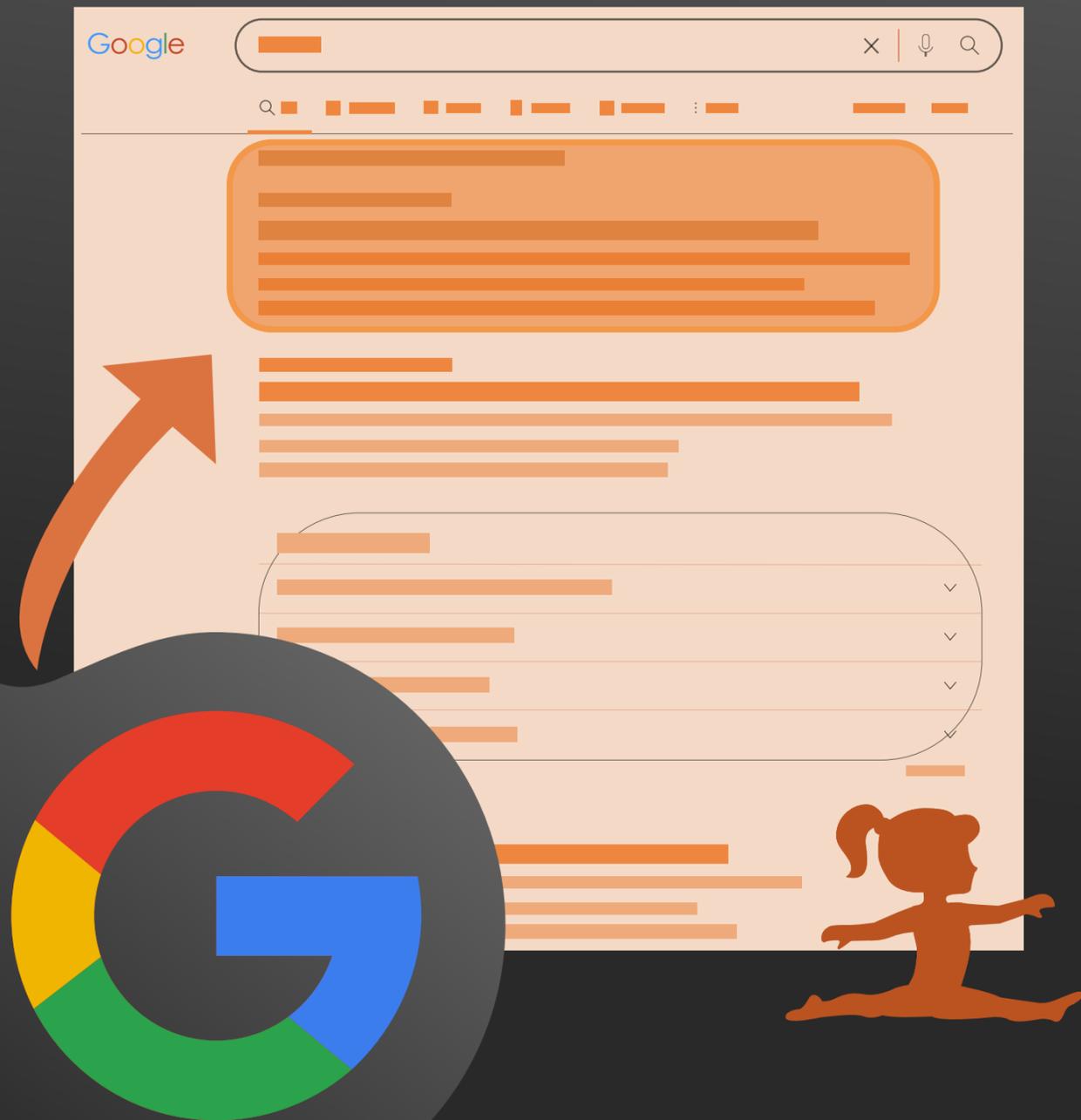


Google Ads Master Resource

Presented By: **FitFox Marketing**



Broad Step By Step Guide To Google Ads

1

Set Up Google Ads Account

2

Organize Your Account

3

Set Your Budget

4

Pick Your Keywords

5

Set Your Keyword Match Types

6

Connect your landing pages

7

Decide where your ad will be displayed

8

Create your Ads

9

Connect your account to Google Analytics

10

Regularly Analyze and improve your ads

Google Ads: Important Metrics

Tier 1 Metrics:

These metrics measure the overall success of your Google Ads campaign. These data points will help you to understand what is working and what is not.

Impressions

The number of times that your ad was shown. This can include multiple times to the same person.

Results

The number of times you ad achieved a goal based on the objective selected.

Quality Score

A ranking of your ad's perceived quality. The higher the quality ranking the less your ad will cost to achieve the same results.

Tier 2 Metrics:

Tier 2 metrics represent the second layer of data that will be used to determine the success your campaign.

These statistics are useful for calculating exactly how your website is making you money.

Click Through Rate

Click through rate is a ratio of how many people saw your ad compared to how many people clicked through to see more.

$$\left(\frac{\text{Number of Link Clicks}}{\text{Total Reach}} \right) \times 100$$

Industry Avg: **2.23%**

Conversion Rate

The conversion rate is a measure of how many times your goal was completed by the people who clicked through to your landing page.

$$\left(\frac{\text{Total Goal Completions}}{\text{Total Link Clicks}} \right) \times 100$$

Industry Avg: **4.2%**

Cost Per Click

This is the average amount of money it takes to get one click on your ad.

$$\frac{\text{Total Ad Spend}}{\text{Number of Clicks}}$$

Industry Avg: **\$2.31 Per Click**

Return On Ad Spend

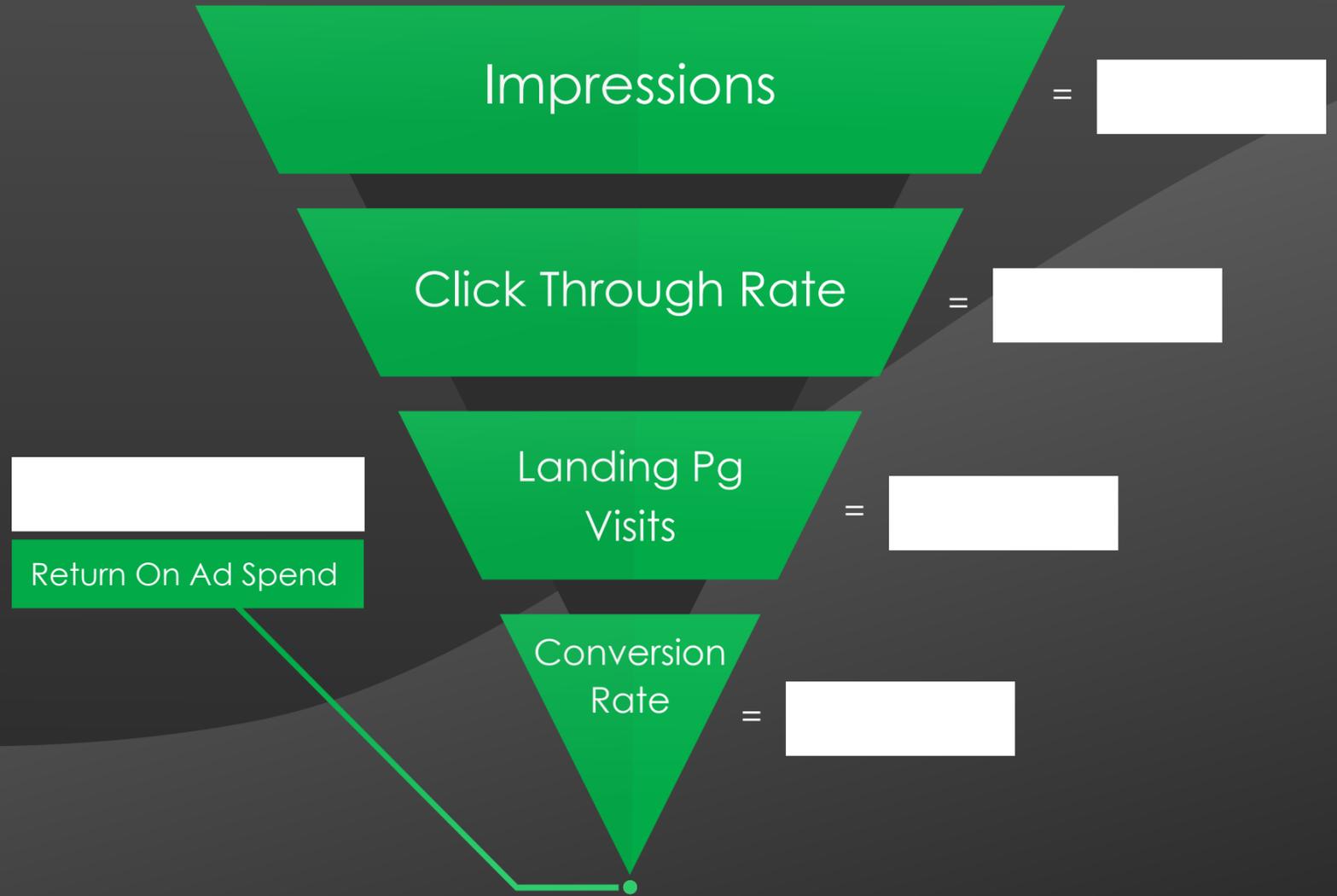
This is a very important metric that is used to calculate the amount of value you are getting from the money you have spent.

$$\left(\frac{\text{Total $$$ Earned From Campaign}}{\text{Total Ad Spend}} \right) \times 100$$

Industry Avg: **2:1-4:1**

Funnel Worksheets

Google Ads Funnel





List Of Useful Google Ads Tools



Google Ads

This is an advertisement platform where you can manage, create and improve Google ads for your business.



Google Ads Performance Grader

This tool is incredibly helpful for analyzing how well your Google Ads are performing and how they can be improved.



Google Trends

Google Trends are an easy way to find and test new keywords for advertising. This is useful for researching keywords for Google Ads.



Ubersuggest

This tool is useful to help you find the best keywords for your particular industry. It is very helpful for creating great Google Ads.



Keywords Everywhere

This tool is an Google extension that you can use to research search volume, CPC and competition of all keywords.



Soovle.com

This tool helps you see all related keywords from many different search engines all on one simple screen.

Common Google Ads Issues

Major Issue

Symptom

Solution

Ads are not being seen by enough people



- Low ad quality score
- Low reach / impressions



- Improve ad visuals and copy
- Improve targeting
- Increase ad spend

Customers are not clicking through your ads



- High cost per ad result
- Few relative clicks



- Improve call to action
- Improve your targeting
- Improve ad quality score

Customers aren't converting on your landing page



- High landing page bounce rate
- Low time spent on landing page



- Improve your call to action
- Improve visuals and copy on landing page
- Improve site load speed