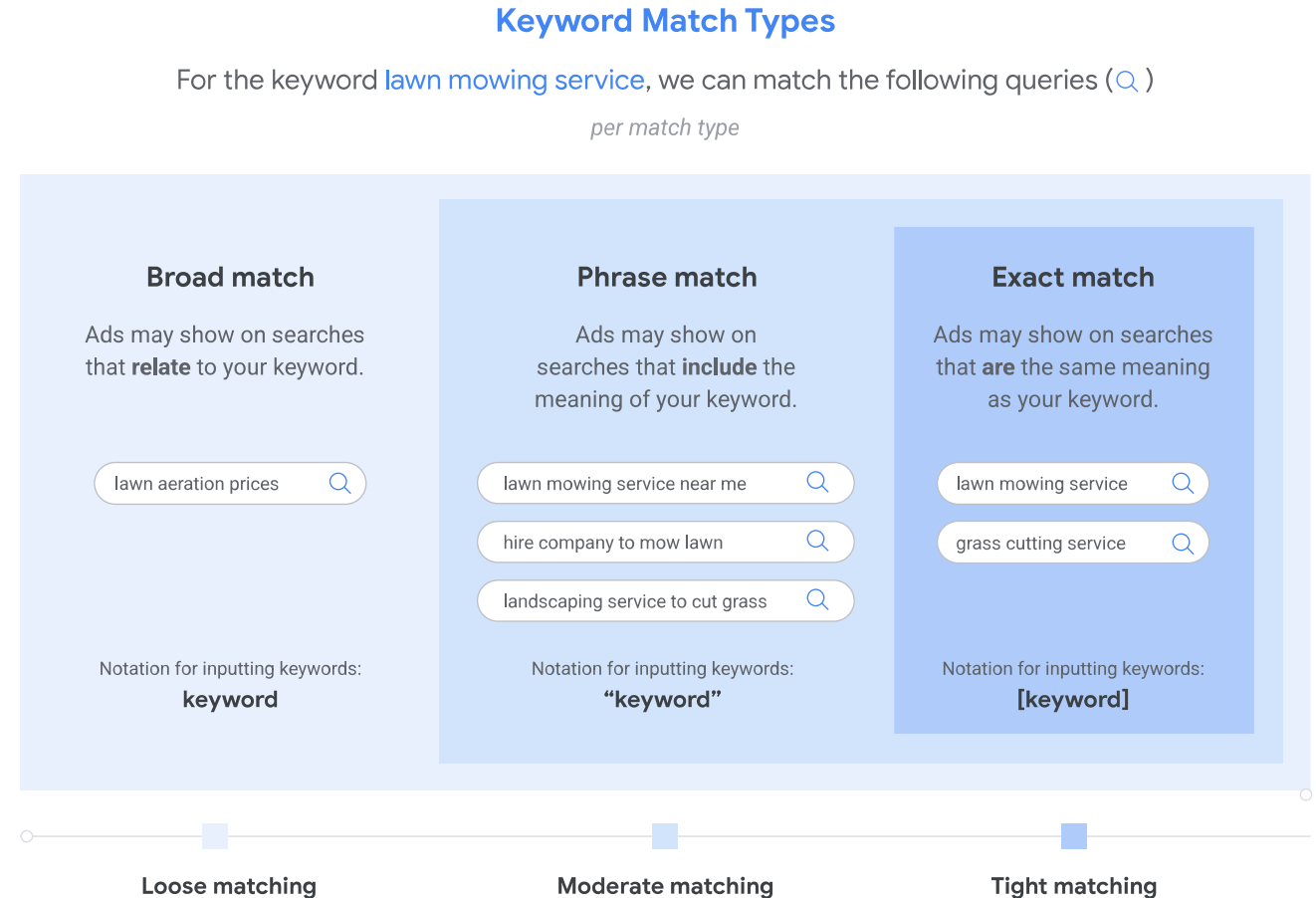


The screenshot displays the Google Keyword Planner interface for the search term "running shoes". The interface includes navigation tabs for "Keyword ideas", "Forecast", "Saved keywords", "Negative keywords", and "Organize keywords". The search parameters are set to "United States", "English", and "Google", with a date range of "Jul 2023 - Jun 2024". Below the search bar, there are buttons to "Broaden your search" with suggestions like "running", "shoes", "fashion sneakers", "nike free run", "sports shoes", "athletic shoes", and "sneakers". A filter for "Exclude adult ideas" is active. The main table shows "Showing 2,766 of 2,767 keyword ideas".

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input type="checkbox"/> running shoes	100K - 1M	0%	0%	High	-	\$0.92	\$2.93
Keyword ideas							
<input type="checkbox"/> hoka shoes	100K - 1M	0%	0%	High	-	\$0.21	\$1.87
<input type="checkbox"/> on cloud shoes	100K - 1M	+900%	+900%	High	-	\$0.36	\$3.34
<input type="checkbox"/> brooks shoes	100K - 1M	0%	0%	High	-	\$0.25	\$0.58
<input type="checkbox"/> hoka clifton 8	10K - 100K	0%	-90%	High	-	\$0.36	\$1.29
<input type="checkbox"/> brooks running shoes	100K - 1M	0%	0%	High	-	\$0.33	\$1.00

# keyword match types

- **Broad Match** - Reaches the widest audience.
- **Phrase Match** - Shows ads for searches that include your keywords in any order.
- **Exact Match** - Shows ads for searches that match your exact keyword or have the same meaning as your keyword.



GOOGLE ADS

# tips & tricks

## Phrase match

usually provides a good balance between cost per clicks (CPCs) and relevant search term matching.



CREATING

**effective ads**

# crafting compelling ad copy

- **Headlines** - Capture attention with clear, concise, and compelling headlines.
- **Descriptions** - Highlight key benefits and include a strong call-to-action (CTA).
- **Relevance** - Ensure your ad copy aligns with the keywords you're targeting.

## Sponsored



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### Official Glossier® Site - Shop Our New Products Now

Get the Makeup And Skincare Products Inspired By Real People And Their Routines. Shop Now. Shop Accessible Luxury Products Inspired By Our Community To Make You Look And Feel Good. Lash Slick GWP Until Sun.

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Shop Glossier® Beauty Essentials Free Shipping On Orders \$50+

#### Glossier® You Perfume

The Ultimate Personal Fragrance. Perfume That Smells Like You

#### Free GWP On Orders \$70+

Lash Slick GWP | Now Till Sunday Lash Slick Gift With Purchase

#### Glossier Now. Pay Later.

Get Beauty Essentials In Interest Free Installments With Afterpay.

# best practices

- **Use Action-Oriented Language** - Encourage users to take the next step (e.g., “Buy Now,” “Learn More”).
- **Highlight Unique Selling Points** - What makes your offer stand out?
- **Use Title Case** - Make your ads more prominent on all types of screen sizes by typing text in title case (first letter of each word should be capitalized except for certain small words like “a,” “the,” and “of”).

Sponsored



c'Balm

<https://www.cbalmbeauty.com> ⋮

## 25% Off Select Moisturizers - Wake Up To Beautiful Skin

All natural skincare that empowers you. Say hello to gorgeous skin with our moisturizers. Start shopping our wide selection of products and get free shipping on orders over \$50.

# tips & tricks

**Create at least 2 Responsive Search Ads (RSAs) per ad group with different ad copy. This will help you in performing A/B Testing on ads.**

# enhancing ads with extensions

- Ad Extensions display additional information that makes your ads more useful and noticeable.
- Use Extensions to capture the most real estate on the SERP (search engine results page).
- Try to include at least 6 sitelink extensions per campaign or ad group
- Make sure to use descriptions with your sitelinks.

Ad · <https://www.buffer.com/> ▾

## Buffer.com - Buffer - Build Your Audience On Social

Manage all of your social accounts from one place. Schedule, analyze and more with **Buffer**. Save time and do more on social media by trying **Buffer** for free today. **14-day free trial.** Free 14-Day Trial. **Content Creation Tools. Free Hashtag Generator. Affordable Pricing.**

### Choose The Right Plan

Compare Features and Pricing Find The Right Plan For You

### Schedule Your Content

Plan And Post on Social Easily Schedule Across All Your Platforms

# extension types

- **Sitelinks** - Links to specific pages on your website.
- **Call Extensions** - Phone number directly in the ad.
- **Location Extensions** - Address and map of your business.
- **Callouts** - Extra text that highlights features or benefits.
- **Images** – Display images along with your ad on search results page
- **Structured Snippets** – assets that highlight specific aspects of your products and services.
- **Logo** – Show your business name & Logo on ads.



**STRATEGIES**

# **budgeting & bidding**

# optimizing budget allocation

- Set a daily budget for each campaign to control your spending.
- Google calculates monthly spend by multiplying your daily budget by 30.4 and can spend up to 2x your daily budget per day.
- As a rule of thumb, set a daily budget that results in around 10 clicks per day. If you set it too small, your campaign will not get optimized.
- Allocate more budget to campaigns that are performing well.
- Adjust your budget based on campaign performance and business needs.
- When increasing or reducing budget, don't make drastic changes to it, increase or reduce it not more than 15% per day.



# bidding strategies

## Manual Bidding – you set the bids

- Manual CPC
- Enhanced CPC

## Automated Bidding – google sets the bids

- Maximize Clicks
- Target Impression Share

## Smart Bidding – google sets the bids using additional signals.

- Maximize Conversions
- Maximize Conversion Value
- Maximize Conversions with target CPA
- Maximize Conversion Value with Target ROAS



1

Choose the right  
bid strategy



2

Wait



3

Keep optimizing

# tips & tricks

For new campaigns, the following bidding strategy approach is recommended:

- Start with maximize clicks and provide audience signals to google ads to guide the algorithm.
- Once a significant number of conversions have been obtained (at least 10-15), switch to maximize conversions.
- Switch to target CPA once you start accumulating at least 30 conversions during the past 30 days.

**PERFORMANCE**

# **measurement & analysis**

# tracking and key metrics

## Conversions & Conversion tracking

- Set up conversion tracking to measure the actions that matter most to your business.
- Use a tool like Microsoft Clarity to track user behavior across your landing pages.

## Key Metrics to monitor

- Click-Through Rate (CTR) - Percentage of people who click on your ad after seeing it.
- Cost Per Click (CPC) - Average amount you pay for each click on your ad.
- Conversion Rate - Percentage of clicks that result in a desired action (e.g., purchase, sign-up).
- Return on Ad Spend (ROAS) - Revenue generated for every dollar spent on ads.

GOOGLE ADS

## fun facts

# 3.17%

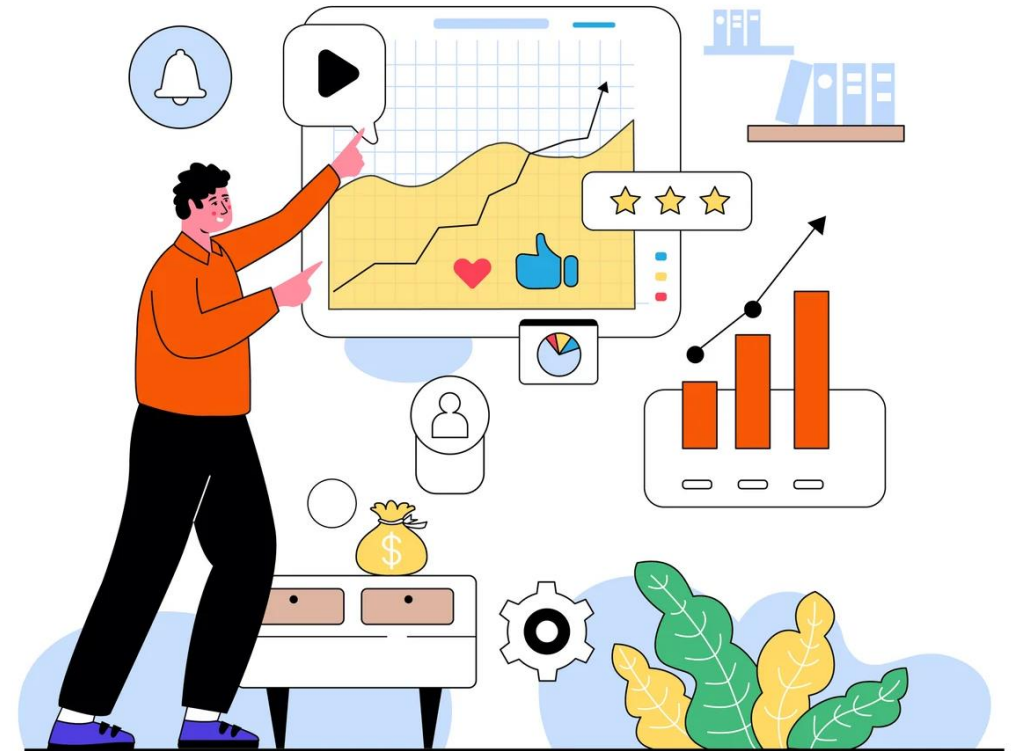
The average click-through rate in Google Ads across all industries for search campaigns.

# \$2.69

The average cost per click in google ads across all industries for search campaigns.

# Interpreting Data for Optimization

- Look for patterns in performance over time.
- Consider conversion delay when reviewing performance.
- Regularly review search terms and add negative keywords to your campaigns. It is better to maintain negative keyword lists to prevent re-work.
- A/B Testing: Test different ad copy, landing pages, and bid strategies to see what works best.
- Continuous Improvement: Regularly review and refine your campaigns for better results.
- You should optimize on other aspects too such as location, schedule and devices.



CONCLUSION

# key takeaways

# Key Takeaways

- Google Ads is Powerful. It can significantly grow your business by reaching the right audience.
- A well-structured account and targeted keywords are essential for success.
- Compelling ad copy and the right extensions can boost your CTR and conversions.
- Optimize your budget and choose the right bidding strategy to maximize ROI.
- Continuously track performance and refine your approach to improve results.



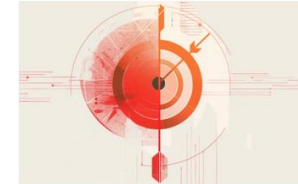
# bonus content

Checkout our insights at <https://www.adlabz.co/blog> for in-depth guides on Google Ads.

## Insights



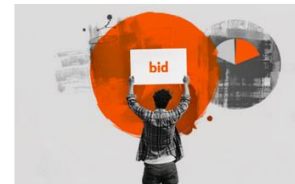
How to Test Responsive Search Ads (RSA) in Google Ads: Winning Strategies and Avoiding Big Mistakes



Maximizing Your Google Ads ROI: Advanced Strategies for 2024



The Biggest Mistake with RSAs: Overloading Ad Groups with Keywords



Understanding Audience Bid Adjustments in Target CPA and Target ROAS Bidding



How to Leverage Google Ads for Selling Tech Services



How To Boost Your Sales with Google Shopping Reviews



How To Set Up A Dynamic Remarketing Campaign? A Pro Guide For Retailers



How to Maximize Impact With Placement Targeting for YouTube Ads



Avoid these 7 Remarketing Mistakes for Maximum Impact

# special offer

- Want to focus on your core business ? let our pros handle Google Ads for you. We're offering a generous **20% off** on our services for the first 3 months of engagement.
- Our certified Google Ads strategists will make sure you get the maximum ROI out of your Google Ads investment.
- Additionally, get **\$500** in Google Ads credits when you signup with Us\*.

\* New Google Ads accounts only



**CONCLUSION**

**Q&A**

**LET'S STAY IN TOUCH**

**thank you**

**[www.adlabz.co](http://www.adlabz.co)**