How To Run Pay Per Click (PPC) Ads and the Mistakes To Avoid

PPC

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Introduction

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Only those with hands-on PPC experience know how much work is required before you actually hit "Enable campaign" in Google Ads. It's one of the best marketing strategies for small businesses, but if it's done incorrectly it can also be one of the most costly!

Competitor analysis

Keyword research

Creating ad copy and visuals

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Who Is This Guide For?

In-House & Agencies

Newbies & Experts

Advertisers looking for inspiration

First, you'll get 4 easy-to-implement, actionable tips on how to improve your existing PPC strategy. We will then guide you all the way through the process of building a winning advertising campaign: from choosing the right keywords to creating effective ad copy.

After studying this guide, you should be able to run an effective PPC campaign with less effort and free yourself more time for strategic and creative tasks.

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Chapter One

PPC

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GETTING STARTED:
6 Steps To Launching Your PPC Campaign

Looking for effective ways to optimize your existing Google Ads campaign?

In this section, you will find 4 easy tactics you can implement and boost your performance. Each of these steps will only take you 10 minutes or less.

STEP 1. Pick Great Keywords

Choosing the best keywords for your product or service can be a daunting venture. Fortunately, you can check if your competitors use those high-potential, relevant keywords.

There are many services available to help you find the best keywords, and they all cost money, however, the best resource for you will always be directly from Google.

To start your collection of Keywords, follow these steps:

1. Go to ads.google.com

2. Sign in to your existing Google account or create a new one if you don't have one and follow their setup steps.

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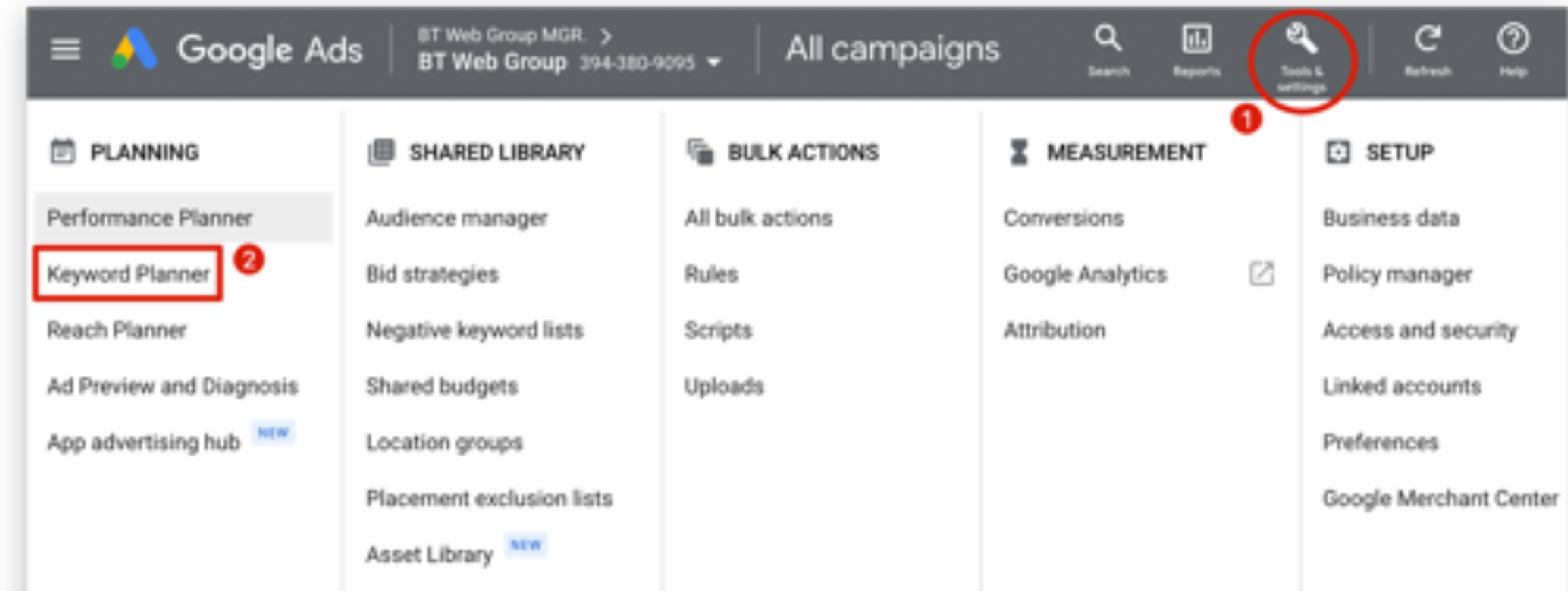ThinkWithBT.com

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3. After setting up your google account and you are logged in to ads.google.com, navigate your way to the main menu which should look something like this:
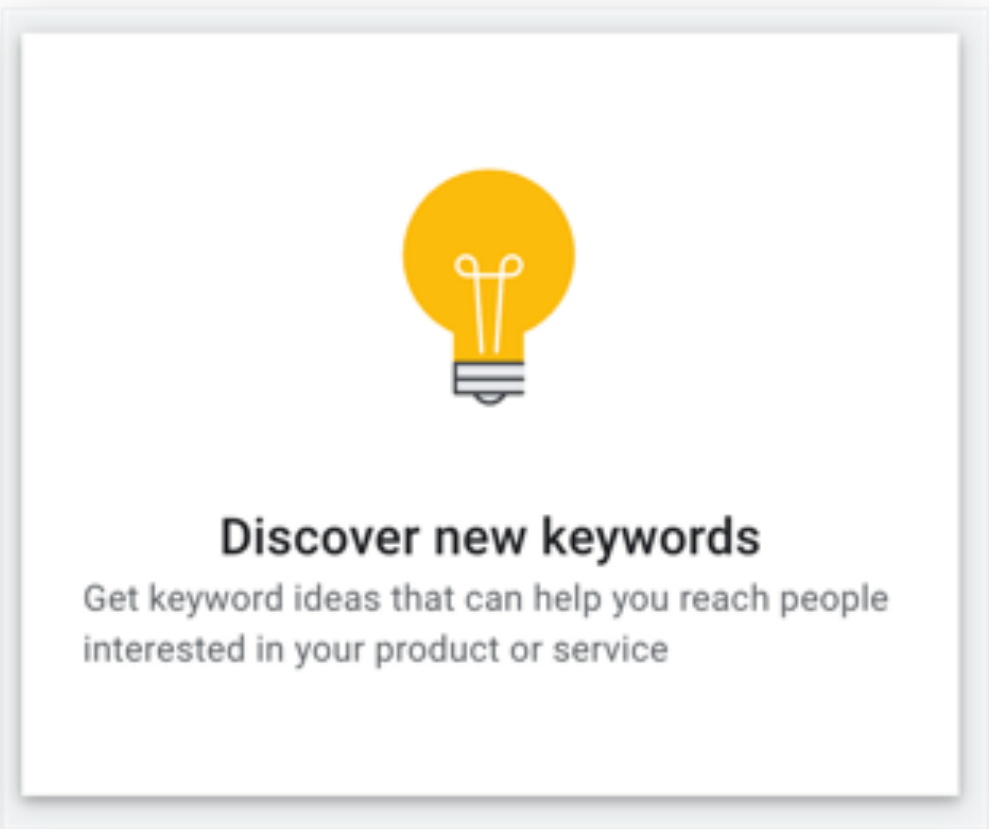

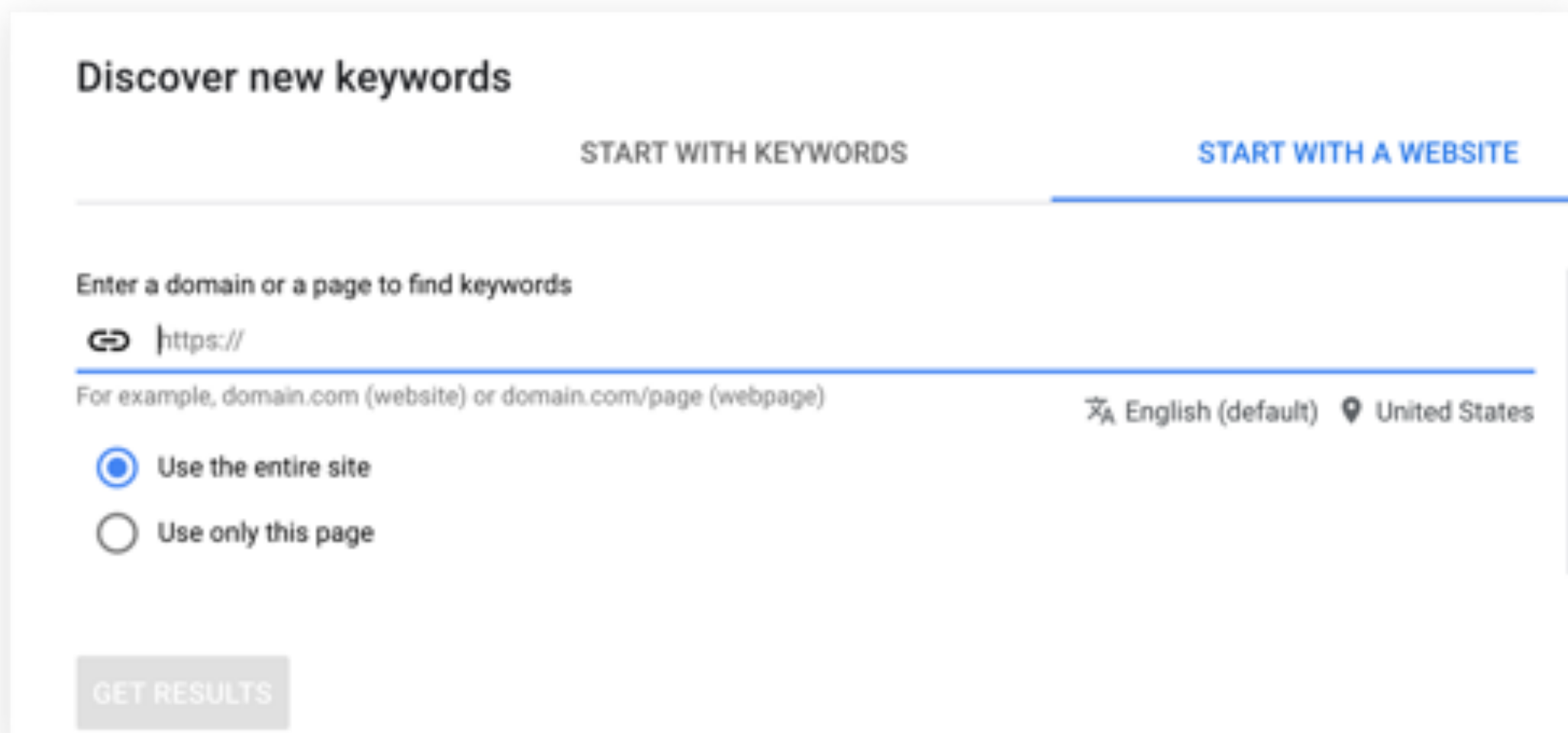4. Click on the Menu Icon "Tools & Settings"

5. Click on "Keyword Planner"

6. Click on "Discover New Keywords."

Discover new keywords
Get keyword ideas that can help you reach people interested in your product or service

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7. Click on "Start with a Website" and Paste the website of any website you want to see keywords from and then click "Get Results"

From here you will be provided with many keyword variations and phrases segmented in different ways. Don't get overwhelmed by all of the keywords. Simply go through them and export/download your favorites. Go through them on your computer and organize them in a way that makes sense to you and then pick out your top 50 keywords that you want to use for your first ad campaign.

Save those 50 in a separate spreadsheet. You will come back to them during the next steps.

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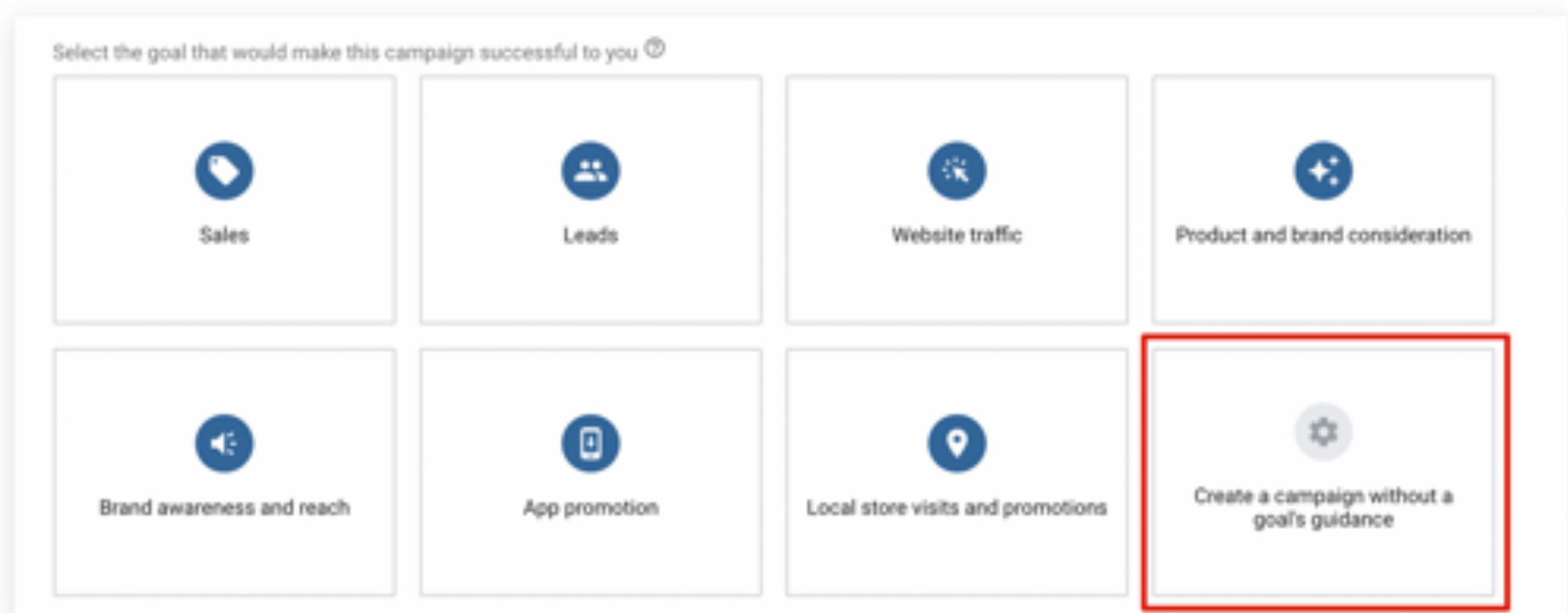**Free Resources**
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STEP 2. Create Your Ad Campaign

After you have picked out your top 50 favorite keywords that you feel best exemplify what your customers would type in to the search bar to discover your business type or services, now you need to create your ad Campaign.

1. From the main menu (home) overview page on ads.google.com, locate and click the button "New Campaign."
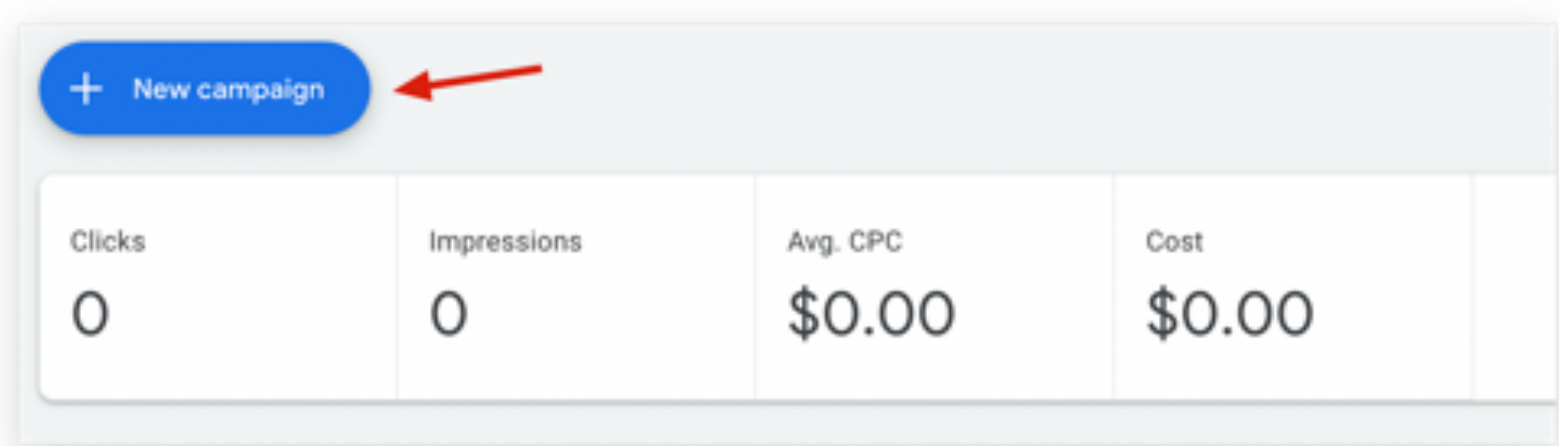

2. You will then see approximately 8 choices of types of goals that you are looking to accomplish with your campaign. We recommend choosing "Create campaign without goals guidance" because it provides you with the most control over your ads, however, it also requires the most thought and strategic planning and is more of an advanced strategy. If you prefer to utilize Google's goal guidance algorithms in your setup process, simply select the goal that seems most appropriate to you.

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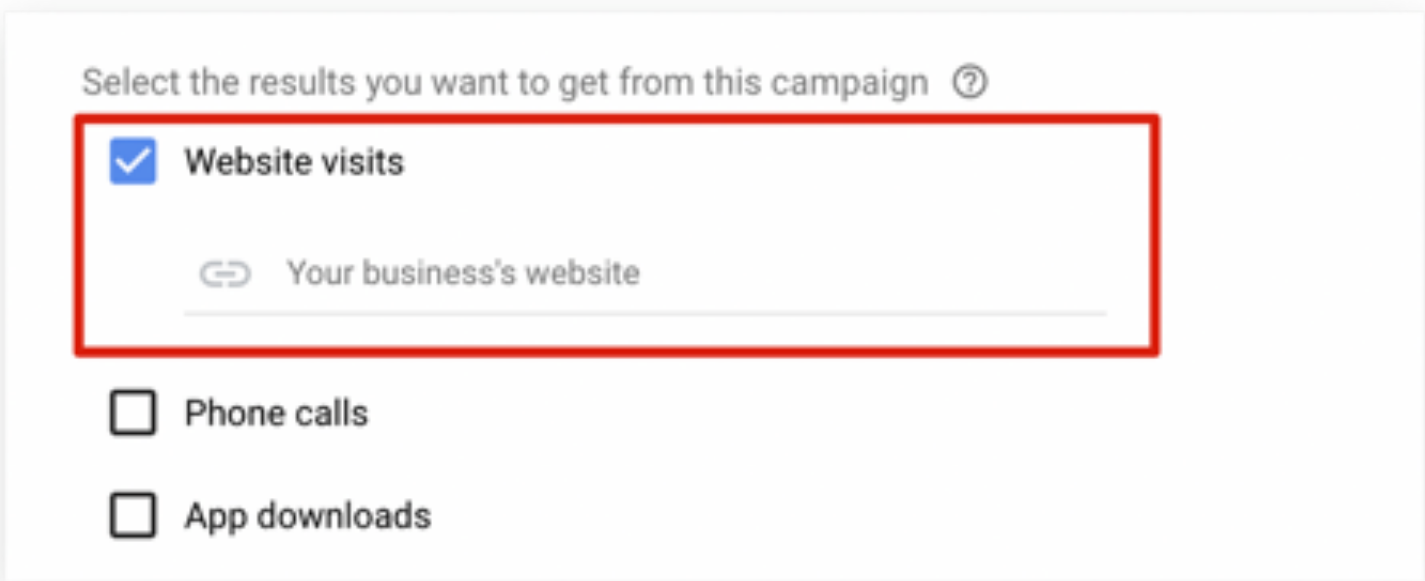
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3. You will now need to select a Campaign Type. You'll see approximately 8 choices, and each choice can serve a unique purpose in your goals, however, if you want your ads to come up when people search Google for answers, then you will want to select the "Search" option.
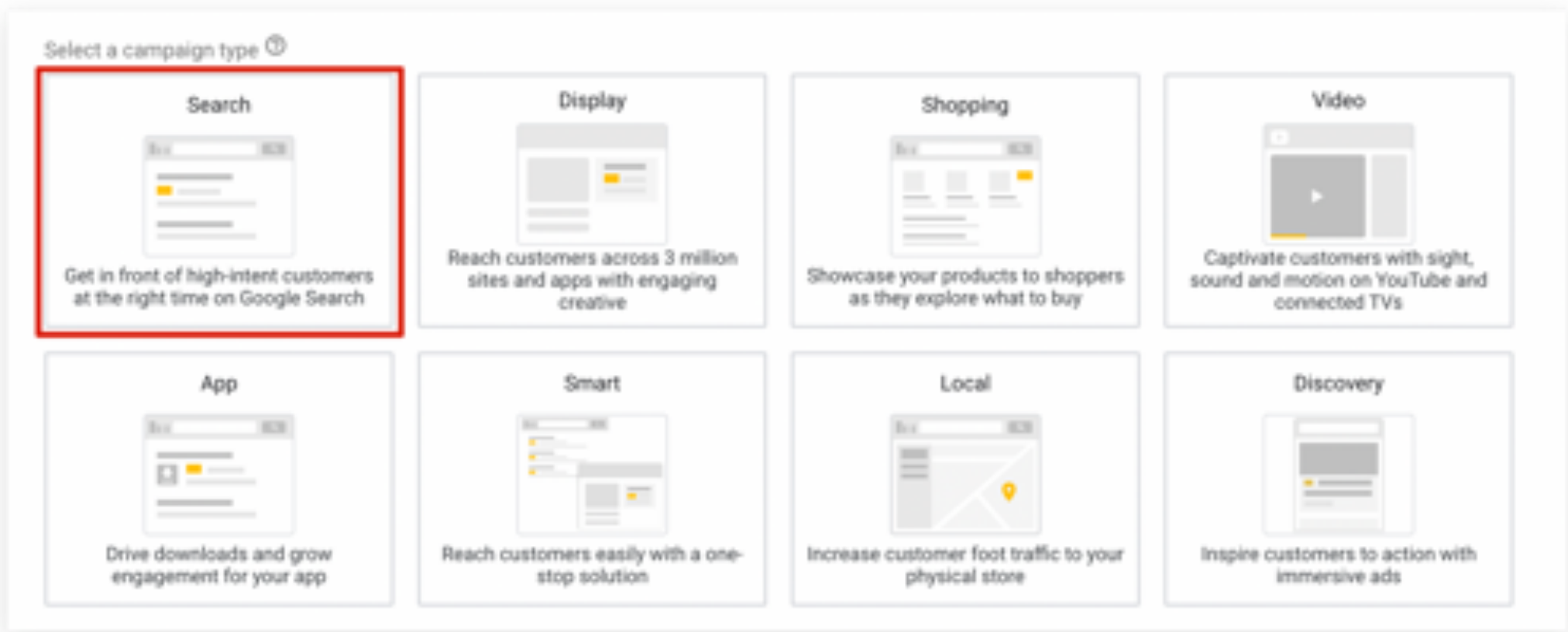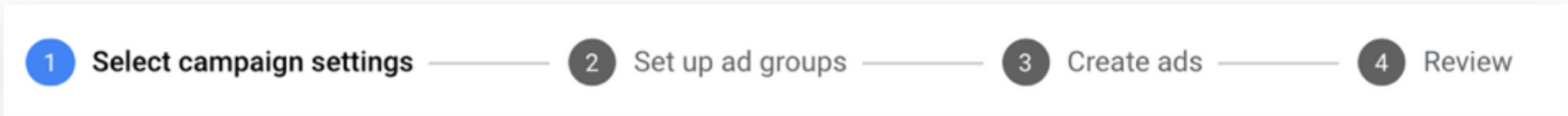

4. Now select your preferred types of results. In this example, we have chosen "Website Visits." You would then paste your website address or landing page into the field. This will be the location potential customers would land on after they click your ad.

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STEP 3. Select Your Campaign Settings

1. You will see the type of Campaign you selected. In this example, it is "Search." Name your Campaign whatever you like: Example: "20% Off Sale." Select the Networks you want your ad to run in. You'll see "Search" and "Display" and the ability to include Google's search partners in your campaign which means your add may run on other search engines other than Google. If you only want your ads to run on Google, then uncheck "include google search partners."

Also, even though you previously chose a "Search" Campaign, you will see an option for Display Network here too. We recommend unchecking "include Google Display Network" because you only want your ads shown when searched, to give you the best possible chances of conversion. Display Network ads are cheaper, but they can also be less effective. Ultimately it's up to you to decide and test what works best for your business. .
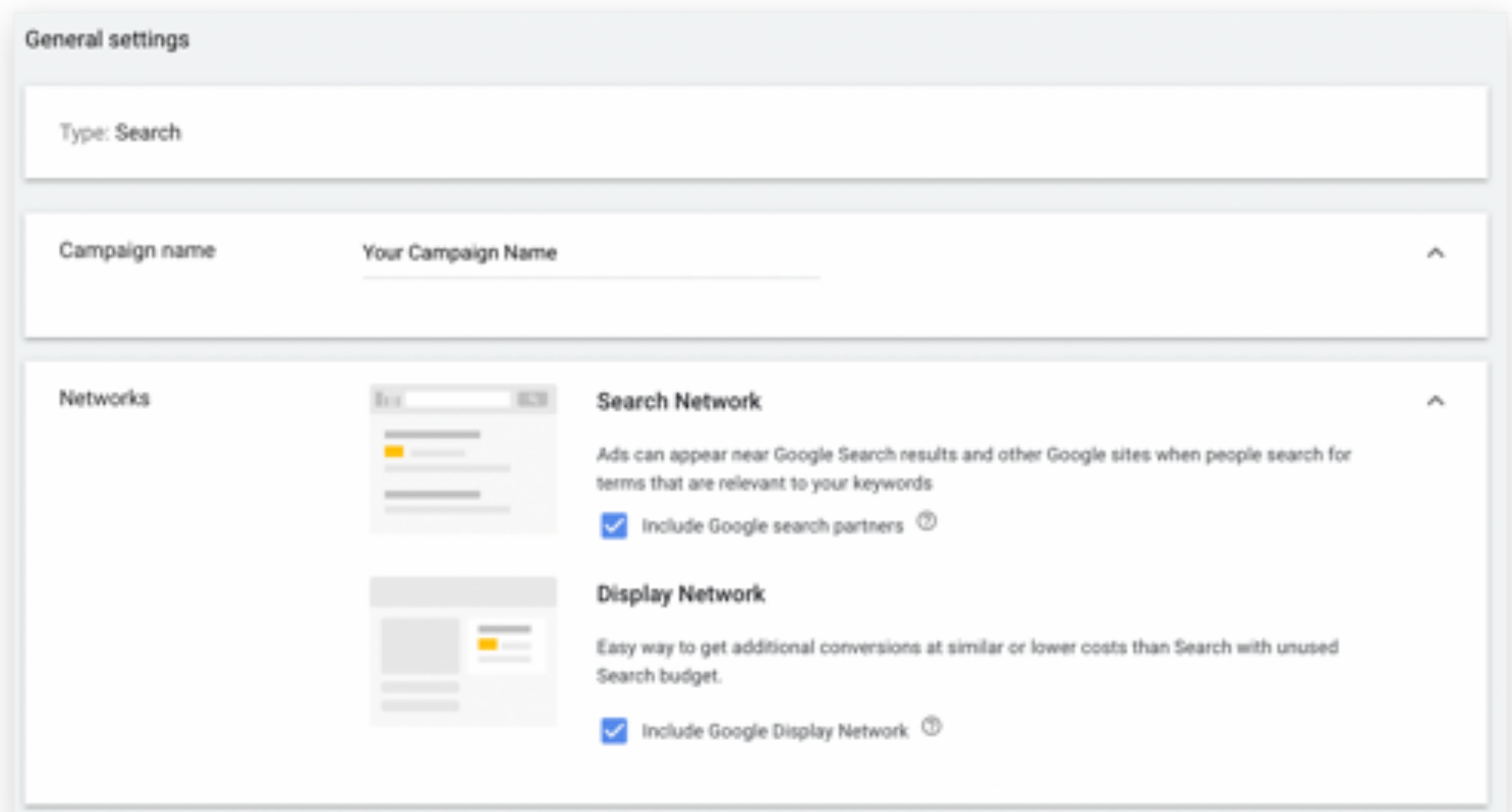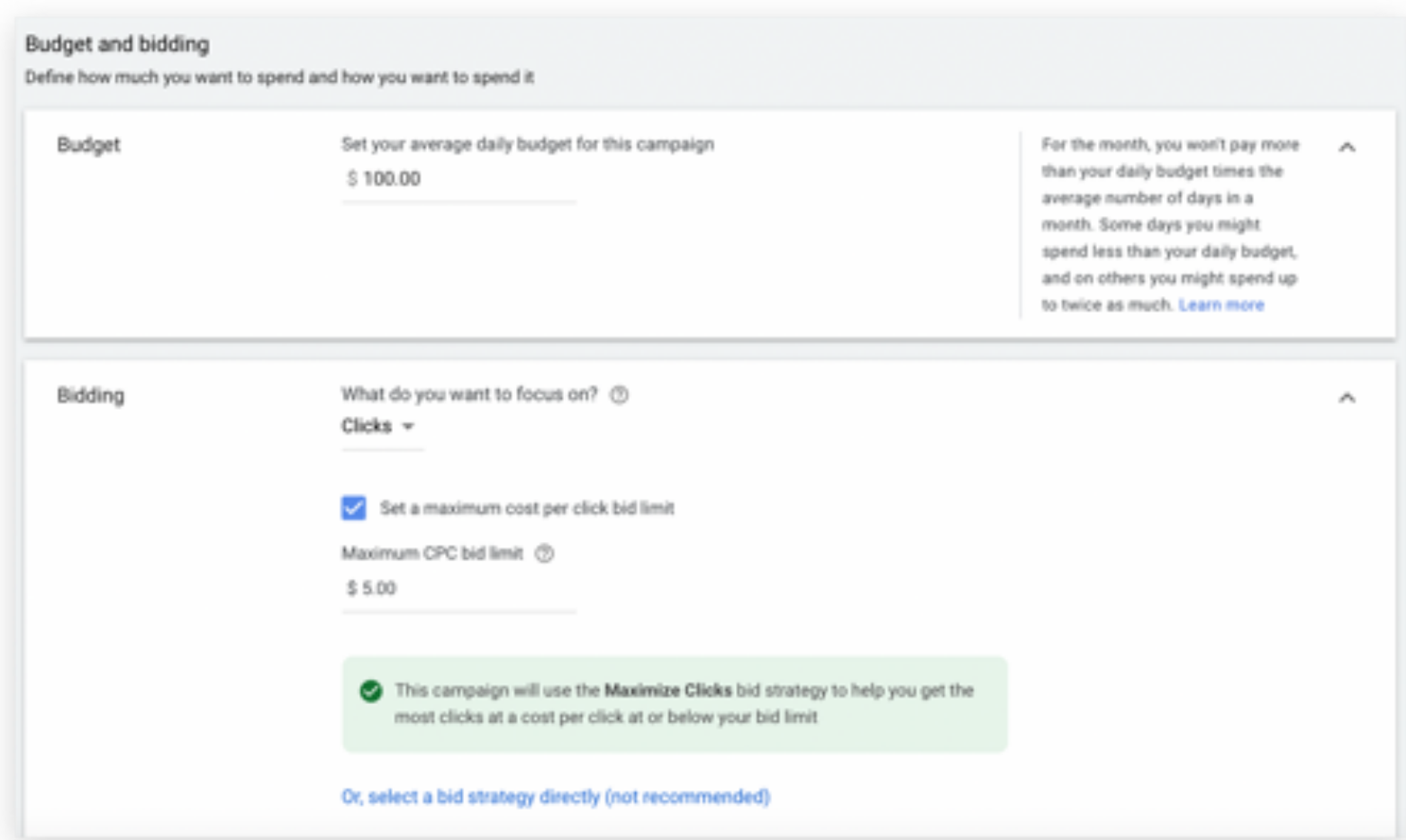
2. Select the location(s) that you want your ads to run in. You can be as broad or as precise as you like. The more broad you are, the more you budget could be wasted. The more precise you are, the more your ads could be ineffective. The goal is to find a happy medium and the only way to do that is to test, tweak and test again,
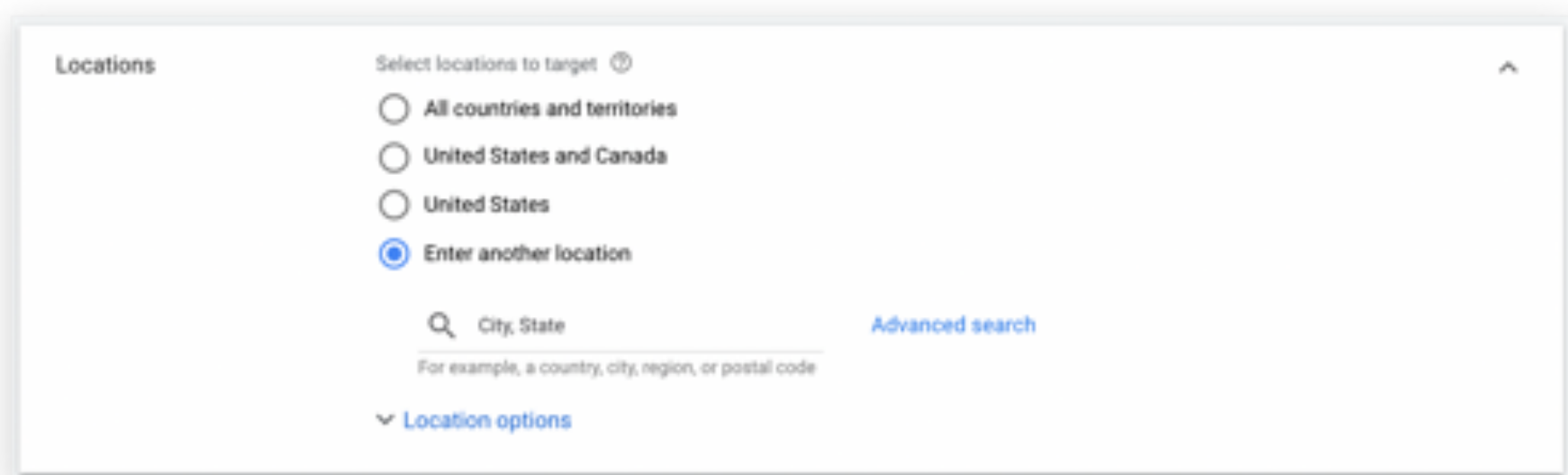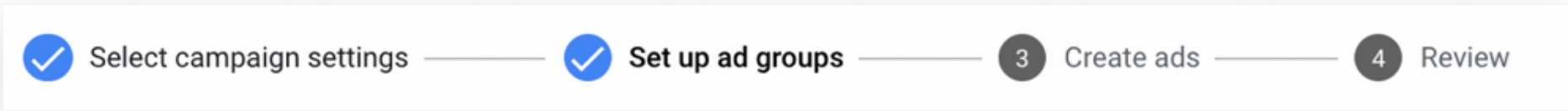

3. Choose the budget you want to spend on your ad campaign. You'll notice that Google requires a daily budget, which means you're giving Google permission to spend that amount of money every day based on the criteria that you have given them in this setup process.

You will also have the option of choosing to have a maximum cost per click that you will allow, or you can let Google decide for you based on their algorithms. The choice is yours, and the more advanced strategy is for you to set the maximum cost per click, but this choice also requires the most time management, testing and tweaking until you find the sweet spot.

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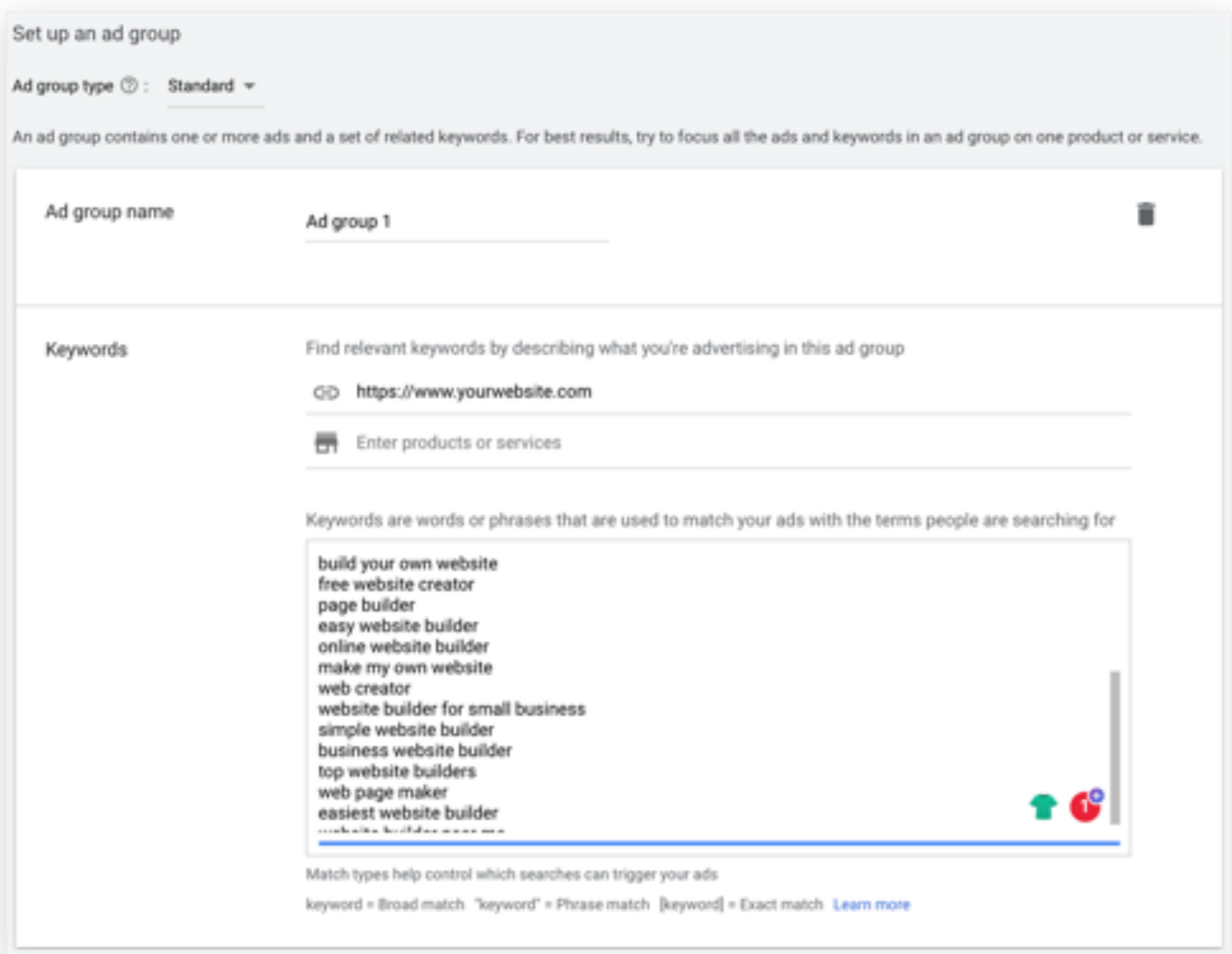
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STEP 4. Setup Your Ad Groups

Your Ad Groups are the next organizational level down from your Campaign and you can have as many Ad Groups as you want to help you stay organized. Some people only have one Ad Group with multiple Keywords in it, and other advanced marketers have a separate Ad Group for each Keyword variation. Again the goal is to find the sweet spot between too broad and too precise. Too broad could give you more results with less quality, and too precise could give you fewer results with more quality. It's a testing game all the time with Google PPC ads.

1. Name your first Ad Group and then paste the keywords you previously researched, and that you feel should be in this Ad Group in to the keywords box. If you aren't sure what keywords to use or if you want more examples, you can type a website into the URL Field and Google's algorithms will show you new keywords to consider.

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2. Once you are finished setting up your first Ad Group, you can then choose to create a "New Ad Group" or move on to the next step. FYI, you can always add, remove, or modify your Ad Groups later.

You'll also notice that Google with show you APPROXIMATE Daily results estimates based on all of the settings you have created thus far for each Ad Group.
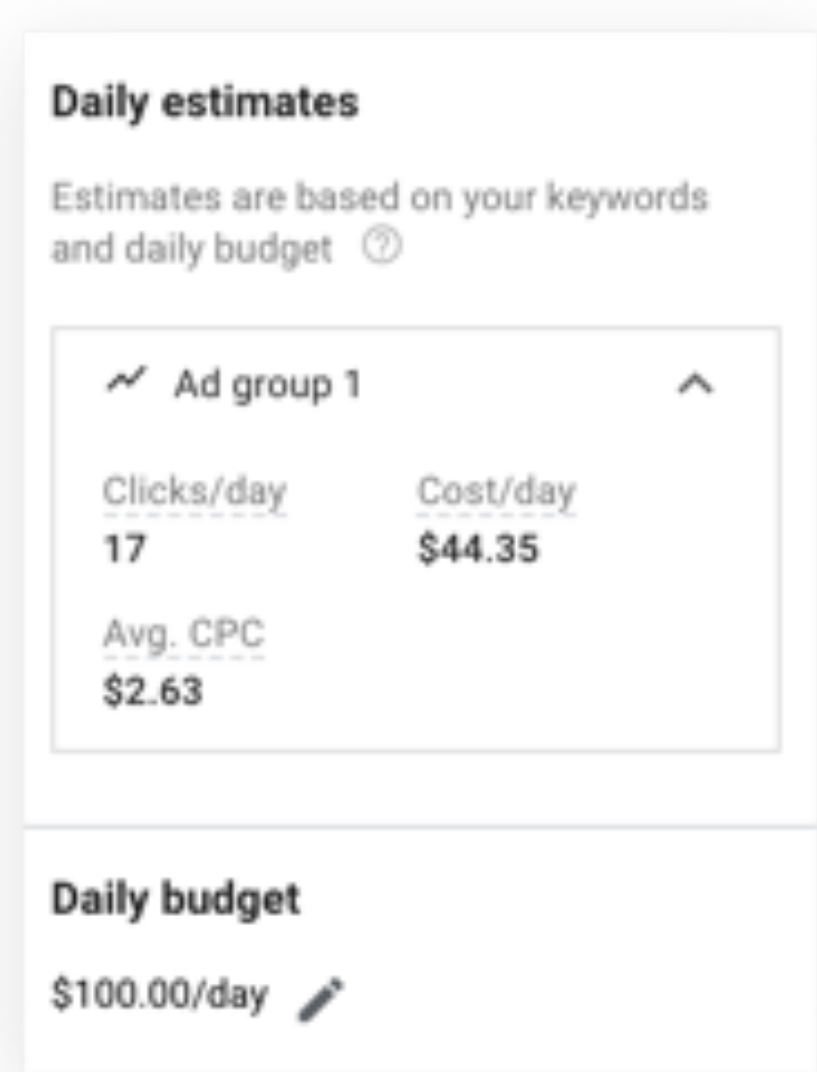
STEP 5. Create Your Google Ads
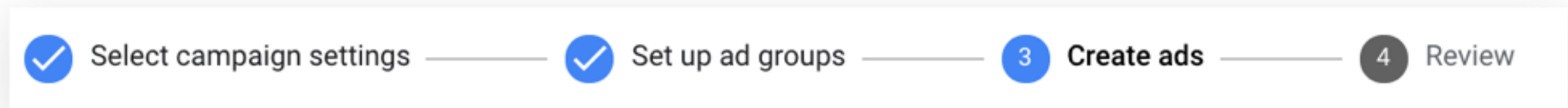
Now it's time for the fun part. You need to put your Marketing and Sales hat on because no matter how well you've set up the previous steps, a poor ad will give you poor results. For your ad to be successful it must have a good headline, a good description, and a good call to action.

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1. Notice that Google requests you to have multiple Headlines to your ad. Often what they will do is rotate the Headlines based on their algorithms to identify the best chances of your ad being clicked on.

Of course Google wants to do everything they can to help you be successful (within reason) because everytime someone clicks on your ad, they get paid. Hence the term Pay-Per-Click (PPC)
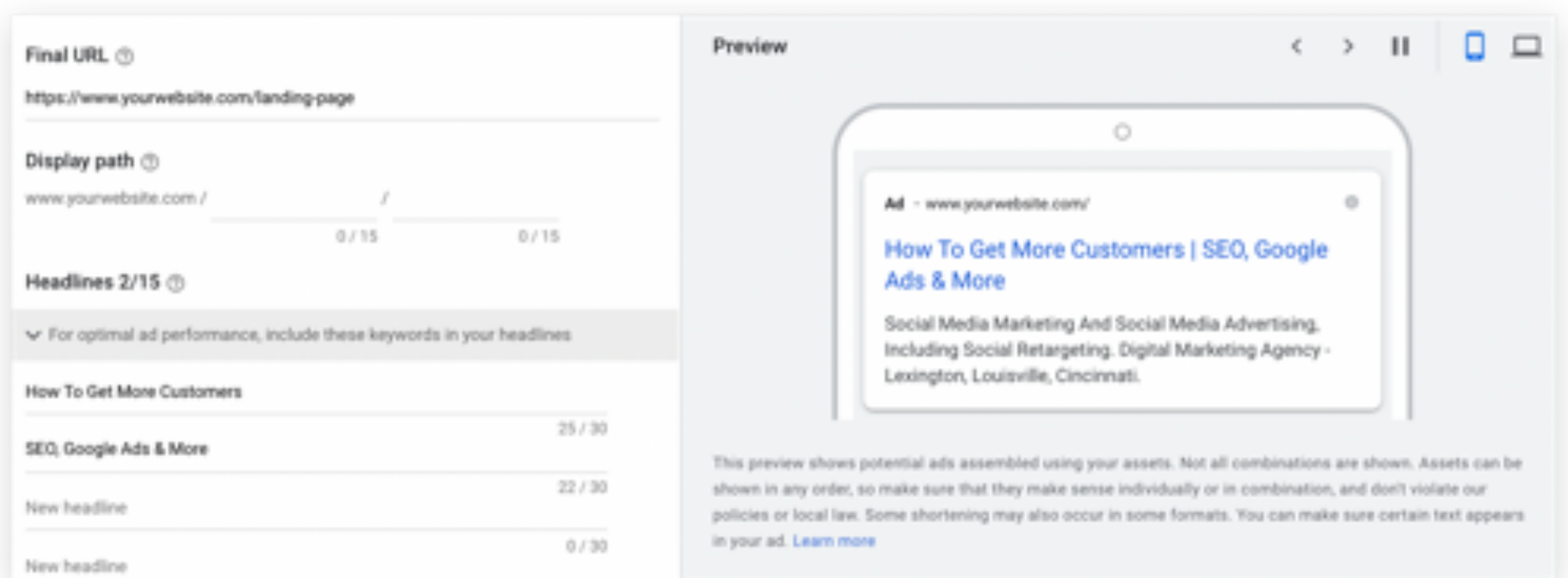
2. Your display path is different from your Final URL and should be used wisely in order to help with your conversions. Try to use your most popular keyword or phrases in the Display path, or use your Call to Action (Ex: Free Report). These are all things that could entice your next customer to click on your ad rather than your competitors.

3. You are limited to no more than 30 characters for your headlines, however, in the description field of the ad, you can have up to 90. Again, be smart because every character is valuable real estate in your ad.

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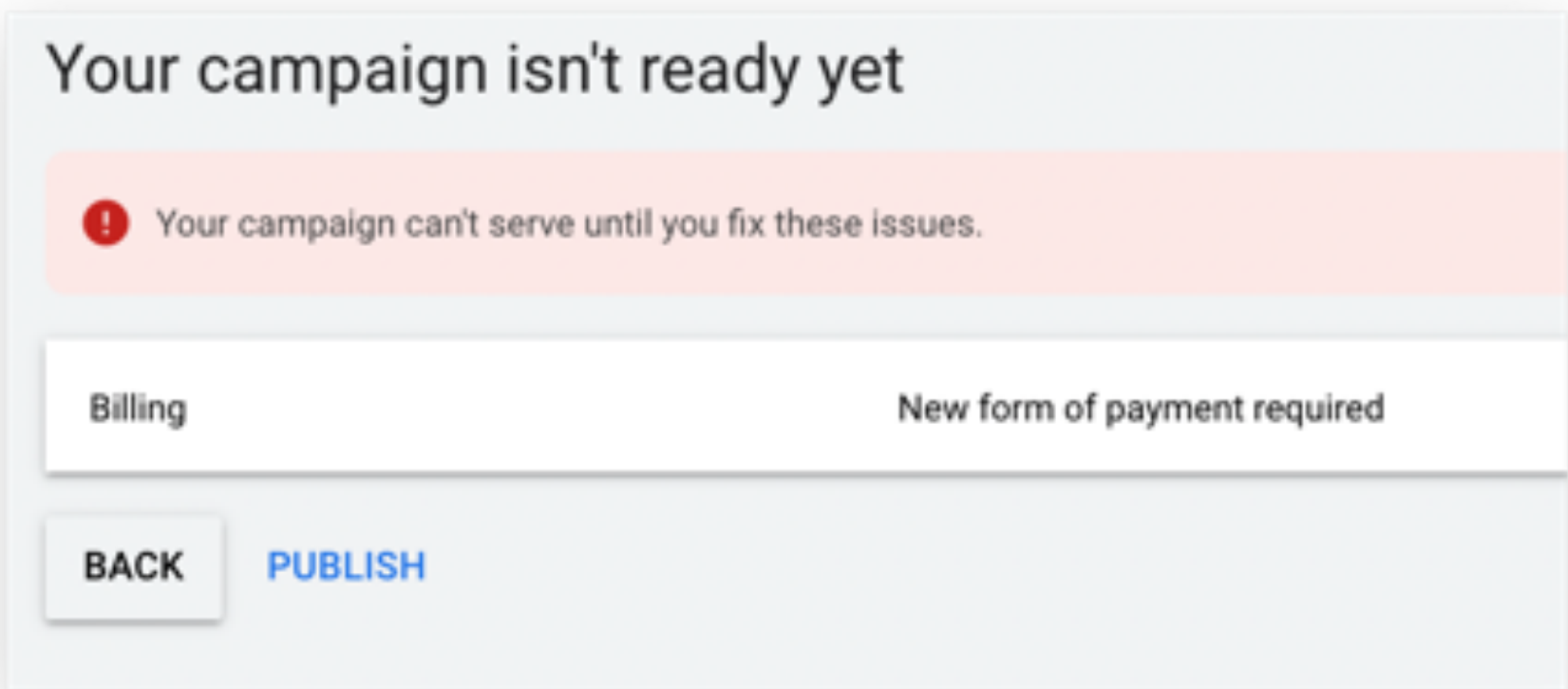4. As you create your ad, You'll be able to visually see how it will look on mobile and desktop when active. Use this opportunity to create multiple different variations until you create the ad you think will work best.

STEP 6. Review and Publish Your Ad
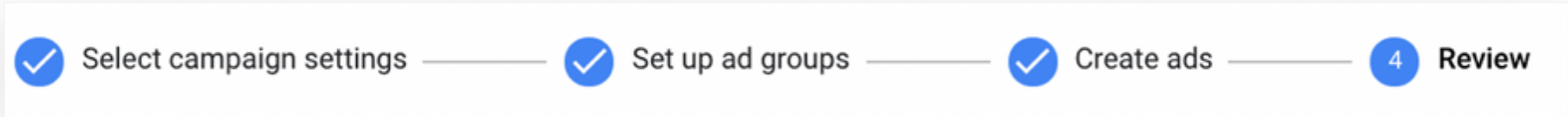
1. Now that you have your ad(s) completed, you are ready to submit your ad to Google for review. Google reviews all ads to make sure that they are within their advertising guidelines, If not, they will let you know. Simply go back and fix what they ask you to until your ad is approved. Keep in mind that sometimes the reason for your ad to not be approved may be because of your website, and not the ad you created here.

2. This is also the time when Google will ask you to input your form of payment for your ads to be billed. Provide your payment method and then publish your ad.

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3. Once your ad is approved by Google, you should review your campaigns daily to make sure everything appears to be working properly.
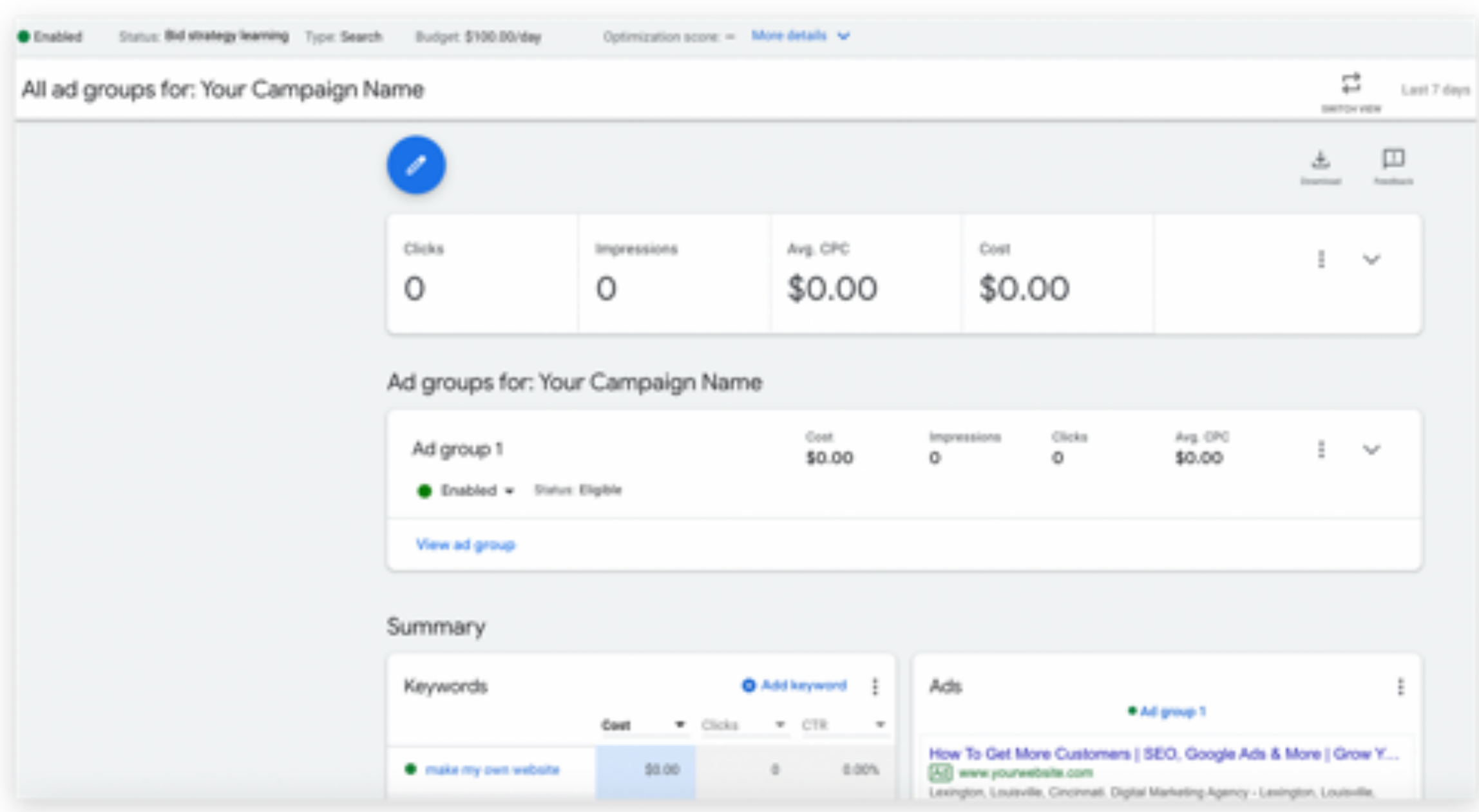
4. The metrics most important to keep an eye on are CTR (Click Through Rate) and CPC (Cost Per Click). You want your CTR to be as high as possible (anything above 1% is good when doing a Search Campaign). You want your CPC to be as low as possible, and the ideal range for this number depends on many factors. The more valuable your product is when someone purchases from you, then the more you are likely willing to pay per click. The lower price your product or service is when sold, then the less you may be able to afford to pay per click. At the end of the day, the success of your CPC is determined by your ROI from the clicks. Do the math and decide for yourself what amount is worth spending and what amount is too much.

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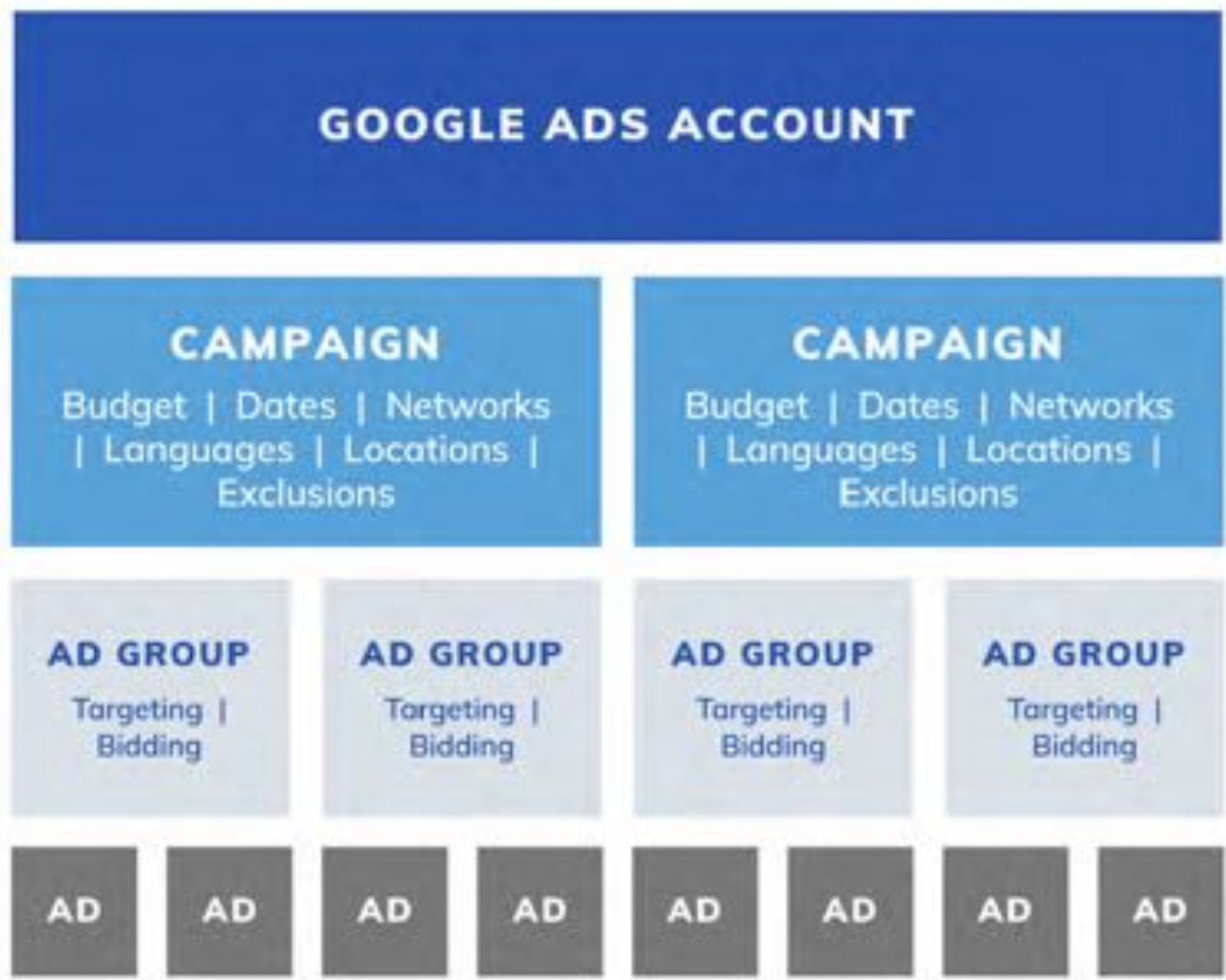# Chapter Two

Top Ten PPC Mistakes to Avoid

Mistake One:
Not Grouping Keywords

Not using ad groups is one of the biggest mistakes people make when it comes to Google Ads. Apple, for example, sells laptops, desktops, tablets, phones, and watches. If they don't segment their products into different ad groups, they won't be able to show specific ads for different products, and they would have to resort to an ad with a headline such as "Buy an Apple Product" instead of "Buy a Macbook" or "Buy an iPad"

Recommendation:
No More Than 20 Keywords

It's best to use no more than 20 keywords per ad group. Sometimes you can get away with using more, but exceeding 20 keywords is a sign that your ad copy isn't matching the keyword being searched for as closely as it should. Each of the ad groups in your campaign should target different themes.

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16-inch. Touch Bar and Touch ID. Up to 8-co
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Mistake Two:
Not Using the Right Keyword Match

Google Ads allows you to add keywords to a campaign as either a broad, broad match modifier, phrase, or exact match. Broad match keywords deliver more impressions but are less precise. Phrase and exact matches often provide higher conversion rates, but they deliver significantly fewer impressions.

Match Type Examples

MATCH TYPE	Special Symbol	Example Keyword	Ads may show on searches that	Example Searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	buy, ladies, hats
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synomyms), in any order	hats for women
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	buy women's hats
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	women's hats

Recommendation:
Start with Exact Matches

A good approach is to start with exact matches and then to expand to the phrase, broad, and broad match modifier as needed.

Broad: formal shoes
Also matches*: formal footwear, evening footwear, men's dress wingtips

Modified Broad: formal +shoes
Also matches*: evening shoes, black dress shoes...

Modified Broad: +formal +shoes
Also matches*: formal shoes, formal evening shoes...

Phrase : "formal shoes"
Also matches*: black formal shoes, formal shoes for men...

Exact: [formal shoes]
Matches: formal shoes

An exact match gives you the most control over which search terms your ads will show up for, and a broad match modifier is a good middle ground to get more impressions without giving up complete control. Use exact match for keywords that you know are relevant to your business and use phrase match or broad match modifier to ensure you don't miss out on other relevant keywords you had not thought of.

Mistake Three:
Not Using Negative Keywords

Google Ads allows you to use negative keywords as a way to exclude terms that are not a good match for your product. For example, if you own a store that sells designer women's shoes but not athletic shoes, then you don't want your ads to show up on searches for "women's running shoes" but do want them to show up for "women's shoes." Thus, you can add "running" as a negative keyword, and your ads won't be shown for any searches that include the word "running". Negative keywords are the easiest way to reach the most targeted audiences, lower your costs, and boost your ROI.

Recommendation:
Run a Search Terms Report

To find negative keywords, run a search terms report in Google Ads and figure out which keywords convert and which don't. Once you find ones that don't, check to see if there's a negative keyword you can add so you won't show up for that term anymore without excluding terms you do want to continue showing up for.

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Mistake Four:
Poorly Written Headline and Ad Copy

Falling in love with your own ad copy is a problem. You may write an ad and think, "I love this copy! It's great!" That's fine unless the numbers tell you otherwise. You should always test your copy. You can try two different headline variations, the same headlines but different body copy, or the same copy but a different call to action. Testing different variations will help you to know what works best.

VARIATION A

Nike Women's Running Gear
www.nikeshoes.com/ ▾
Shop the latest Nike women's running shoes & gear!

VARIATION B

Nike Women's Running Shoes
www.nikeshoes.com/ ▾
Shop the latest Nike women's running shoes & styles!

Recommendation:
Always Be Testing

It's recommended to always be tested. Once you have a winner for one test, turn off the less performing ads and change the ad copy. Always try to beat the winner until you're happy with the results. You may be surprised that this kind of testing can eventually lead to doubling your conversion rates and lowering your CPA by 50%.
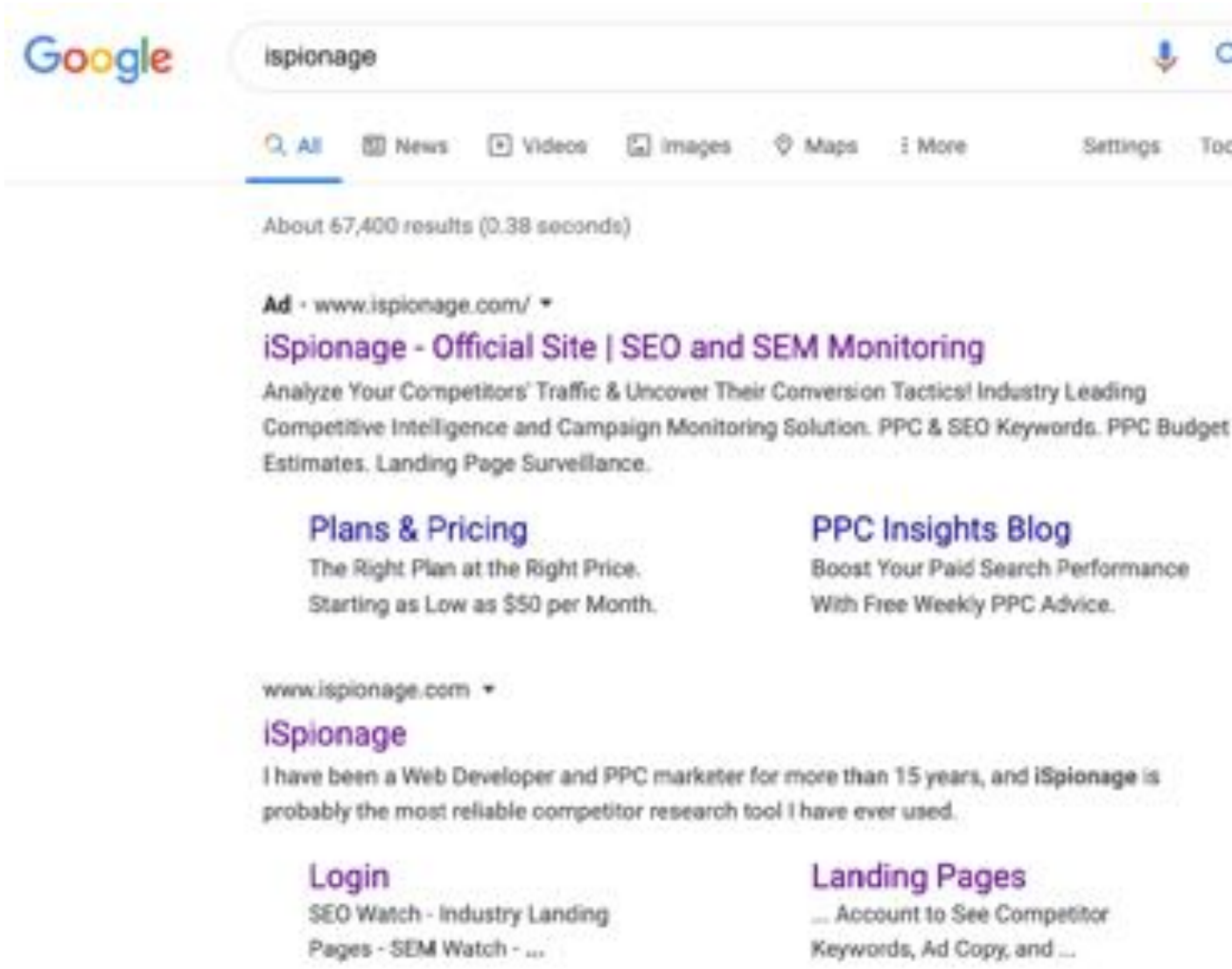
Mistake Five: Not Bidding Your Own Brand

A lot of people assume that since they already rank for their own brand, they don't need to advertise for it. It's good to rank number one for your brand in both the ad space and organic results. Why? Because your total clicks will go up, the cost per click for your own brand is really low, and you'll make sure a competitor doesn't outrank you with an ad above organic result.

Recommendation: Bid Your Own Brand Terms and Own Top Spot

Make sure you're ranking #1 for branded terms so you don't sacrifice valuable clicks to your competition. If you're not bidding on your own brand terms, your competitor will. Bidding on your brand name will ensure your company to have maximum visibility on the first page of the Search Engine Result Page -- for both paid and organic search results. Brand terms are likely to have a high-quality score and CTR, which helps decrease average CPC.

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Mistake Six:
Not Knowing the Lifetime Value (LTV) of Customers

Have you ever calculated the LTV of your customers? If not, there's no way to know how much you can spend on Google Ads per acquisition. Let say your LTV is $100. This means you'll earn $100 on average over the lifetime of doing business with your customers. If you're paying $25 per acquisition, then you're ok, because you're making more per customer than you're spending. But if you're LTV is $40 and you're spending $60 per acquisition, eventually, you'll go out of business.

Recommendation:
Take some time to calculate the LTV for your customers, and then manage your campaigns accordingly.

Here's a simple formula you can use to do so:

$$\text{LIFETIME VALUE (LTV)} = \frac{\text{Average Monthly Revenue / Customer} \times \text{Gross Margin / Customer}}{\text{Monthly Churn Rate}}$$

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Mistake Seven:
Not Testing an Optimal Ad Position

If your goal is to improve brand recognition, then it's a good idea to be in one of the top two ad positions, but if your goal is to get the higher CTR and most conversions, sometimes it's better to be in positions 3-5. Can this really be true? How is it possible that it's better to be in a lower position than first or second? It's because naturally, people tend to be click-happy with the top two ads, they may click whether they're seriously interested or not. Those who click on ads in positions 3-5 are usually serious prospects who are actively seeking a product or a solution.
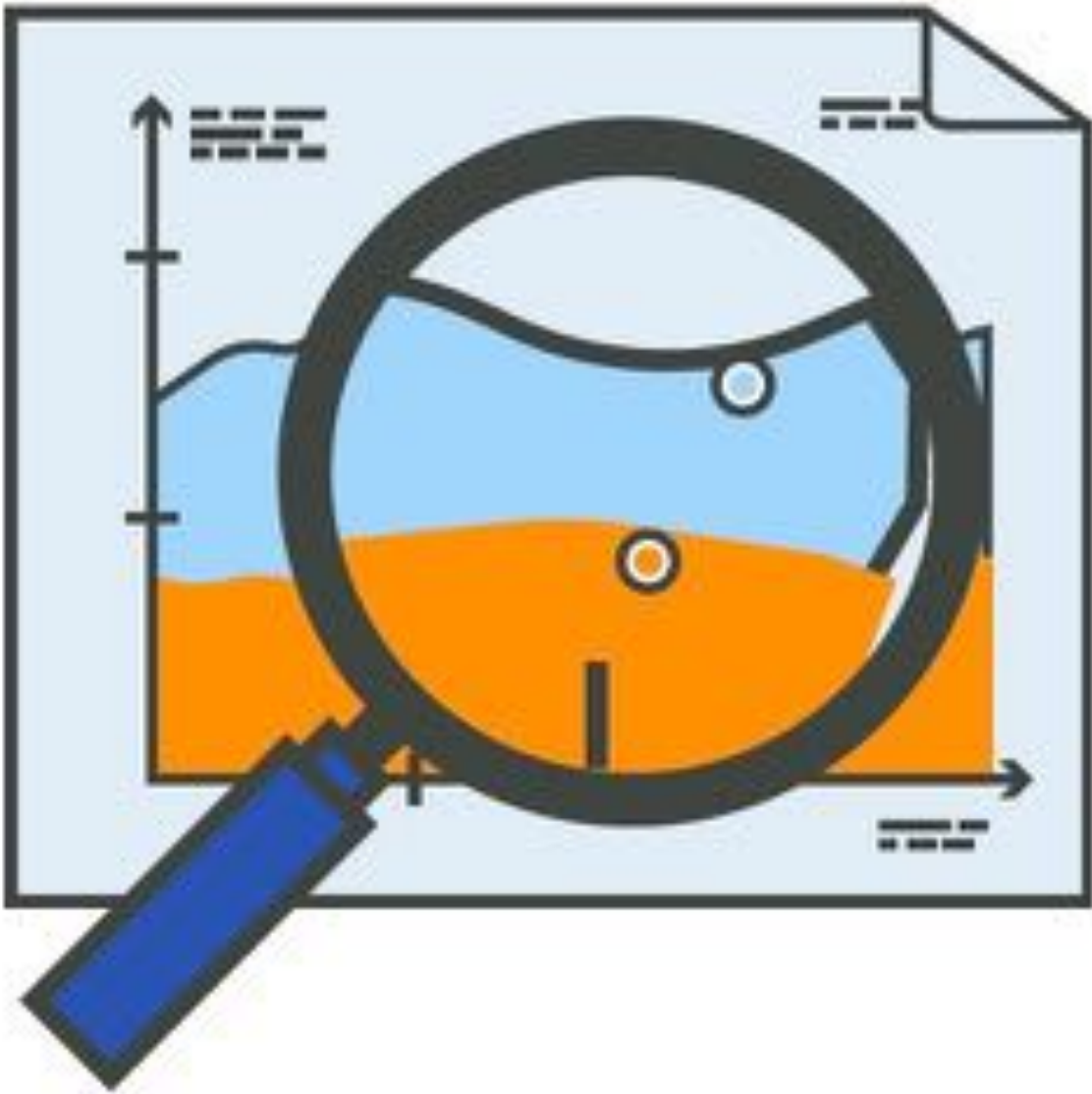
Recommendation:
Test for Position & Bid Cost per Click

Test to find the optimal position by raising or lowering the bid for cost per click. Lower it and then see what happens. If Google suggests a $1 or $3 bid, start with $1 to see what the results are. If they're good enough, you may not need to pay more per click.

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Mistake Eight:
Not Knowing Who You're Competing Against

Another mistake is not knowing which ads your competitors are using. You need to know whom you're competing against, what keywords they're using, and what their landing pages look like. Specifically, you want to put yourself in your customers' shoes and see which ad you're most likely to click. Then, once you do click (although it's recommended to find ways to do it without actually clicking on your competitors' ads and making them pay for it), pay attention to their landing pages, see their offers and ask yourself a question, "Which landing pages and offers do you think are most appealing to your audience?"

Recommendation: Review Your Competitors

Review your competitors' ad copy and landing pages on a regular basis to see if there's anything you can learn from their campaigns.

YOUR COMPANY

YOUR COMPETITOR
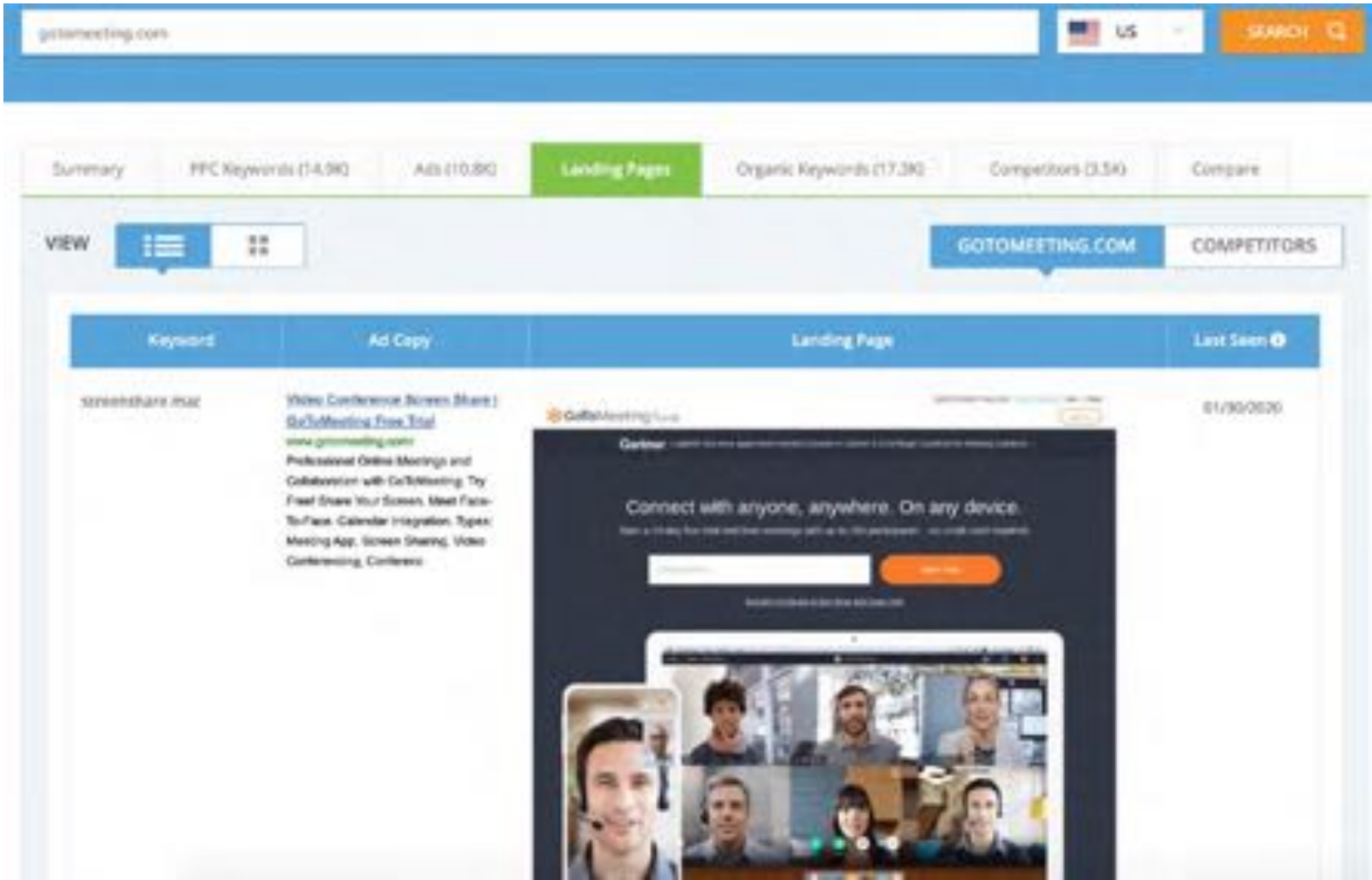
Mistake Nine: Expecting Too Much From AdWords

Have you ever considered whether you expect too much from Google Ads? Many businesses have a small budget and expect to launch the next big business for $10 to $20 per day. That's not going to get you very far. Your budget may vary depending on your industry, and if you're bidding for keywords that cost $3-$5 per click, a $10-$20 budget won't give you enough traffic. Also, since your campaign requires some A/B testing, you may want to consider setting some of that budget aside for testing purposes.

Recommendation: Start With a Good Budget Plan

Start with a large enough budget that allows you to drive a significant amount of traffic and gives you time to tweak and optimize your campaigns. Initially, you'll have to spend some to learn what works and what doesn't and will be able to optimize over time.

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Mistake Ten:
Not Directing Visitors to the Appropriate Pages

Possibly the biggest mistake of all that people make with Google Ads is not directing customers to the appropriate landing page. Instead, they direct everyone to their homepage. If you're offering multiple products, it's better to send them to a specific product or category page where they can learn about the specific product as advertised in your ad copy. Not only will this help increase conversion rates, but it will also improve your Quality Score to help you reduce your PPC costs.

Recommendation:
Direct Your Audience to the Right Content

Make sure the page people land on matches the ad copy they clicked. If you're selling wedding-related items create ad groups based around themes like "bridesmaid gifts" and "groomsmen gifts", and then take people to category pages for each of these items instead to your homepage where they'll have to self-navigate around the page to find the products they were initially searching for.

BONUS Mistake:
Not Using Ad Extensions

Google Ads offers this feature for free. You could easily set it up in your account. Not having the ad extensions while your competitors do could mean you may have missed some click opportunities to your ads.

BONUS RECOMMENDATION:
Add at Least 1 or 2 Add Extensions to Your Ads

Ad extensions provide additional pieces of information that give people more reason to choose your business (click on your ads). With the Ad Extensions, you could show sitelinks, phone number, star ratings, and location to enhance your ad. Adding Ad extensions give your ad greater visibility and prominence on the search result page.

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Conclusion

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PPC Advertising is extremely powerful and effective when done correctly. This E-Book has provided you with enough tools and information to get started, however the only way to really learn is to roll up your sleeves and get your hands dirty. Or in this case, open your wallet a little bit at a time and start bidding on keywords.

There are many more advanced strategies for you to learn when running PPC campaigns, and if you ever need assistance, we're just a phone call away, and the first consultation is always free.

Also, if you'd rather have us set up, analyze and manage your PPC campaign for you, that is a service we are VERY good at and are happy to provide you with.

We're available Mon-Fri 9 am-6 pm EST.

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Address: 168 E. Reynolds Rd. Lexington, KY 40517

Or Request a Free Consultation Now Here:
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