

Google Ads Cheat Sheet

15 Ways To Transform Your Ads
Campaigns From Lame Duck To
Thoroughbred Winner



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Are you struggling to make Ads really work for your business ? Are your competitors outgunning & outmanoeuvring you ? Perhaps you are thinking about jumping into Ads for the first time and don't know where to start?

Google Ads is a beast. An infinitely complicated animal. Tame it and it will pull your business to great heights. Fail, and it will run amok, battering your bank account into submission.

Here's our 15 point guide to taming the beast. Get on top of these and you'll quickly be slashing your ad costs, enquiries will go through the roof and your Ads will be transformed from lame duck to thoroughbred winner.

1 Check Those Quality Scores

Contrary to common belief, the #1 spot doesn't go to the highest bidder. It's a complicated formula, of which Quality Score plays a vital part, and it is possible to be in the #1 slot and yet spend half as much as your competitors.

Google gives every keyword in your account score from 1 -10. This is based on many factors including the relevancy of the keyword to the add, the relevancy of the destination webpage and the click through rate of the corresponding ad.

This score is then used in conjunction with your bid, to determine a) your position and b) how much you pay.

Here's an example of how better quality score, gives an advertiser the top position at a lower price:

Advertiser	Max CPC Bid	Quality Score	Adrank	Position	Actual Cost Per Click
Lawns Are Us	£0.55	9	4.95	1	£0.51
Jo Mow	£0.75	6	4.5	2	£0.66
Grass is Greener	£0.65	6	3.9	3	£0.64
Leo's Lawncare	£0.95	4	3.8	4	£0.91
Grahams Gardens	£0.90	4	3.6	5	£0.84
Green Fingers	£1.10	3	3.3	6	£0.51

It's clear a higher Quality Score is extremely advantageous . . no, hold on . . . essential !

Go to your account, list all keywords, activate the Quality Score column and find those lower than a 7. They are the ones that need work.

Many of the tips in this guide will help improve Quality Score, but probably the one with most weight is getting a higher click through rate on your ads. Write better ads that get clicked. Test at least two at a time, and kill off the “loser” after both have had at least 100 impressions. Then write another ad. Rinse & repeat.

2 Write Better Ads

The ad is what triggers the click. So make it count.

It is an art into itself, squeezing a great marketing message into 95 characters of a Google Ad. But it must be done.

The headline needs to contain the keyword, as this will draw the attention of the reader. You then have just a couple of lines to make an impact and get that click.

Conveying benefits and feeding the customers desire is the key. You have to get inside their head a little.

Look at this example. The first ad is a typical small business ad. The second taps into that desire for a beautiful lawn, and has a call to action.

Lawn Mowing Service - lawnsareus.co.uk

Ad www.lawnsareus.co.uk/lush-lawns

Quality Lawn Mowing Service. Very Experienced, Competitive Rates.

Lawn Mowing Service - lawnsareus.co.uk

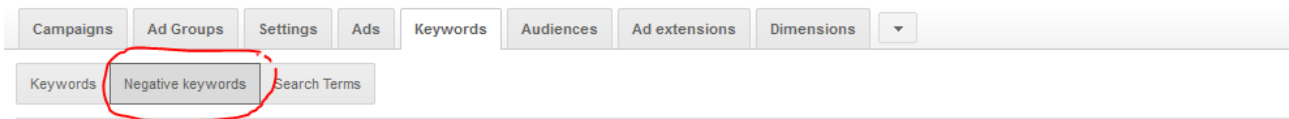
Ad www.lawnsareus.co.uk/lush-lawns

We Won't Rest Until You Have A Lush Green Lawn You'll Love. Call Us Now

3 Get On Top Of Negative Keywords

Everyone types something different into Google, even when looking for the same thing. Look at your search term report and you will see most of that info. Google tries it's hardest to match these with your keywords, but many keyword phrases will be of no interest to you.

You can instruct Google not to show your ad, when certain words or phrases are typed in. These are your negative keywords.



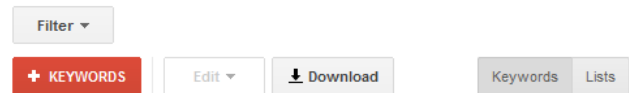
Negative keywords

Negative keywords can prevent your ad from showing to people who search using those words. [Learn more](#)

Ad group level



Campaign level



For example, “jobs” “vacancies” “careers” : Add these as negative keywords, unless you are actively recruiting and don't mind job seekers clicking your ads.

“how to”, “how do I” , “how can I” are others we often add as negative keywords, as they generally don't convert well, as they are usually people looking for information rather than buying.

And then there are words specific to your business that you are not interested in.

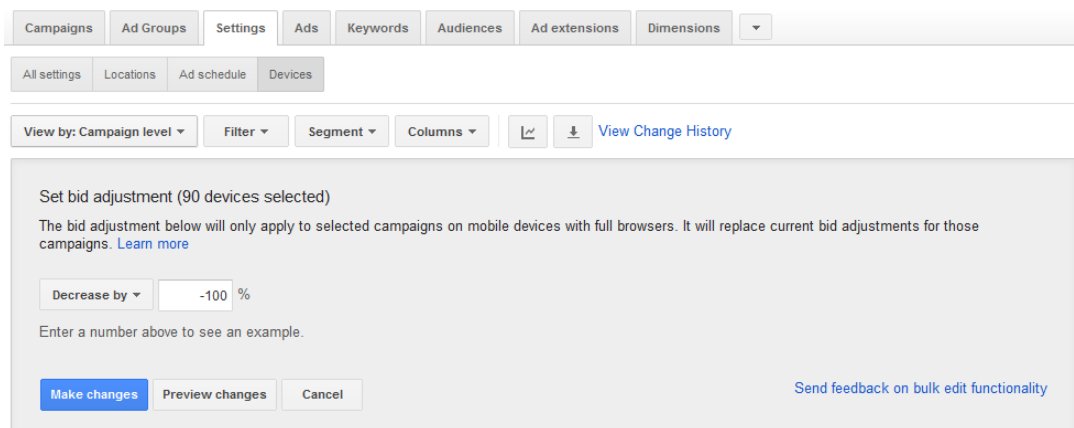
e.g you're selling home security such as alarms but you don't sell security lights, fences or grilles.

Add “grilles”, “lights”, “lighting”, “fences” , “fencing” as negative keywords.

4 Adjust Mobile Device Bids

Google allows you to adjust your bids for mobile devices, with a percentage uplift or downlift.

If your website isn't yet fully mobile friendly, you might want to consider entering -100% to ensure your ad doesn't show on mobile devices. If you find you get some sales from mobile users, but not that many, then it might be a good idea to reduce your bid by say -50%



5 Use Extensions

Extensions are little add ons to your advert, that convey additional information.

In some cases, only the top placed ad will have them, but the advantage is they take up more room, and therefore give you a better chance of getting your ad clicked.

This ad features the following extensions: sitelinks, call(phone), call outs & review.

Lawn Mowing Service - lawnsareus.co.uk

Ad www.lawnsareus.co.uk/lush-lawns 01622 111111

We Won't Rest Until You Have A Lush Green Lawn You'll Love. Call Us Now

Call us for best prices - July Special offer - Free shrub offer

"The best lawn service by far" – Kent Life Magazine

lawn repair

we repair lawns for you

tree work

tree felling and pruning

sheds

supply & erection of sheds

patios & decking

we install patios & decks

6 Geo-Targetted Campaigns

If you work in a defined area (like the lawn mowing service) then you need to ensure your ad only shows for that area. That's basic Ads.

But if you cover a wider area – perhaps a whole county or even the whole country, you can use Geographic targeting to get an advantage.

On the basis that all other things considered equal, people prefer to use local businesses, by emphasising this in your ads you can get the click.

Just set up a separate campaign for that area, with ads that emphasise your location.

In this example, the second ad subconsciously implies better service and prices because the company is local.

Skip Hire in Sevenoaks - skippy-skips.com

Ad www.skippy-skips.com

Skip Hire In Sevenoaks Area. Competitive Rates. Call Us Now.

Skip Hire In Sevenoaks - skippy-skips.com

Ad www.skippy-skips.com

We Are Based in Sevenoaks So We Deliver Fast At The Best Prices.

Note: While you can use bid adjustments (like we did with mobile) to bid more for local searches, you can't apply specific ads so we create a new campaign instead.

7 Use Specific Offers

Everyone likes a deal. Making a specific offer in your ad will get you more clicks than a generic ad.

Consider what promotions, discounts or special deals you can offer to first time customers and include it in your ad.

Lawn Mowing Service - lawnsareus.co.uk
Ad www.lawnsareus.co.uk
Free 5 Litres Of Miracle Grow Lawn Feed With First Mow. Call To Claim.

8 Retargetting

Each visitor costs you money right? So why waste them.

Retargetting allows you to show ads across Google's partner websites, after they've left your website.

Yes, I know – they are a little “stalker-ish”. Creepy maybe.

But look: *they work like gangbusters.*

They are extremely cost effective and they get those “lost” visitors back to your site and turn them into customers.

For most businesses, branded image ads work well. The visitor will probably not even realise they are retargetting ads (they'll just think you advertised on the Internet anyway and they are only now noticing your ads because they've recently visited your site).

9 Adjust Budgets

The great thing about Ads is the ability to set a daily spending limit by setting a budget.

However, this can raise a problem. A low budget can affect impressions (the amount of times your ad is shown) and if your ad is shown less then it can't get so many clicks.

This can especially happen when you are new to Ads, so play about with a larger budget initially to get the clicks coming in, then adjust it down gradually.

10 Keep Ad Groups Tight

An adgroup should be a tight collection of very similar keywords. This is so the ads can be very relevant to the keyword, and result in a good clickthrough rate and – you've guessed it – Quality Score!

Some say 20 keywords per ad group. Some say 10. I say as long as they are very similar keywords you'll be fine.

11 Don't Let Google Touch It!

At some stage you'll get a call from Google. Being ever so nice and offering to optimise, tweak and adjust your campaigns for free.

What could possibly be better than getting “inside” help, straight from the horses mouth?

No. Don't. For the love of bacon sandwiches and a frothy cappucino, don't.

Here's why:

They have some very skilled Ads specialists working for them. They know their stuff. But they won't ever be assigned to your account unless you're spending £30 000 per month or more.

No. You'll get an intern. Or someone who's had a months training.

And while they mean well, and think they can help, they will lack understanding of your business. Not to mention advanced Ads skills.

I've seen businesses go from doing OK on Ads to spending three times as much and no enquiries. Thanks to the advice of a Google employee. (Thankfully, once I was called in, I quickly reversed the error and their phone was soon ringing off the hook).

12 Track Your Conversions

If there's any way you can track your sales, you must do it. This information is essential to really supercharging Ads for your business. Without it you are blind.



There are many ways to achieve this. Some are easy, such as installing tracking code on ecommerce sites, some are more tricky such as recording the unique identifier variable (Gclid) and cross referencing with new customers.



If tracking is really not possible, the fall back is to at least integrate Google Analytics data into Ads, and import the “Time on Site (TOS)” figure. This shows the average time spent on site and can be cross referenced to each Keyword so you know which ones are resulting in customer interest and which ones are clearly not relevant.

Once you track conversions (or at least interest), you open up a treasure trove of valuable data into which we can dive and find hugely profitable revelations, such as the time of day people are more likely to become a customer, what sort of device (desktop, mobile or tablet) gets you the most customers etc.

13 Let the winners run and cut your losses

Every keyword has it's own unique persona. Special characteristics.

For most people it might represent an intention to buy. Or it might mean they are just researching information. It can be hard to tell, but the data never lies.

So when you have accrued enough conversions data, you can see how expensive each keyword is proving to be, by viewing the “cost per conversion” metric. Taking into account the lifetime value of a customer to you, you can make informed decisions on which ones are just too costly to keep.

14 The Saturday Shop Assistant

When you enter a shop, the sales assistant can make all the difference.

On the one hand, you might get the experienced, professional assistant who quickly ascertains your needs, and guides you to the right product, unobtrusively showing you all of it's advantages.

Or you get the indifferent, teenage Saturday shop assistant, who points vaguely in the direction where they think the product may be and leaves you to figure it out for yourself.



Websites can be the same.

The design & content of the page you send visitors to is vital.

It's what we call the landing page.

And a well designed, tightly relevant landing page, can increase sales by 400% or more.

It can make all the difference between positive ROI (Return on Investment) on your Ads spend, and a dirty big loss.

Anatomy of a good landing page



<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 1 PAGE HEADLINES AND AD COPY </div> <ul style="list-style-type: none"> • The landing page headline and advertisement wording should compliment each other. • Your AdWords score allows a site to discover the cost-per-click. This score can be improved by having consistent content between the ad message and landing page text. 	<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 6 BUTTONS AND CALL TO ACTIONS SHOULD STAND OUT </div> <ul style="list-style-type: none"> • Identify the keywords people interested in your service might be searching for and use words such as "free", "new", "buy" or "download now". • A conversion button should stand out and be placed right below a call-to-action or have the call-to-action as the button. Nonetheless, the button should be big, bright, and above where a user would have to scroll to it. • Orange or yellow buttons for a call to action help to catch a viewer's eye.
<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 2 CLEAR AND CONCISE HEADLINES </div> <ul style="list-style-type: none"> • Being one of the first things a visitor will read, the landing page headlines should not confuse or bore, but compel a visitor to take a closer look. • Addressing a specific point that is related to the content of the website will catch a reader's attention more than having a vague and uninteresting headline. 	<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 7 GO EASY ON THE LINKS </div> <ul style="list-style-type: none"> • Links connecting the user to too many other sites or pages will distract them and have a negative impact on conversions. • Lots of links may make sense on a regular homepage, but on a landing page simplicity is key.
<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 3 IMPECCABLE GRAMMAR </div> <ul style="list-style-type: none"> • In the example of an online retailer who is asking for visitors to purchase and provide personal and billing information, the trust of the customer will be risked if there are spelling errors and sloppy grammar. 	<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 8 USE IMAGES AND VIDEOS THAT RELATE TO COPY </div> <ul style="list-style-type: none"> • Implementing motivational speeches, videos of user testimonials, and product images into a home page can have a positive impact on viewers, as well as give shoppers an extra push to look further into a product.
<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 4 TAKING ADVANTAGE OF TRUST INDICATORS </div> <ul style="list-style-type: none"> • For an effective way of building trust, incorporate testimonials, press mentions, guarantee seals, and 3rd party trust and security certification (Better Business Bureau, VeriSign, etc.). • When eye glasses and lens company ACLens began using VeriSign, they saw a 41% increase in conversions and a 58% increase in revenue per transaction. The same can happen with any online landing page. 	<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 9 KEEP IT ABOVE THE FOLD </div> <ul style="list-style-type: none"> • The space a visitor sees without having to scroll is where the most important parts of the webpage should be. • Place the call-to-action button above the fold and in a location where the viewer's eye will scan to. Never have the button in a place where it has to be searched for.
<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 5 USE A STRONG CALL TO ACTION </div> <ul style="list-style-type: none"> • After a visitor reads the landing page headline, it is crucial that they know what to do next. • In the case of Mozilla Firefox, when they changed their call-to-action from "Try Firefox 3" to "Download Now - Free", it outperformed the original call-to-action by 3.6% and had a confidence level of over 99%, resulting in 500 more downloads during the time of the test. 	<div style="background-color: #2c3e50; color: white; padding: 10px; margin-bottom: 10px;"> 10 ALWAYS BE TESTING </div> <ul style="list-style-type: none"> • Optimize a landing page for conversion over time. Run A/B tests, change copy, images, and call-to-actions to see what resonates most with users. • In addition to A/B testing, testing two completely different site designs against each other will be beneficial in the long run. (A/B testing is where a baseline control sample is compared to a variety of single-variable test samples in order to improve response rates.)

Testing Your Landing Pages

A small increase in the effectiveness of a landing page can have a big impact on your bottom line. So always be testing new versions.

This can be done using Google Analytics experiments ; create two or more variations of a page, enter them in GA Experiments, and paste the code into your website. Over time the data will tell you which is the winner.

15 Demographic Dominance

Ads isn't all about ads in the search results. Google has an absolutely huge inventory of partner websites where ads can be placed, to reach potential customers.

It's called the **Google Display Network (GDN)**.

Here's how you can make it work.

Example #1:

Let's go back to our friend in the lawn care business.

Tom works in a pretty well defined geographical area. Living in Sevenoaks, he'll generally travel about 15 miles in any direction.

He also knows his typical customer pretty well. They have larger houses and with it larger gardens. They are busy people, affluent professional types. They have a keen interest in making their home look good, keeping up with interior design trends etc.

On that basis, Tom can get some graphic banner ads made that promote his business, and use GDN to show these ads on sites.

Thanks to the many targeting options on GDN, Tom can set up his ads so they only show to people within 15 miles of Sevenoaks.

But not everyone in Sevenoaks is a potential customer, so he refines it further.

He chooses to show his ad on Home Improvement & Interior Design websites, as this is one demographic of his customer.

He also decides to target certain online newspapers. The local newspaper is one, but also quality broadsheets such as The Times, Guardian and Telegraph as these correspond with the demographic of his customers.

The result is that Tom is getting ads for his lawn care business shown within a 15 mile radius of his location, and on websites he knows his likely potential customers frequent.

And while Click through rates are lower on the Google Display Network, the inventory is huge and the click costs are a fraction of Ads Search.

Example #2: Skippy Skips

A slightly different approach is taken by Skippy Skips.

They deliver skips within 20 miles of Sevenoaks, but their customer demographic is a little harder to pinpoint. Just about anyone might want a skip at some point.

This is what they do:

The first set their radius targeting to 20 miles from Sevenoaks, in a similar way to our lawn care guy.

But they don't target specific websites, they let the ad appear anywhere so long as it only shows in the defined area. They set a small budget of £200 to test.

A couple of weeks later, their budget has been spent, and they now have some data that we can analyse.

Their £200 adspend got them 1000 clicks at an average cost of 20p per click. But more importantly, because they take their bookings online, they have tracked the conversions.

And by looking at the Placement reports we can see every website their ad has appeared on, and which ones have led to actual sales. We then just cut the sites which have a high click volume and no sales, and keep monitoring and refining this on an ongoing basis to improve their ROI.

16 Minority Report Method



In the 2002 Tom Cruise film *Minority Report*, the plot revolves around a future time where law enforcement officials are able to tell if someone is about to commit a crime before they do it.

It's like having some kind of psychic ability.

This is similar. Thanks to some clever Google Stealth technology, we can see when someone is about to make a purchase - and then place our ad in front of them.

It's called **In Market Audiences**. Basically, Google tracks a users browsing history and online searches, and determines if they are “in the market” for a product or service.

If you have a home alarm business, then you can show ads to people who've recently browsed other home alarm websites.

Wood Stove business? Then Show ads to people who've recently browsed other wood stove websites.

You get the idea.

We can step it up a notch however, by targeting industries not directly related to ours.

Look how targetting people who have been looking at flights and holidays online might work. In these examples, home security is targetted to people looking at holidays:



Summary

Implement the above and you'll be flying. Your click costs will come down, your customer enquiries will go up.

Ignore it though, and the chances are your competitors will eventually start implementing some – even all – of it. And then you're on the back foot.

Too busy? Don't really understand it? Then contact us for a no obligation chat – click the button below that applies to you:

**I Don't Currently
Use Google Adwords**

**I Am Currently
Using Google Adwords**

What We Do

We've managed over £15 Million in ad spend and have been doing Google Ads for nearly 20 years. The money we save clients usually more than covers our charges. (And that doesn't even account for the increased enquiries and sales that clients enjoy from better performing Ads campaigns)

Who We Are

We a boutique Digital Marketing Agency. This means we are not a massive agency with huge fees, sales teams and a management structure, where you become lost amongst hundreds of other clients. What we are is a bespoke agency, that likes to keep a smaller, well served, client base – and work with them in the long term for success.

With 25 years experience in SEO & Digital Marketing, you can be assured we know what we are doing!



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The Granary, Hermitage Court, Maidstone, Kent, England, ME16 9NT

t: +44 (0)1622 808763