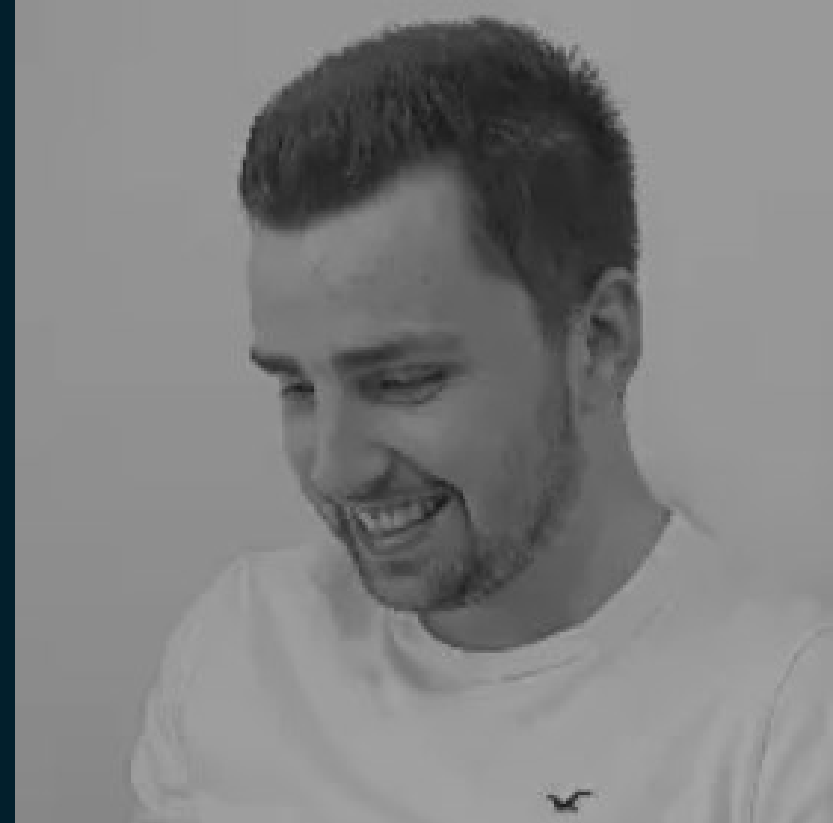


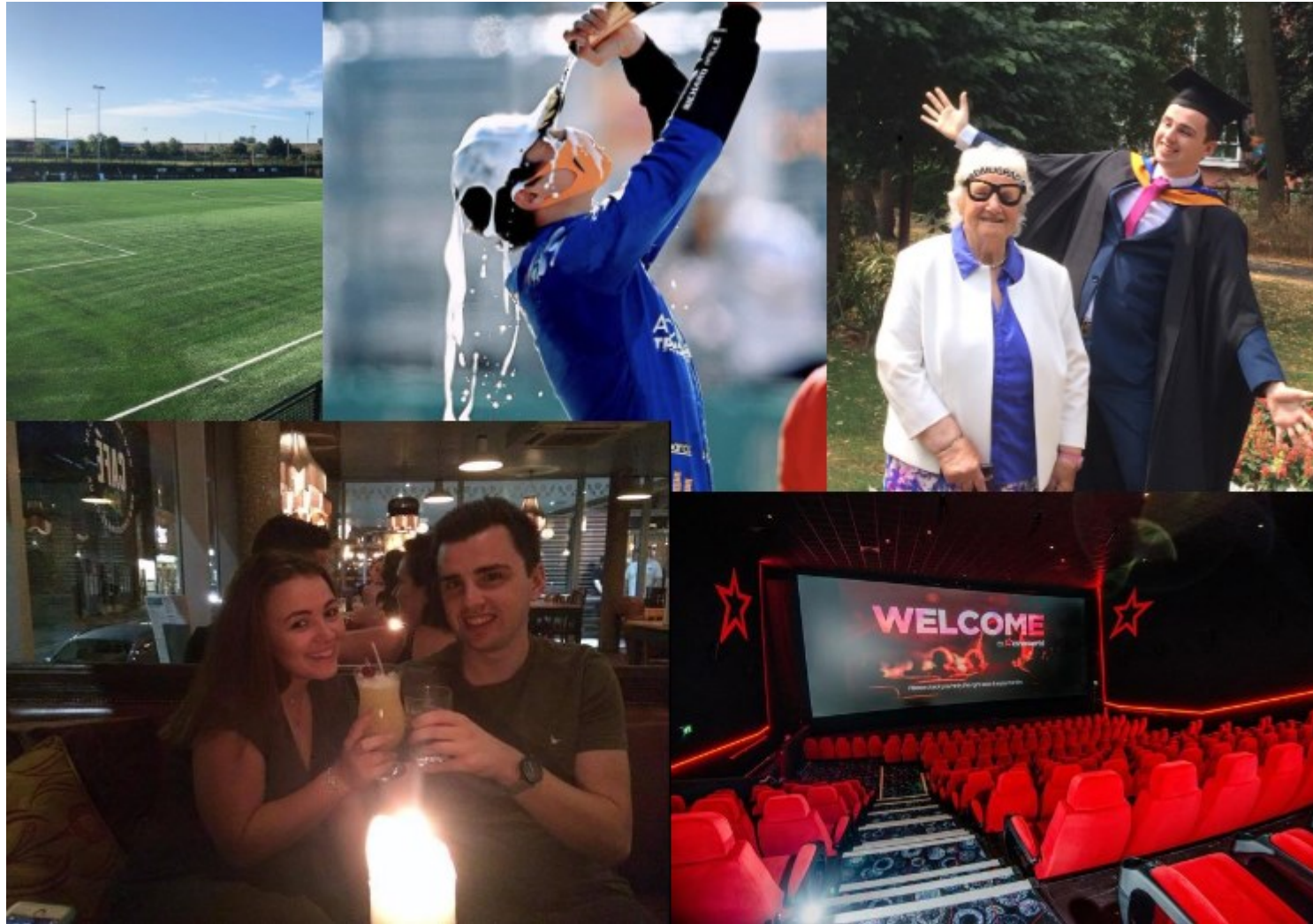


# A Practical Guide To Becoming A Google Ads Optimising Hero

Jordan Munton - 5<sup>th</sup> March 2021



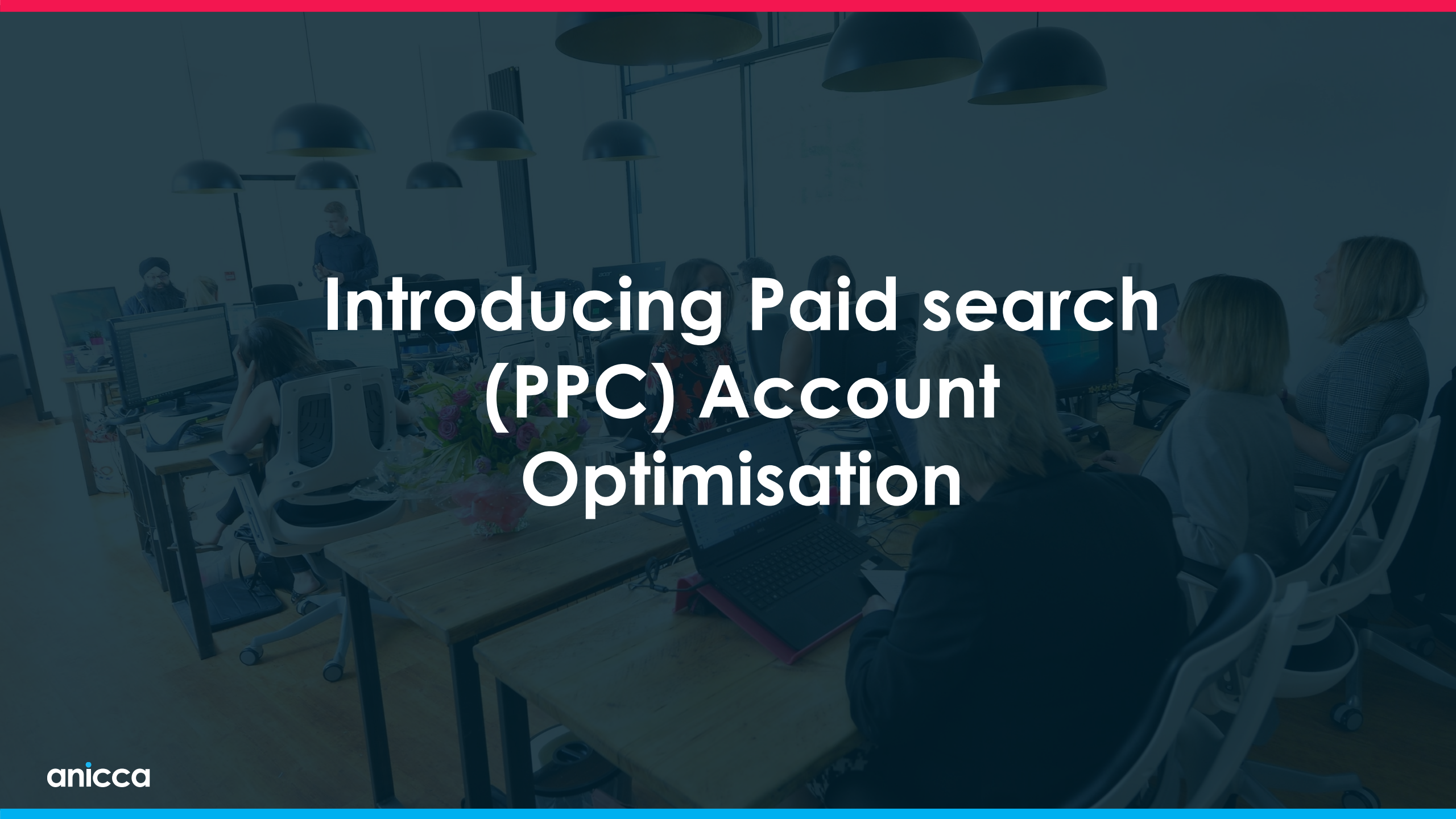
# About me



Examples of the  
*brands we work with*







# Introducing Paid search (PPC) Account Optimisation

Optimisation is the process of making  
incremental changes to an  
account setup to improve its performance

# The Purpose of Optimisation

- **Save money**
  - Removal of irreverent search terms/placements and in-turn irrelevant clicks
  - High Quality Score means you don't have to bid or pay as much
- **Brand protection**
  - Avoid ads appearing in damaging searches e.g. "Anicca Scandal"
- **Keeps you up-to date**
  - 15% of daily searches on Google ads are brand new
- **Maximising your budget**
  - If you're appearing for irrelevant searches/placements your budget is being wasted
  - Using your budget in the places that are driving the greatest ROAS

# Methods of Optimising Your Ads Account

- **Within the Google (Bing) platform**
  - **Manual** optimisation
  - More sophisticated **assisted-automated optimisation** using Alerts, Rules, Experiments, Scripts etc.
  - **“Build & Leave” – full automation** using Google’s (or other platforms) Smart AI-based campaign setup and/or bid management options
- **Use of 3<sup>rd</sup> party software and tools**
  - Freemium **“suggestion tools/software”**, like WordStream and AdZooma, which are often aimed at in-house users. However, they still require a level of input and knowledge.
  - Purchase **more sophisticated paid tools** like Optmyzr (used by agencies), which have suggestions, assisted or full automation
  - **Full bid management automation software** – paid tools (often with a fee based on % of spend) that you can setup and run automatically e.g. Marin, Kenshoo





# The Basic Set-ups



# Good to Know..

When deciding where to focus your attention you can review the following metrics

- **Click Through Rates (CTR)** – As standard this should be 1% and higher on the search network, but in certain industries and accounts a 1% CTR is low, so bare this in mind
- **Quality Score** – This is Google's measure of relevancy and affects your ad delivery and how much you pay – you should work to keep this at 6 and above
- **Conversion Rates** – As standard this should be 1% and higher, again in certain industries and for certain websites a 1% conversion rate is low. Check the overall website conversion rate to get an idea of what is good/bad
- **Cost Per Acquisition (CPA)** – This will be directly impacted by your CPCs and conversion rate. A good or bad CPA is unique for each business, but has to be affordable as compared to the value of the lead or sale
- **ROAS** – This is directly impacted by your cost (CPCs and traffic) and your revenue. If you have low value products you won't be able to afford to spend as much. Typically a minimum of 5:1 ROAS is good but it does vary per business depending on margins
- **Traffic and cost** – Keep an eye on any sudden/unexpected changes in traffic/cost – this could indicate a change in competition or an increase/decrease in demand and have a direct impact on your return

# Before You Get started

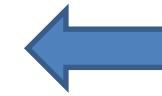
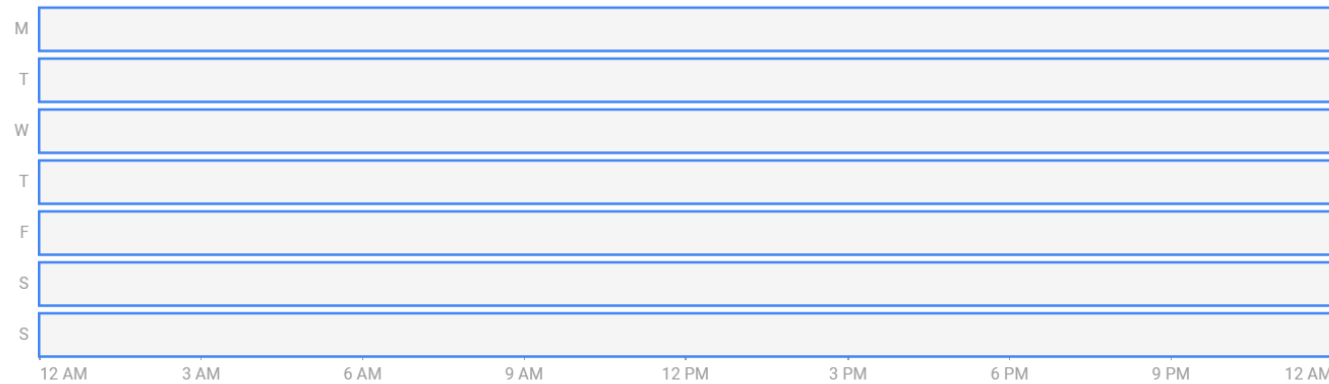
In order to make educated optimisation decisions based on account performance you first need to have certain set ups in place:

- **Conversion tracking** for both **macro and micro actions**
- **Audience lists**
- Your Google Analytics **account linked** and importing metrics
- Linking your YouTube channel

It is also advised to start with certain structural setups to make data more easily accessible and reduce wasted spend from the offset:

- **Ad scheduling**
- **Negative keywords**
- **Location targets**

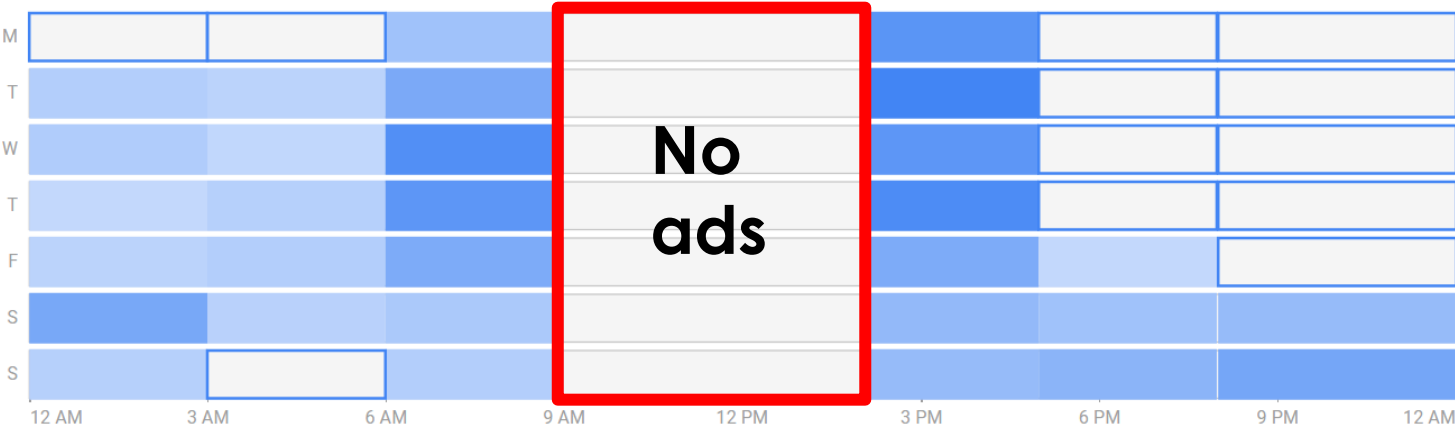
# Ad Scheduling (before)



**No Scheduling  
in place**

# Ad Scheduling (after)

Very simple scheduling



Advanced Scheduling



# Negative Keyword Lists

- Training
- Course
- Internship
- Etc.

- Career
- Recruiter
- Salary
- Etc.

“Pure” Campaigns

<input type="checkbox"/> Negative keyword list ↑	Keywords	Campaigns
<input type="checkbox"/> Anicca - - General Negatives - All Campaigns	41	15
<input type="checkbox"/> Anicca - General Negatives - Water Dams	218	60
<input type="checkbox"/> Anicca - Global Negatives - 'Company'	90	61
<input type="checkbox"/> Anicca - Global Negatives - Adult	14	60
<input type="checkbox"/> Anicca - Global Negatives - Education Owned by a manager account	59	0
<input type="checkbox"/> Anicca - Global Negatives - General	324	63
<input type="checkbox"/> Anicca - Global Negatives - Job Seekers Owned by a manager account	16	61
<input type="checkbox"/> Anicca - Global Negatives - PR Owned by a manager account	15	61


Business Specific

- River
- Banking
- Logo
- Etc.






- Complaint
- Breach
- Rubbish
- Etc.

<input type="checkbox"/> Anicca - Applied to non-brand Campaigns	1	0
--	---	---

# Location (Observation of impact)

<input type="checkbox"/> Targeted location	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conversion	Cost / conv.	Conv. rate
<input type="checkbox"/> Ireland	— 	0	5	0.00%	—	£0.00	0.00	£0.00	0.00%
<input type="checkbox"/> England, United Kingdom	—	3	43	6.98%	£1.89	£5.67	0.00	£0.00	0.00%
<input type="checkbox"/> Northern Ireland, United Kin...	—	0	1	0.00%	—	£0.00	0.00	£0.00	0.00%
<input type="checkbox"/> Scotland, United Kingdom	—	0	5	0.00%	—	£0.00	0.00	£0.00	0.00%
<input type="checkbox"/> Wales, United Kingdom	—	0	3	0.00%	—	£0.00	0.00	£0.00	0.00%
<input type="checkbox"/> London, England, United Kin...	—	0	4	0.00%	—	£0.00	0.00	£0.00	0.00%

# Audiences (Observation of impact)

<input type="checkbox"/>		<u>[Anicca] Conversions &gt; 0</u>	Website visitors
<input type="checkbox"/>		<u>Shopping basket abandoners</u> <u>Too small to target for Google properties</u>	Website visitors
<input type="checkbox"/>		<u>Travel</u> <u>Hotels &amp; Accommodations</u>	In-market audience
<input type="checkbox"/>		<u>AdWords optimized list</u>	Combined list
<input type="checkbox"/>		<u>Business Services</u> <u>Office Supplies</u>	In-market audience



# Search Terms & Negatives



# Search Term Optimisation

- **Broad negative** – ad won't show if search term consists of all negative targeted keywords. In this case, the order of keywords in the "search term" is of no importance
- **Phrase negative** – ad won't show if search term consist of targeted keywords in the same order
- **Exact negative** – ad won't show if search term consists only of targeted keywords in the same order

Negative Keyword	Broad	Phrase	Exact
	Spain flights	"Spain flights"	[Spain flights]
Search Terms	Flights to Spain	Flights to Spain	Flights to Spain
	Fly to Spain	Fly to Spain	Fly to Spain
	Flights to Spain from London	Flights to Spain from London	Flights to Spain from London
	Spain flights	Spain flights	Spain flights
	Spain flights today	Spain flights today	Spain flights today

**Note:** Google no longer shows all search terms as of September 2020

# Negative Placements Optimisation

<input type="checkbox"/> Placement ↓	Impr.	Cost	CTR
Total: Where ads showed	305,474	£1,052.23	1.44%
<input type="checkbox"/> 香江望神州	1	£0.00	0.00%
<input type="checkbox"/> 陳破空縱論天下	6	£0.00	0.00%
<input type="checkbox"/> 阿波罗新闻网 - 热点直击	1	£0.01	0.00%
<input type="checkbox"/> 阿木爷爷 Grandpa Amu	1	£0.30	0.00%
<input type="checkbox"/> 邢淑惠	1	£0.00	0.00%
<input type="checkbox"/> 這不是新聞	1	£0.01	0.00%
<input type="checkbox"/> 迷晴れFX	1	£0.00	0.00%
<input type="checkbox"/> 觀點	24	£0.00	0.00%
<input type="checkbox"/> 蘋果新聞網	1	£0.00	0.00%
<input type="checkbox"/> 芒向編輯部	1	£0.00	0.00%
<input type="checkbox"/> 腾讯视频 - 热播综艺	1	£0.64	0.00%
<input type="checkbox"/> 老高與小茉 Mr & Mrs Gao	11	£0.00	0.00%
<input type="checkbox"/> 老高與小茉 Mr & Mrs Gao	2	£0.01	0.00%
<input type="checkbox"/> 耀客傳媒官方頻道 YOUHUG MEDIA Official Channel	5	£0.00	0.00%

<input type="checkbox"/> Placement	↓ Avg. cost	CTR	Impr.	Cost
Total: Where ads showed	£0.08	1.44%	305,474	£1,052.23
<input type="checkbox"/> jn.pt	£5.36	0.00%	1	£5.36
<input type="checkbox"/> audiforums.com	£3.92	0.00%	1	£3.92
<input type="checkbox"/> eurogamer.net	£3.79	0.00%	1	£3.79
<input type="checkbox"/> onlinesoccermanager.nl	£3.76	1.10%	91	£3.76
<input type="checkbox"/> 1307.be	£3.70	4.17%	24	£3.70
<input type="checkbox"/> hemmings.com	£3.62	5.88%	17	£3.62
<input type="checkbox"/> Mobile App: Duolingo: Learn Languages Free (Google Pl...				Mobile application
<input type="checkbox"/> Mobile App: Bravonovel - Fictions & Webnovels (Google ...				Mobile application
<input type="checkbox"/> Mobile App: Talking Ginger (Google Play), by Outfit7 Lim...				Mobile application
<input type="checkbox"/> Mobile App: No.Pix - Color by Number, Pixel Art Coloring...				Mobile application
<input type="checkbox"/> Mobile App: Taleread (Google Play), by Taleread				Mobile application
<input type="checkbox"/> Mobile App: MX Player (Google Play), by MX Media (for...				Mobile application
<input type="checkbox"/> Mobile App: Fortune City - A Finance App (Google Play), ...				Mobile application

A dimly lit office environment with several people working at desks equipped with multiple computer monitors. In the foreground, a wooden table holds a bouquet of pink and white flowers. A laptop is open on the table, displaying a website. The office has large windows and several black pendant lights hanging from the ceiling. The word "Bidding" is overlaid in white text in the center of the image.

# Bidding

# Basic Bid and Budget Adjustments – Things To Consider

## **Your campaign budget is maxed out**

- Is the campaign delivering the desired results or is another campaign doing better?
- Are other campaigns using all their allocated budget?
- How much is Google saying the campaign could spend?
- Is the campaign being limited for a reason?

## **Your keywords aren't showing on the first page**

- What is Google saying your bids should be?
- What is the average cost per click (CPC) of each keyword?
- Is your campaign budget high enough?

If your average CPC is £3 and your daily campaign budget is £10 you won't be getting many clicks before the budget is maxed out



# Device Bids and Adjustments

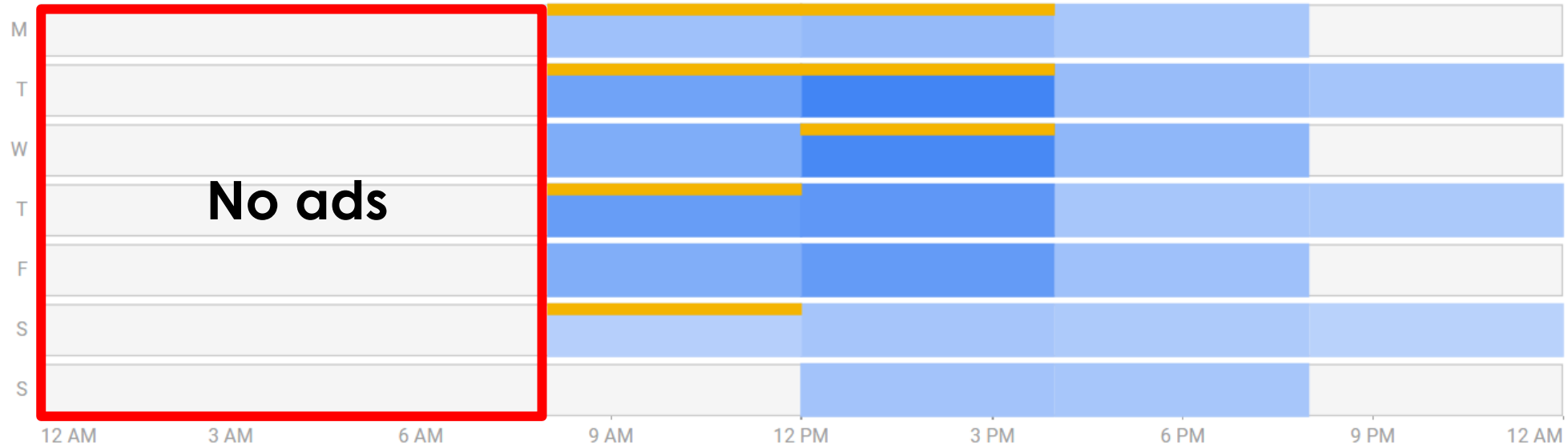
<input type="checkbox"/>	Device	Level	Bid adj.	Conversions	Conv. rate	↓ Cost / conv.	Clicks	Impr.	CTR	Avg. CPC
<input type="checkbox"/>	Mobile phones	Campaign	-45%	9.53	0.62%	£69.42	1,529	15,905	9.61%	£0.43
<input type="checkbox"/>	Tablets	Campaign	-25%	1.00	1.10%	£60.10	91	1,087	8.37%	£0.66
<input type="checkbox"/>	Computers	Campaign	-	57.17	2.17%	£33.32	2,637	33,593	7.85%	£0.72

<input type="checkbox"/>	Device	Level	Conversions	Conv. rate	↓ Cost / conv.	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Mobile phones	Campaign	0.50	1.00%	£52.68	50	434	11.52%	£0.53	£26.34
<input type="checkbox"/>	Computers	Campaign	0.00	0.00%	£0.00	88	1,035	8.50%	£0.97	£85.21
<input type="checkbox"/>	Tablets	Campaign	0.00	0.00%	£0.00	0	18	0.00%	—	£0.00

# Audience Targeting

<input type="checkbox"/> ● Audience	Type	Ad group	↓ Bid adj.	Targeting setting
Total: Audiences				
<input type="checkbox"/> ● <a href="#">[Anicca] Conversions &gt; 0</a>	Website visitors		+88%	Observation
<input type="checkbox"/> ● <a href="#">Shopping basket abandoners</a> <a href="#">Too small to target for Google properties</a>	Website visitors		+20%	Observation
<input type="checkbox"/> ● <a href="#">Travel Hotels &amp; Accommodations</a>	In-market audience		+15%	Observation
<input type="checkbox"/> ● <a href="#">AdWords optimized list</a>	Combined list		+15%	Observation
<input type="checkbox"/> ● <a href="#">Business Services Office Supplies</a>	In-market audience		+14%	Observation
<input type="checkbox"/> ● <a href="#">All Visitors</a>	Website visitors		+14%	Observation
<input type="checkbox"/> ● <a href="#">Similar to [Anicca] Visited last 540 days</a>	Similar audience		+13%	Observation
<input type="checkbox"/> ● <a href="#">Software Design Software</a>	In-market audience		+11%	Observation
<input type="checkbox"/> ● <a href="#">[Anicca] Visited last 540 days</a>	Website visitors		+11%	Observation
<input type="checkbox"/> ● <a href="#">[Anicca] Visited last 90 days</a>	Website visitors		+8%	Observation

# Ad Scheduling (Adjustments)



<input type="checkbox"/> Day & time	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	↓ Cost / conv.	Conv. rate
Total: Ad schedules <sup>?</sup>		284	3,408	8.33%	£1.70	£483.96	4.00	£120.99	1.41%
<input type="checkbox"/> Fridays, 11:00 AM - 3:00 PM	-30%	49	846	5.79%	£1.26	£61.90	1.00	£61.90	2.04%
<input type="checkbox"/> Sundays, 11:00 AM - 3:00 PM	—	20	251	7.97%	£2.03	£40.56	1.00	£40.56	5.00%
<input type="checkbox"/> Fridays, 3:00 PM - 7:00 PM	—	15	191	7.85%	£1.74	£26.07	1.00	£26.07	6.67%

A modern office environment with several people working at computers. In the foreground, a wooden table holds a bouquet of pink and white flowers. The office has large windows, modern lighting, and people are seated at desks with multiple monitors.

# Targeting Unique to Bing Ads



# Bing targeting

## Job Functions

There are 26 job functions available to target.

- |   |   |   |   |
|---|---|---|---|
| <ul style="list-style-type: none"><li>• Marketing</li><li>• Community and Social Services</li><li>• Arts and Design</li><li>• Finance</li><li>• Human Resources</li><li>• Quality Assurance</li><li>• Education</li></ul> | <ul style="list-style-type: none"><li>• Media and Communication</li><li>• Accounting</li><li>• Real Estate</li><li>• Sales</li><li>• Legal</li><li>• Consulting</li></ul> | <ul style="list-style-type: none"><li>• Healthcare Services</li><li>• Administrative</li><li>• Engineering</li><li>• Research</li><li>• Support</li><li>• Entrepreneurship</li><li>• Purchasing</li></ul> | <ul style="list-style-type: none"><li>• Military and Protective Services</li><li>• Program and Project Management</li><li>• Operations</li><li>• Product Management</li><li>• Business Development</li><li>• Information Technology</li></ul> |
|---|---|---|---|

## Industry

There are 145 industries available to target.  
Here are some examples:

- |  |   |  |  |
|--|---|--|--|
| <ul style="list-style-type: none"><li>• Consumer Goods</li><li>• Defense &amp; Space</li><li>• Computer Hardware</li><li>• Law Practice</li><li>• Biotechnology</li><li>• Apparel &amp; Fashion</li><li>• Retail</li></ul> | <ul style="list-style-type: none"><li>• Hospitality</li><li>• Sports</li><li>• Broadcast Media</li><li>• Financial Services</li><li>• Mining &amp; Metals</li><li>• Accounting</li><li>• Textiles</li></ul> | <ul style="list-style-type: none"><li>• Farming</li><li>• Research</li><li>• Law Enforcement</li><li>• Consumer Services</li><li>• Design</li><li>• Arts &amp; Crafts</li><li>• Logistics and Supply Chain</li></ul> | <ul style="list-style-type: none"><li>• Animation</li><li>• Human Resources</li><li>• Consulting</li><li>• Pharmaceuticals</li><li>• Food Production</li><li>• Entertainment</li><li>• Motion Pictures &amp; Films</li></ul> |
|--|---|--|--|

## Company

There are 80,000 companies available to target.  
Here are some examples:

- |   |  |   |  |
|---|--|---|--|
| <ul style="list-style-type: none"><li>• Microsoft</li><li>• McDonald's</li><li>• Adobe</li><li>• LinkedIn</li><li>• Macy's</li><li>• Salesforce</li><li>• Expedia</li></ul> | <ul style="list-style-type: none"><li>• Deloitte</li><li>• Intuit</li><li>• AT&amp;T</li><li>• Ralph Lauren</li><li>• Taco Bell</li><li>• Phillip 66</li><li>• Nielsen</li></ul> | <ul style="list-style-type: none"><li>• Holiday Inn</li><li>• Bosch</li><li>• Disney</li><li>• United Airlines</li><li>• General Mills</li><li>• Samsung</li><li>• Toyota</li></ul> | <ul style="list-style-type: none"><li>• GE</li><li>• Louis Vuitton</li><li>• Cisco</li><li>• Starbucks</li><li>• Audi</li><li>• J.P. Morgan</li><li>• Costco</li></ul> |
|---|--|---|--|

A modern office environment with several people working at desks. In the foreground, a laptop is open on a wooden desk. The office has large windows, modern lighting, and a bouquet of flowers on the desk. The text "Ad Optimisation" is overlaid in the center.

# Ad Optimisation

# Making Your Search Ads Work Harder

Ad copy is one of the strongest tools in your arsenal, if your ads are not performing efficiently you are missing out on potential traffic and as a result conversions

## Review your ad set up:

- Do you have the recommended 3 ads per ad group?
- Are you using responsive search ads?
- Make sure ads are not auto-applying

## Ad performance indicators:

- If you have responsive ads, then what is the ad strength?
- Are you using all available assets within responsive ads?
- Do all of your ads perform the same? – you need to check: Click through rates (CTR), Conversion rate, Return on ad spend (ROAS), bounce rates (imported from Analytics)

## Steps to take:

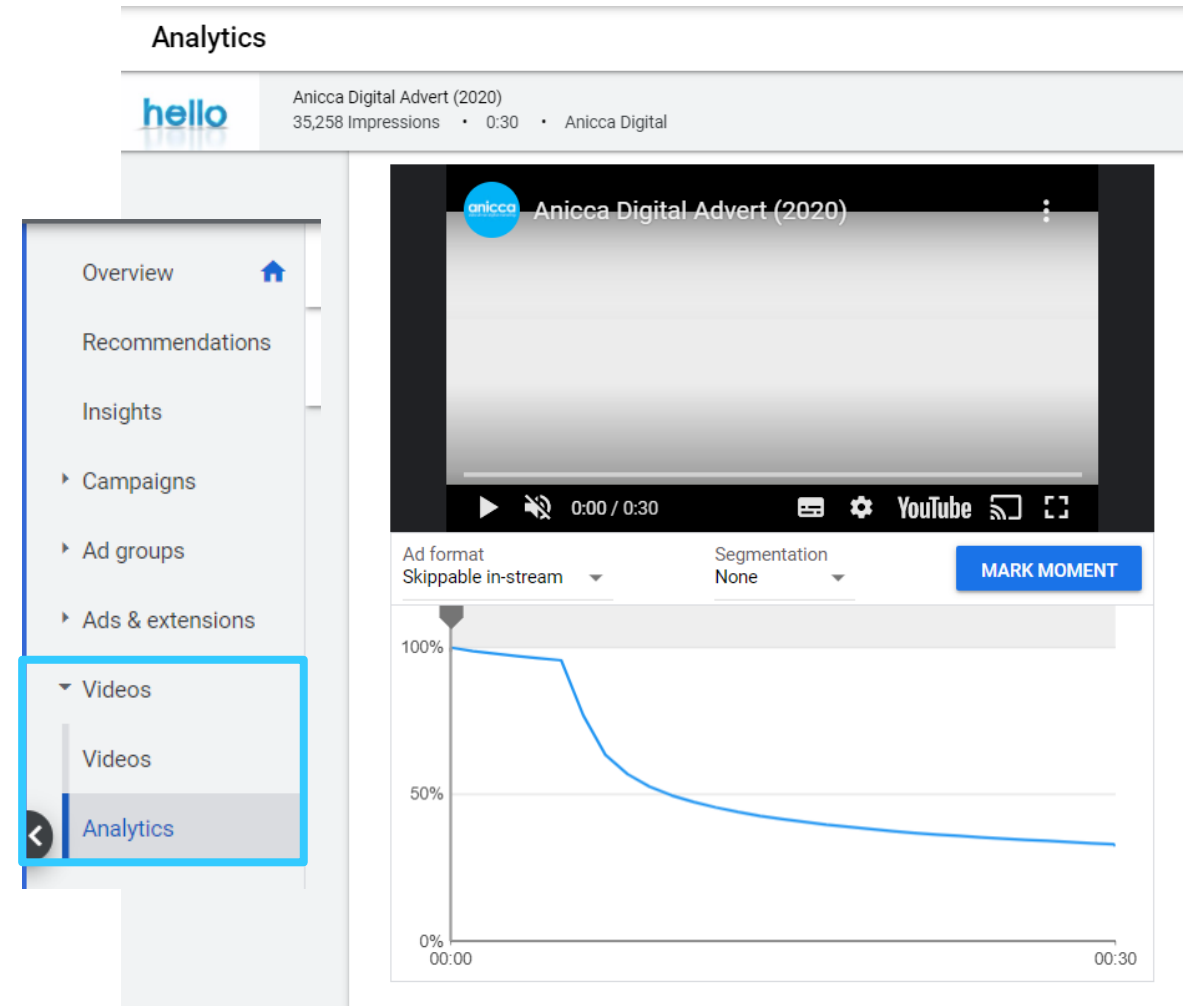
- Make sure you include keywords within your headlines
- Test different call-to-action (CTA) messages
- Use variety in your headlines for your responsive ads
- Pause out the worst performing expanded ad and add a new variation
- Check asset delivery for the responsive ads and replace low delivery assets
- Test different landing pages

# Reviewing Video Ads

The key metric to be reviewing for video ads is the video view rate. You want to be aiming for 30% or more

In Google Ads there are some quick assessments you can make to assess performance by accessing the video analytics

- Check at which point users are dropping off – this will start to happen from the 5-6 second mark when users can begin skipping
- If using more than 1 video compare the metrics between them
- Do you get a key message and your business name in before the first 6 seconds?
- Also compare the view rates and click through rates between different videos







# Experiments



# Things to note about Google experiments

1. Experiments are only available for Search and Display Network campaigns
2. You can schedule up to five experiments for a campaign, but you can only run one experiment at a time
3. You may want to schedule your experiment to begin in the future to prevent it from starting before your ads have been reviewed (depending on campaign size)
4. You can decide what percentage of your original campaign's budget that you want to allocate to your experiment
5. Experiments can help you see which campaign version performs better. You can then decide if you want people to see only your experiment or your original campaign

# Types of Experiments

- **Bid Strategies** – this includes testing manual versus automatic bidding strategy, or testing to see if lowering your bid will still drive enough traffic to your site. Note: some bidding strategies are not available for testing.
- **Ad Extensions** – for example, you can measure the performance of structured snippets versus callout extensions
- **Ad Schedule** – this allows you to test the day and time when you want your ads to show most often. Use it to split test how specific times affect your ad's performance
- **Geographic Targeting** – use this to test different locations and how they respond to your ads; based on the results, you can choose to exclude certain areas and increase your bids in others
- **Ad Copy** – experiment with different copy and CTAs to see how your audience reacts
- **Ad Rotation** – this tests the success of the ads in your ad group, so you can decide whether to rotate evenly or optimize based on conversions
- **Ad Group Structure** – this will let you narrow down groups into keyword-driven themes to see which delivers the most clicks and highest conversions
- **Keyword Bids** – here you can play with how much you – and how aggressively – you're bidding on each campaign. This allows you to increase or decrease the amount your keyword bids in your Google Ads experiment to see how it affects the ad's overall performance



# Quality Score

# Introducing Quality Score

- **What is Quality Score?**
  - Quality Score is the grade that Google provides to indicate the relevancy of the different elements of your account
- **How to view your Quality Score?**
  - Go to the keyword tab in your dashboard and modify the columns in the table to display the Quality Score data
  - You can see an indicative score for each keyphrase (1-10)
  - You can also display a status for your CTR, Landing page and Ad relevancy, which will help you diagnose and improve your score
- **Why is Quality Score important?**
  - It is used for various reasons, including determining if your ad is shown and how much you pay
  - You can influence your Quality Score, by the way you setup and optimise your account

# Assessing Your Quality Score

There are three possible statuses:

- **Below Average**
  - This means that your **CTR**, your **ad/keyword combination**, or your **landing pages** are not performing or as relevant as expected
  - They may not be specific enough or your ad group may cover too many keyword topics
  - A solution may be to create tightly-themed ad groups, by making sure that your ads are closely related to a smaller group of keywords
- **Average** - No major problems with this keyword's score when compared to all other keywords across Google Ads.
- **Above Average** – Keyword is outperforming others across Google within the same category you should take learnings from the setup of this keyword

Quality Score	Exp. CTR	Landing page exp.	Ad relevance
6/10	Below average	Above average	Average
10/10	Above average	Above average	Above average
10/10	Above average	Above average	Above average
10/10	Above average	Above average	Above average
7/10	Below average	Above average	Above average
10/10	Above average	Above average	Above average
6/10	Below average	Above average	Average
8/10	Average	Above average	Above average
7/10	Below average	Above average	Above average



# Ad Relevance

- Ad relevance comes down to how well your ad matches what the user is searching for and whether the ad message then ties into your chosen landing page
- If you have ever run a campaign bidding on your competitors business names you will have noticed your keyword will attract low Quality Scores – this is because it is impossible for your business to be the most relevant because you are not that company (and you also can't mention them in your ad)
- Featuring keywords from your ad group within your ad helps to improve the relevance
- It also helps to keep a close monitor on search terms triggering, as if these are ultimately what your ad needs to answer and not just the keyword you have

**Note:** Responsive Search Ads (RSAs) can help improve relevancy.  
When creating RSAs make sure that the ad strength is excellent or good.

# Expected CTR

- This expected click-through rate is a **prediction**, so it's different from the actual click-through rates shown in the "CTR" column of your account.
- Unlike the "CTR" column, this status considers how the keyword performs both within your account and across all other advertisers' accounts.
- This status has also been adjusted to eliminate the influence of ad position and other factors that affect prominence and visibility, such as extensions.
- It's possible for a keyword to have a high Quality Score and low expected click-through rate (or vice versa) because Google Ads looks at a number of different quality factors when determining Quality Score.
- Even if your overall Quality Score is high, looking at the individual factors can help you identify potential areas for improvement.

# Landing Page Experience

## 1. Offer relevant, useful and original content

- Make sure that your landing page is directly **relevant** to your ad text and keyword.
- Be **specific** when the user wants a particular thing and be **general** when the user wants options

## 2. Promote transparency and foster trustworthiness on your site

- Openly share information about your business and **clearly state** what your business does
- Explain your products or services before asking visitors to fill in forms, **make it easy** to find contact information and if you're asking for private information **make it clear** why you're asking for it and what you'll do with it

## 3. Make mobile and computer navigation easy

- Organise and design your page well, so people **don't have to hunt** around for information.
- **Help customers** quickly find what they're looking, **make it easy** to order and **don't annoy** people with pop-ups

## 4. Decrease your landing page loading time/ Make it fast

- Make sure that your landing page **loads quickly** once someone clicks on your ad, whether on a **computer or mobile device**.

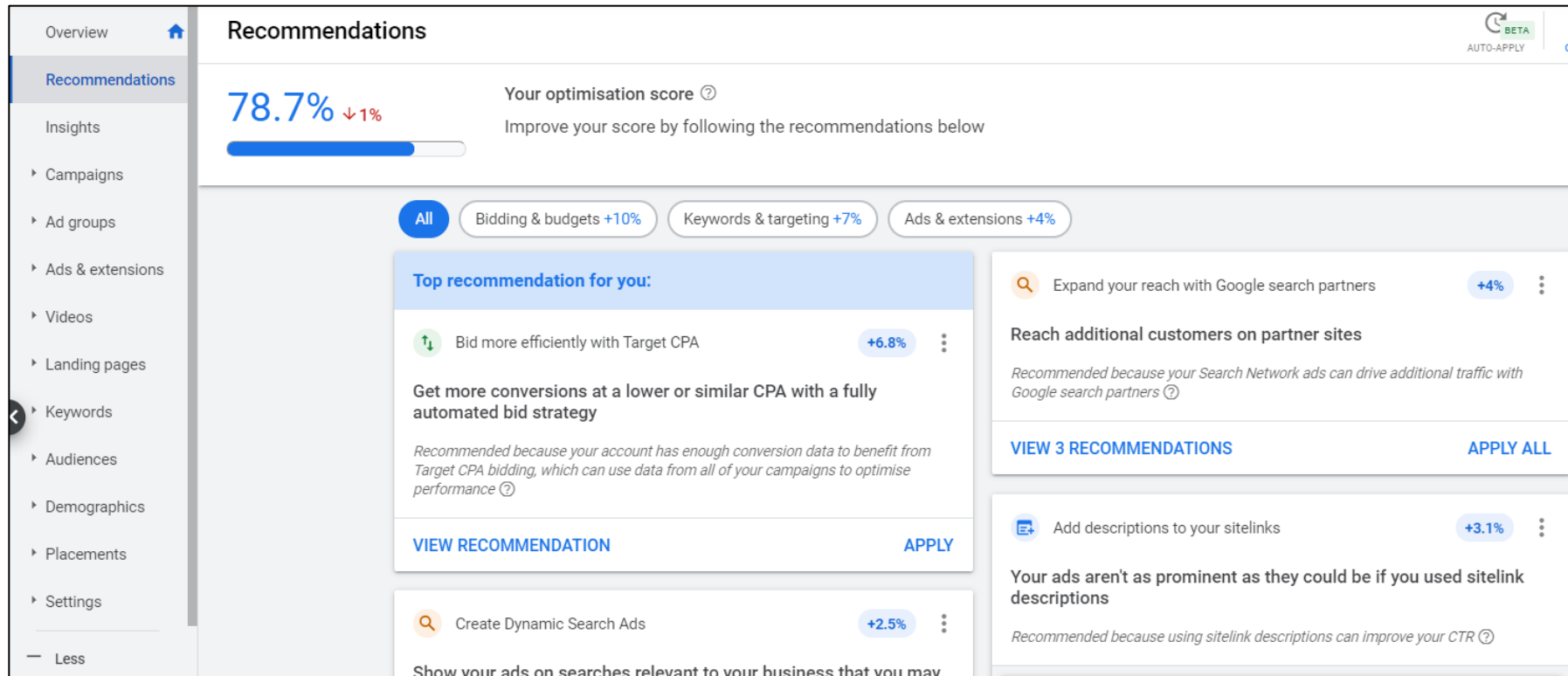
**Note:** A Google Page Experience update is all set to launch in May 2021 and this will put an even bigger emphasis on the above! ( Core vitals - Loading, interactivity and visual stability)



# Recommendations Tab

# Easy to Implement Optimisations

Google automatically comes up with suggestions to improve your account optimisation. As with anything ensure these are in line with your business objectives and branding before applying



The screenshot displays the Google Ads 'Recommendations' interface. On the left is a navigation sidebar with links to Overview, Recommendations (selected), Insights, Campaigns, Ad groups, Ads & extensions, Videos, Landing pages, Keywords, Audiences, Demographics, Placements, Settings, and Less. The main content area is titled 'Recommendations' and shows a 'Your optimisation score' of 78.7% with a 1% decrease indicated by a red arrow. Below the score is a progress bar. A section titled 'Top recommendation for you:' highlights a suggestion to 'Bid more efficiently with Target CPA', which promises 'Get more conversions at a lower or similar CPA with a fully automated bid strategy'. This recommendation is rated '+6.8%' and includes a 'VIEW RECOMMENDATION' link and an 'APPLY' button. To the right, there are two other recommendations: 'Expand your reach with Google search partners' (+4%) and 'Add descriptions to your sitelinks' (+3.1%). Each recommendation includes a brief explanation of the benefit and a 'VIEW 3 RECOMMENDATIONS' or 'APPLY ALL' link. At the bottom, there is a partially visible recommendation for 'Create Dynamic Search Ads' (+2.5%).

**Note:** to dismiss a recommendation click the 3 little dots





# To Conclude

# When to Optimise

- You should be making daily, weekly and monthly checks across your account
- How often you optimise depends on the level of data in your account, but as a rule you should check at least:

<b>Daily Checks</b>	<ul style="list-style-type: none"><li>• Budgets</li><li>• Disapproval's</li><li>• Traffic levels</li></ul>
<b>Weekly Checks</b>	<ul style="list-style-type: none"><li>• Search terms</li><li>• Addition of negatives</li><li>• Bid levels</li><li>• Ad performance</li><li>• Placements</li></ul>
<b>Monthly Checks</b>	<ul style="list-style-type: none"><li>• Quality scores</li><li>• Long term keyword performance</li><li>• Long term ad performance</li><li>• Targeting</li></ul>

# Key Takeaways

- Optimisation is all about improving your accounts performance and making it more efficient
- You should be looking at ways you can make your budget go further to deliver more conversions
  - Check budget distribution
  - Check bids and bidding strategies
  - Run tests and experiments
  - Utilise all the targeting features available to you
  - Work to improve your Quality Score
- Make use of Google's **recommendations tab** in the account for areas that can be approved – don't be afraid to dismiss suggestions that don't align with your business objectives e.g. don't increase CPC's to get more higher positions if it makes your cost per acquisition (CPA) too expensive

# Further Things to Consider

- Optimising your shopping feed
  - Do your titles on your product page feature key search terms?
  - Have you supplied all relevant information, such as MPN's?
- Optimising your account structure
  - Are campaigns logically segmented?
  - Are keyword clusters grouped together appropriately

# References

- **Ad Relevance** =  
<https://support.Google.com/Google-ads/answer/1659752?hl=en-GB>
- **Expected CTR** =  
<https://support.Google.com/Google-ads/answer/1659696?hl=en-GB>
- **Loading page experience** =  
<https://support.Google.com/Google-ads/answer/2404197?hl=en-GB>
- **Search term optimisation** =  
<https://inchoo.net/online-marketing/optimize-Google-ads-negative-keywords/>
- **Things to note about experiments** =  
[https://support.Google.com/Google-ads/answer/6261395?hl=en&ref\\_topic=6319800](https://support.Google.com/Google-ads/answer/6261395?hl=en&ref_topic=6319800)
- **Types of experiments** =  
<https://ignitevisibility.com/run-adwords-experiments-like-pro/>



The background of the slide features a close-up of several microphones on stands, with a blurred audience in the background. A dark, semi-transparent rounded rectangle is overlaid on the left side, containing the text.

# Thank you ***Any Questions?***

Jordan Munton

@ [jordan@anicca.co.uk](mailto:jordan@anicca.co.uk)

# Next Webinar (Friday 12th March 9:00am) - Bringing together Google Analytics and Data Studio for Website Analysis

- This webinar by Ed Truman brings together the tools of Google Analytics (including GA4), Google Tag Manager and Data Studio in order to showcase the methods and techniques for gathering user insight from your website.
- Topics covered include measurement strategy, setting up website funnels for funnel analysis, user segmentation, retention reporting, page attribution and channel attribution.
- This webinar aims to provide you with the practical skills and methods you can copy and apply to your own website analysis so that you can make improvements to conversion rates and user engagement on your own website



<https://anicca.co.uk/webinars-videos/>