

eBook

N°01

11 most common mistakes using Google Ads

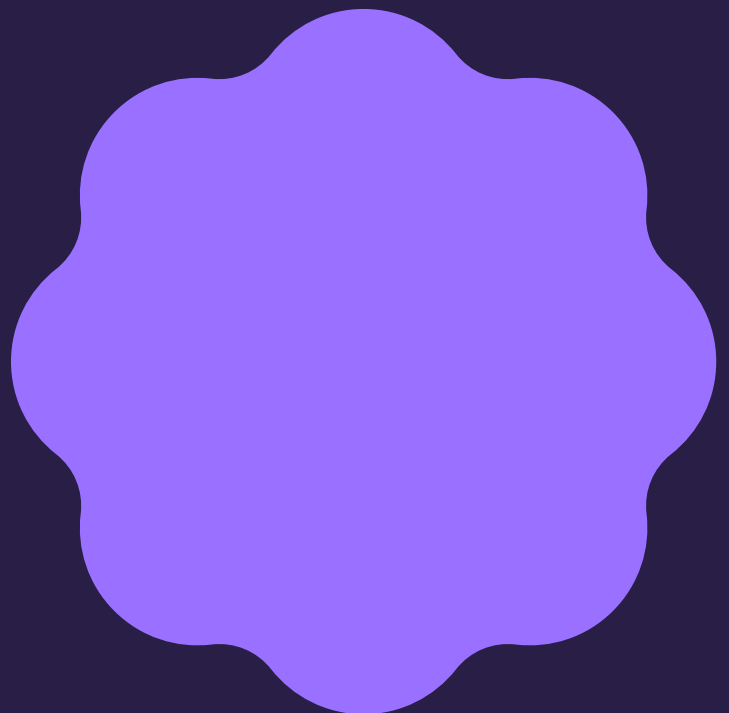
BeBold

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Part 1

11 most common mistakes



Discover the best practices

Advertising with the help of Google Ads brings in a lot of new customers, resulting in higher sales figures. But how can you achieve the best results?

There are several mistakes that we frequently come across. That's why we have compiled a list of some best practices to improve your Search Engine Marketing.

And if you think you already know all the secrets of Google Ads, then this list is at least a good way to refresh your memory.

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1

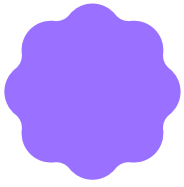
Incorrectly set conversions

Incorrectly setting up conversions is one of the most common errors. And when you set up conversions incorrectly, it becomes impossible to calculate your ROI. The era of “unmeasurable marketing results” is over. Set up your conversions correctly to measure your efforts and achieve the best results!

2

Unclear call-to-actions

Make sure your call-to-actions are clear and specific regarding what you want to achieve. Do you want potential customers to “buy now,” “learn more,” or “view the offer”? By motivating your leads with the right reason to click on your ad, you increase your click-through rate (CTR). A high CTR is crucial if you want to convert leads into customers.



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Chaos in your Google Ads-account

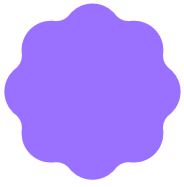
Are your campaigns running together? Are ads randomly placed under campaigns? Sometimes, due to time constraints, everything needs to happen quickly. However, it's better to take your time to establish sufficient structure. By organizing your Google Ads account better, you can easily monitor campaigns and advertisements. Ensure clear naming conventions for your campaigns, maintain a well-organized system, and navigate smoothly throughout your entire account.

4

Forgot to link?

While it may not be strictly necessary to be able to create ads, you do miss out on several useful features if your Google Ads account is not linked to Google Analytics and/or Google My Business. By linking your account with Google Analytics, you can measure all your advertising efforts and compare them to your results from other channels. Which campaigns are performing well? Which ads are outperforming others? Utilize these insights to optimize your campaigns.

On the other hand, Google My Business is useful for a different reason: linking it with My Business allows you to add "geo tag extensions" to your ads on Google. This enables potential customers to immediately see your location or read reviews about your business. This way, you can build trust more quickly as a company.



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Keywords set to “wide”

A typical mistake, but it can cost you dearly. Let's say you sell prescription eyeglasses, but you use “glasses” as a broad keyword without any punctuation or modifiers. What happens then? Unfortunately, even people searching for a toilet seat could come across your ad.

They are obviously not interested in your eyeglasses, which leads to two problems:

- They don't click on your ad, reducing your click-through rate and making your results appear “poor.”
- They do click on your ad, but obviously, your eyeglasses are not relevant to their search for a toilet seat. So you have just spent money on someone who will never become a customer.

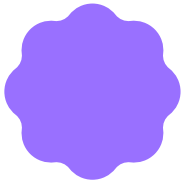
By narrowing down your keywords, you ensure that only interested people will see your ad. An ideal way to prevent the wrong audience from seeing your ad is by setting up “negative keywords” in your Google Ads account. For example, by setting “wine glasses” as a negative keyword, you will avoid someone searching for drink glasses from seeing your ad. Convenient, right?

6

Only using the last-click model

Conversions, conversions, conversions - we just can't get enough of them. That's why it's so important to work according to the multi-touch attribution model instead of the last-click model.

When you use the last-click model, the highest value is given to the last ad clicked by a potential customer before converting. However, this disregards other ad interactions that customers may have had along the way. With the multi-touch attribution model, you consider multiple touchpoints to attribute conversions and can optimize campaigns based on those results.



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The search terms report

As exciting as having a list of keywords may be, it is crucial to keep that list up to date by consulting the Search Terms report. Your potential customers don't think in keywords; they think in search terms. That means they will use their own words to search, and those words may not necessarily be the ones you have chosen.

This is useful for two reasons:

- On one hand, you can expand your list of keywords with search terms that you didn't know would work.
- On the other hand, you have the opportunity to mark words as negative keywords.

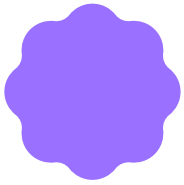
Remember our issue with the glasses? With negative keywords, you can ensure that you don't show sunglasses to someone who is searching for a toilet seat. "You bid on keywords, but you pay for search terms."

8

Not enough ad extensions

It may sound like a lot of work, but ad extensions can actually save you a lot of effort! Adding more ad extensions to your campaigns gives potential customers even more reasons to click through to your website, resulting in an increased conversion rate.

So, sitelinks, callouts, location extensions, and other extensions are an absolute must-have in your Ads account.



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Content consistency

Having an extensive keyword list and good ads is important, but if they don't complement the content on your landing page, your ad's quality score will immediately decrease.

A low quality score will affect the price you have to pay for a particular keyword and the position of your ad in search page results.

Of course, Google doesn't do this to annoy you. On the contrary, it helps you create more valuable content for your customers because people choose your ad for a reason: to find interesting information that will convince them to buy your product or fill out your form, etc.

Also, don't forget to optimize your ads with the appropriate keywords that match your landing page to maintain a high quality score.

For example, if you have an ad offering a special promotion during a specific period, make sure that the same information is available on your landing page. Simple, right?

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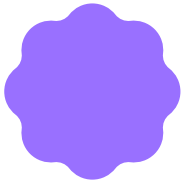
Mobile unfriendly pages

We live in the mobile era - there's no escaping it.

Every page should be as appealing on mobile as it is on a desktop, maybe even more so. Nowadays, everyone browses on their smartphones, making it essential to provide a streamlined user experience.

By doing so, you ensure that the barrier for potential customers to make a purchase on your website is as low as possible.

Ultimately, you will need to build a website that is perfectly viewable on mobile devices anyway, so why not start now? Those extra hours you might have to pay your developer may not be the cheapest, but your return on investment will quickly translate into better sales figures - and that pays off!



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Remarketing

Remarketing works. People who have visited your website have shown interest in your product or service. Why not take advantage of that?

With Google Ads, you can use the data you have collected about website visitors to reach them again with personalized ads. By showing them a banner of a product they have already viewed, you might be able to encourage them to make the purchase this time.

Remarketing is also cost-effective because you target only visitors to your website.

Some people just need that extra push, so take your chance!

In conclusion

There are numerous tips and tricks that can greatly improve your Google Ads account management skills, but most of them you will learn from experience or insights from others.

Ultimately, the best way to determine what works for your brand is still the simple answer: test it out!

We hope that the above tips & tricks have provided you with a good starting point for your Google Ads account. If you still have any questions, there's only one address to reach out to: info@bebold.digital!

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