

GOOGLE ADS MISTAKES TO AVOID

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"What's Wrong with My Google Ads?"

STEP 1 - ARE YOUR KEYWORDS ELIGIBLE?

Make sure that you're keywords are running.

Are they **below the first page bid**? Then perhaps you should look at raising your bid (remember, just because you raise your bid doesn't mean that you will get charged that amount... but be smart about it).

• Are they rarely shown because of a low quality score?

Then perhaps you should put them in a more relevant ad group or make sure you're ad is relevant.

• Is there a low search volume? If so, are there ANY impressions? If so, leave it running. If not, pause the keyword.

STEP 2 - ARE YOUR ADS RUNNING?

Are all of your ads approved and active?

Are they disapproved because of Trademarks in the ad text?

Are they disapproved because of Terms of Service violations?

• If they're not approved, figure out why and make the adjustments.

• Are they disapproved because of a broken link to the landing page?

• Figure out why they're disapproved and submit them again to get them up and running.

STEP 3 - DO YOU HAVE THE CORRECT KEYWORDS?

Remember the "body shop" example? We were advertising for an "auto body shop" and our keyword "body shop" was pulling up ads for "The Body Shop" (makeup and bath store).

Check out your click-through-rate (CTR). We like to see 4% or above.

• Is your CTR really low? Check what ads this keyword is bringing up by typing that keyword into Google.

• Make sure you have negative keywords added to your campaign so if you're advertising "professional auto painting" and someone types in "auto painting class", your ads DON'T show up. Add the term "class" to your negative keywords.

STEP 4 - CHECK YOUR ADS

Check that your ads are relevant and focused on your keyword.

If your advertising an "auto body shop" and your ads talk about "semi truck body shops", then they're not relevant enough.

• What does your ad say? Are there a bunch of misspellings?

• Do you need to add calls to action? Call today, Schedule an Appointment Now, etc.

STEP 5 - CHECK YOUR LANDING PAGES

If you're getting clicks, a good click-through-rate and people are not converting... then it's time to check your landing pages.

Are they operating correctly? Do the links in your ads work?

• Is your website fast enough? If people click the links and it takes 5 seconds for the page to load... they will go somewhere else.

• Is your landing page relevant. If they click on an ad for "red cars" and you take them to a landing page for "blue trucks", that's going to have an impact on your conversions.

• Make sure you have calls to action. Phone numbers, forms, etc.

Check out our PPC Training courses....

"The PPC Profit System" (for setting up new campaigns)

"The Ads Optimization Academy" (for Google Ads Management / Optimization"

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