

Running Ads on Google (Google Ads): A Clear Overview

Google Ads is Google's advertising platform that lets you show ads across **Google Search**, **YouTube**, **Gmail**, **Google Maps**, and a vast network of partner sites and apps. You typically pay when someone **clicks** your ad (CPC) or when your ad gets **shown** (CPM), depending on the campaign type.

1) Where Your Ads Can Appear

1. **Search (Google Search results)**

- Text ads triggered by keywords (e.g., "emergency plumber near me").
- Best for **high-intent** traffic—people actively looking.

2. **Display (websites & apps in the Google Display Network)**

- Banner/image and responsive ads across many sites/apps.
- Often used for **awareness**, retargeting, and reach.

3. **YouTube (video ads)**

- In-stream ads, in-feed video ads, Shorts placements, etc.
- Strong for awareness and consideration; can also drive conversions with the right setup.

4. **Shopping (product listings)**

- Product ads with image, price, and store name.
- Primarily for e-commerce; powered by a **product feed** in Google Merchant Center.

5. **Performance Max (PMax)**

- A single campaign that can serve across Search, Display, YouTube, Gmail, Discover, and Maps.
- Uses automation heavily; requires strong creative assets + conversion tracking.

6. **Local / Maps placements**

- Useful for location-based businesses (calls, directions, store visits).
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2) Core Building Blocks (How Google Ads Works)

1. Account structure

- **Account** → **Campaigns** → **Ad groups** → **Ads/Assets** → **Keywords & targeting**
- Clean structure makes reporting and optimization much easier.

2. Targeting

- **Search:** primarily by *keywords* (plus location, device, audiences as signals).
- **Display/YouTube:** audiences (interests, intent, remarketing), topics, placements, demographics.
- **Shopping:** product feed attributes (brand, category, price, etc.).

3. Bidding (how you pay / what you optimize for)

- Common strategies:
 - **Maximize Clicks** (traffic)
 - **Maximize Conversions** (lead/sale volume)
 - **Target CPA** (cost per acquisition)
 - **Target ROAS** (return on ad spend—common for e-commerce)
- Your choice should match your *goal* and how reliable your conversion tracking is.

4. Ad auction & Quality

- You don't "win" just by bidding more. Google considers:
 - **Bid**
 - **Ad relevance**
 - **Expected click-through rate (CTR)**
 - **Landing page experience**
 - (and context like device, location, time)
 - Better quality can lower your costs and improve positions.
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3) What You Need Before Spending Money ☐

1. Clear goal

- Leads (calls/forms), purchases, bookings, app installs, visits, etc.

2. Conversion tracking

- Set up via **Google tag** or **Google Tag Manager**.
- Import key actions (purchase, form submit, phone call, qualified lead).
- If you skip this, optimization becomes guesswork.

3. Landing pages that match intent

- Fast, mobile-friendly, clear offer, strong CTA, minimal friction.
- Message match: the ad promise should be obvious on the page.

4. **Budget expectations**

- Spend needs vary hugely by industry and location.
 - A practical approach is starting with a test budget that can generate enough conversions to learn (rather than a tiny spend that never stabilizes).
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4) A Typical Setup Path (Beginner-Friendly)

1. **Start with Search campaigns for high intent**

- Focus on a small set of tightly themed keyword groups.
- Use location targeting if you serve specific areas.

2. **Add remarketing**

- Re-engage site visitors on Display/YouTube.
- Often improves efficiency because the audience already knows you.

3. **If e-commerce: add Shopping**

- Ensure Merchant Center feed quality (titles, images, GTINs, pricing).

4. **Scale with automation carefully**

- Once tracking is solid and you have consistent conversion volume, consider **Target CPA/ROAS** and/or **Performance Max**.
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5) Key Metrics to Watch (and What They Mean)

1. **Impressions / Clicks / CTR**

- Demand + how compelling your ads are.

2. **CPC (Cost per click)**

- What you pay for traffic.

3. **Conversion rate (CVR)**

- How well your landing page and offer turn clicks into results.

4. **CPA (Cost per acquisition)**

- Cost per lead/sale—often the most important for lead gen.

5. **ROAS (Return on ad spend)**

- Revenue ÷ ad spend—core metric for e-commerce.

6. **Search terms (for Search campaigns)**

- Shows what people actually typed; critical for adding **negative keywords**.
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6) Common Pitfalls (Worth Avoiding) ⚠

1. **No (or incorrect) conversion tracking**
 2. **Sending all traffic to a generic homepage**
 3. **Overly broad keywords with no negatives**
 4. **Mixing unrelated services/products in one ad group**
 5. **Judging results too early**
 - New campaigns often need time + enough data to learn.
 6. **Letting “automation” run without guardrails**
 - Use clear goals, strong creatives, and measured tests.
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7) What You Tell Me Next (So I Can Tailor This)

If you share these, I can recommend the best campaign types and a simple starting plan:

1. **What do you sell?** (product/service + price point)
2. **Where are you targeting?** (countries/cities/radius)
3. **Goal:** leads, purchases, calls, bookings, etc.
4. **Monthly ad budget range**
5. **Do you have conversion tracking set up already?** (GA4/GTM/Google Ads tag)

If you answer those 5 items, I'll outline a suggested campaign structure, initial keyword/targeting approach, and a sensible first-month testing plan.

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