

# GOOGLE ADS GROWTH GUIDE

*5 proven strategies to boost  
your ROI*

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## **Thank you for downloading our guidebook!**

In this guide, you'll discover an array of straight forward strategies to help you easily optimise your PPC campaigns and make the most of your ad spend.

**Let's dive in and start unlocking the potential of your advertising efforts.**

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1

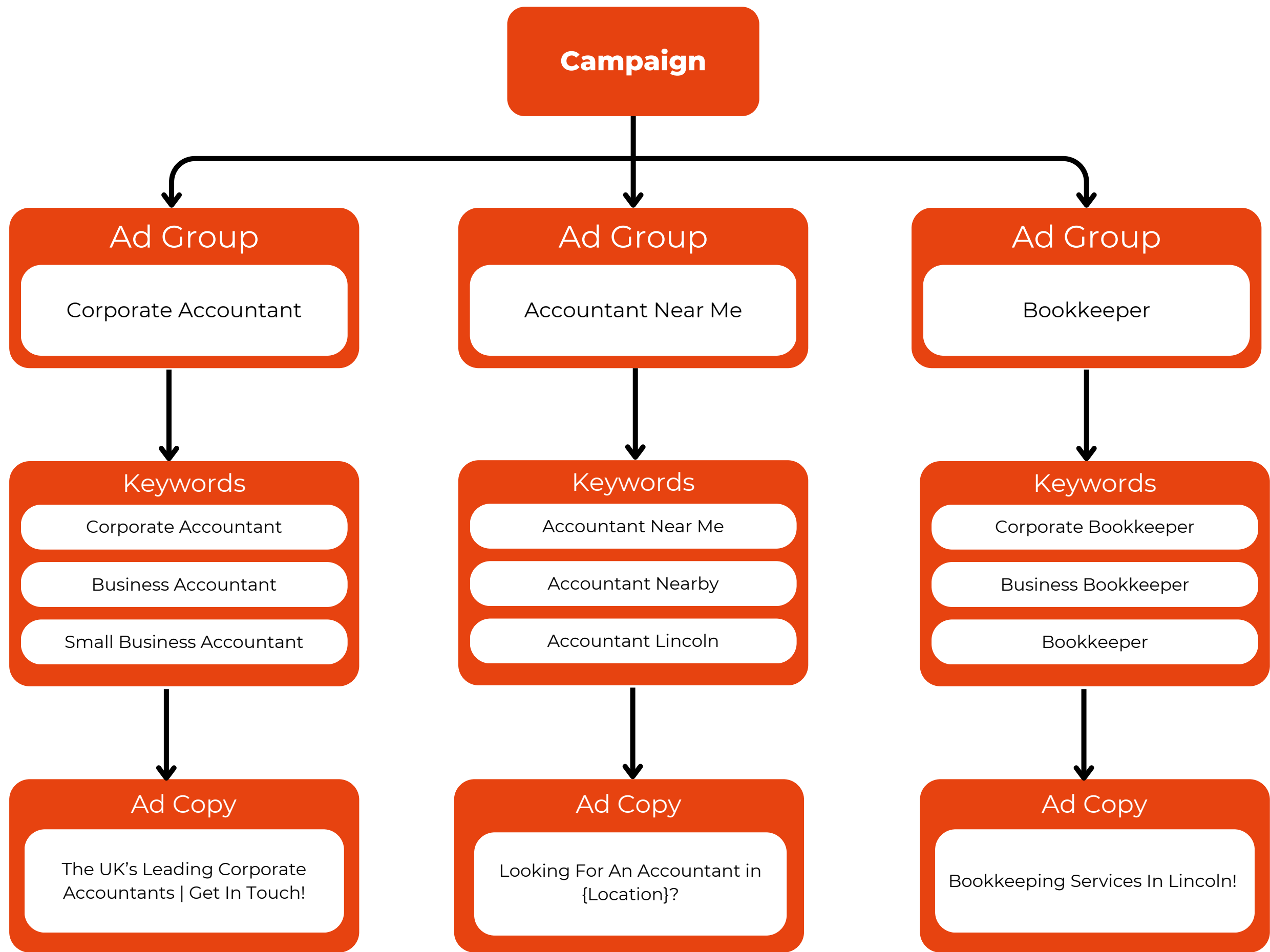
## **Start smart: The importance of structure**

A good starting foundation can go a long way towards influencing the success of your campaigns.

Before launching your ads, take the time to map out a clear structure that aligns with your business goals.

We would recommend organising your ad groups into 'Single Theme Ad Groups (STAG's). STAG's distinguish your ad groups by their keyword themes. For example, an accountant may organise ad groups as follows:





For those working with tight budgets, avoid separating your account into too many campaigns. Remember, your campaigns need data to run efficiently! Don't dilute your data by over-segmenting your account.

A well thought-out account structure can not only improve your ROI, but also make it far easier to manage and optimise your campaigns.



## 2

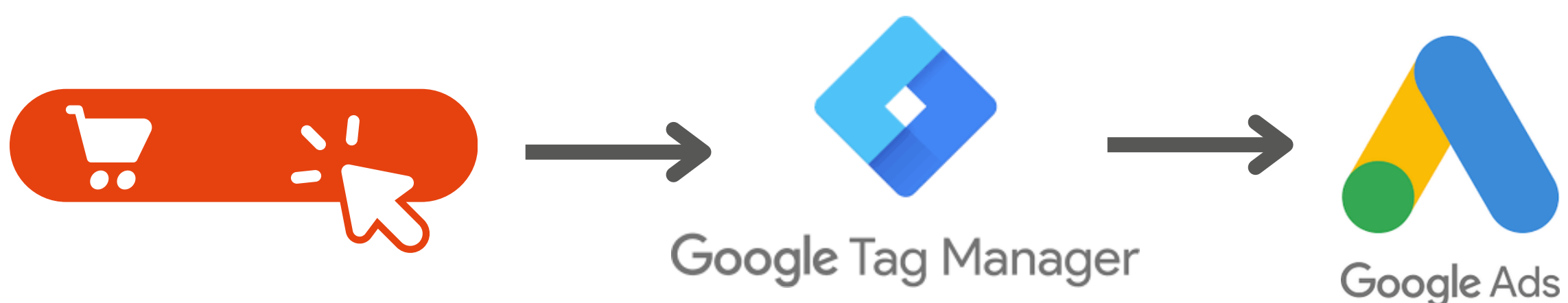
## Tracking & measuring: Data is your friend

To truly succeed with PPC, tracking performance is non-negotiable.

Being able to monitor key events such as purchases, form fills and phone calls is interesting to you as a user. But it is **VITAL** to Google and its algorithm.

With conversion data, Google's algorithms can learn which ads resonate with your audience and adjust bids, targeting and ad placements continually.

By understanding and utilising your data, you can enhance your campaigns and achieve better results.



In its simplest form, you can track conversions on your website using handy tools like Google Tag Manager.

Need help setting up your conversion tracking? [Get in touch with an expert member of our PPC team.](#)

## 3

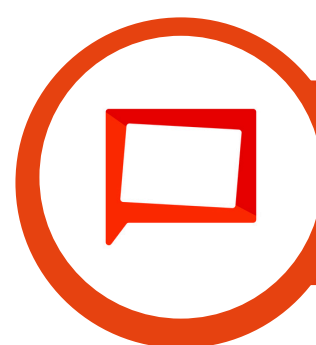
## Landing page optimisation: Beyond the click

Getting users to click on your ads is great! But if you haven't optimised your landing page, you may as well be throwing money down the drain.

A poorly designed landing page - whether it's irrelevant, slow to load, or lacking a clear call-to-action - can cause users to bounce right off. Optimising your landing page for both user experience and relevance is crucial. Ensure it is visually appealing, navigable and directly tied to the promise of your ad.

While you can sometimes use existing pages on your site, we would often recommend creating brand-new pages specifically designed to suit paid traffic. This not only allows you to hyper-tailor your landing page to a specific group of keywords, but it can also make tracking conversion sources easier.

To make things easier, you could consider using services like [Unbounce](#) or [Leadpages](#). Or to monitor how users are interacting with your landing page, we can recommend tools like [Microsoft Clarity](#) or [Hotjar](#).



[Need A Hand? Get In Touch](#)

## 4

## Navigating campaign types: What's the best fit for you?

Selecting the appropriate campaign type is crucial for maximizing the effectiveness of your PPC efforts. Different campaign types—such as search, display, shopping, or video—serve distinct purposes and cater to various marketing objectives.



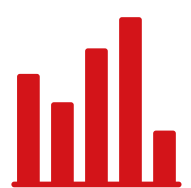
**Search campaigns** are an excellent way to capture demand for a product or service. Place ads at the top of relevant search results. Use this campaign type when there is already established demand for your product or service that can be captured via keywords.



**Shopping campaigns** are designed for ecommerce customers. Upload your products to the Google Merchant Centre and let Google find customers interested in your product! Use this campaign type if your product is visually appealing and price competitive.



**Display Campaigns** are good for building brand awareness as users browse websites, apps or YouTube. This campaign type is good for reaching a wide audience, especially when targeting users in the consideration stage of their buying journey.



**Performance Max Campaigns** are a catch-all campaign. They use all Google channels (Search, Discover, YouTube etc) under one roof. This campaign utilises machine learning to optimise ad placements and drive conversions. This campaign is a good way to simplify campaign management while maximising reach BUT it does relinquish some control over when and where your ads show. Be careful using this campaign type, and ensure your conversion measurement systems are up to scratch!

At Carrington, for the majority of our clients, we favour the use of Search campaigns due to their ability to capture demand from engaged prospects. For ecommerce clients, or clients with lots of data we often also expand our work into Performance Max or Shopping campaigns.




## 5

## The role of quality score: Understanding its impact

Quality Score (QS) is a scoring system developed by Google designed to measure the quality of your ads. A better quality score determines your Ad Rank, which in turn determines your ad position in the search results.



QS is determined by three factors:

-  **Ad relevance** - How closely your ad's target keyword and content align with what the users are actually looking for when they search
-  **Landing page experience** - Assesses the quality of page users land on. Influencing factors include: mobile friendliness, page load speed and content relevance.
-  **Expected CTR** - Estimates how often people will click on your ad when the search query is the same as your target keyword.

All three of these factors should be taken into consideration at every stage of account management.

- For ad relevance, ensure you follow our guidelines on account structure to ensure keywords are tightly grouped.
- For landing page experience, ensure that your chosen page is technically sound and adheres closely to the search queries you are targeting.
- For expected CTR, ensure that your ad copy is encapsulating and relevant to your users search queries.

# Thanks for downloading our guide!

*Need a hand with your PPC campaigns?*

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