

Google Ads suggestions for www.xyz.com

Overview

Having reviewed your Google Ads (*previously known as Google AdWords*) account, I feel that there are some areas within it where improvements can be made. Most of the suggestions are improvement ideas for the existing campaigns but there are also a few that are for expansion. If implemented these changes could have a significant impact to the performance.

Proposed Google Ads changes:

1) Adjust Google Ads location targeting. At the moment campaigns target all countries or a set of countries under one campaign. That is a bad practice. User behavior in different countries varies and that should reflect in campaign structure as well. It is recommended to have separate campaigns for each major market. For example:

- Remarketing - Search - USA
- Remarketing - Search - UK
- Remarketing - Search - Scandinavia
- Remarketing - Search - EU Central
- Remarketing - Search - EU South

It may also make sense to reconsider location targeting methodology. At the moment campaigns target a list of countries which is a very broad target. Let's take a college or the whole college campus as an example. It may be more effective to target specific ZIP codes where those colleges are based. Targeting the whole country may be more appropriate for a branding campaign. Just an idea to consider.

2) Consider running Display Remarketing campaign (to supplement Search remarketing). It can be used to retarget users who have performed a specific action on the website. It is possible to setup different kind of audiences for that purposes and target them in Google Ads. Few examples:

- users who visited product page;
- users who visited product page but did not contact;
- users who contacted in the past;
- users who visited a specific category of the website;
- users who found the website via organic search, visited the product page but did not contact;
- users who came to the website via social media;
- and similar.

Google Display runs advertisements on other websites, not Google Search. In general it is the broadest targeting option available. However, it is possible to configure it and make it very targeted. One of the best options is to target a list of websites that your potential customers may visit.

Another option is to target those website based on the content of the website. For example, require them to contain a specific phrase or word. If that phrase is on the website, then it may be used for the remarketing campaign.

In practice, such users would have to meet 2 pre-requisites before they can see the remarketing ad:

- they have visited your website before;
- they are now reading a website than contains articles about "abc" (etc.)

3) Reduce the number of ad copies per ad group. In general, it is recommended to have 2-3 slightly different ad copies per ad group. At the moment each Search ad group has 5 which is too many. If one of the ad is underperforming it is better to simply pause it. In addition, it is recommended to change ad rotation setting from "Optimize: Prefer best performing ads" to "Do not optimize: rotate evenly". This way it would easier to identify better performing ad copies.

4) Consider targeting branded keywords. Such keywords have high conversion rates and low cost per conversion, when compared with other keywords.

5) Consider adding new keywords/ad groups:

- Keyword phrase 1
- Keyword phrase 2
- Keyword phrase 3
- Keyword phrase 4
- Keyword phrase 5
- Keyword phrase 6

The idea with the new keywords to concentrate more on the target market, rather than general audience. Additional research is required to uncover more keyword ideas.

Proposed Google Analytics updates:

1) Track additional user actions on the website (optional):

- clicks on phone numbers (before users make a phone call)
- clicks on email addresses
- clicks on external links
- clicks on social media buttons
- clicks on various buttons (to determine whether "Contact Us" or "Get a Price Quote" have better CTR, etc).

- user navigation depth (what percentage of a web page users usually see - basically shows how much they scroll down before leaving the page)
- and more.

If something is missing, feel free to add it to the list. Almost any user activity on the website can be tracked and measured in Google Analytics.

2) Setup additional goals in Google Analytics. Goals are usually defined as user actions that bring value to the business. These can be the following:

- contact form submission
- phone call from "Contacts" page
- email from "Contacts" page (when users click on email address)
- newsletter subscription

Timelines

Personally I think it would best to start with Google Analytics updates. Once the tracking is configured and ready, then move to Google Ads updates. This way it would ensure that Google Analytics receives the most accurate data. Plus, it would give a more accurate picture of your campaign's performance.

After Google Ads campaign is updated, it is recommended to let it run for 3-4 weeks before making the final decision about it. After the period of 4 weeks we can discuss the results and insights gathered. I would also send a short weekly or bi-weekly (whichever you prefer) report about the campaigns performance.

If you have any questions, let me know!