



HOW TO MAKE A 6-FIGURE GOOGLE AD





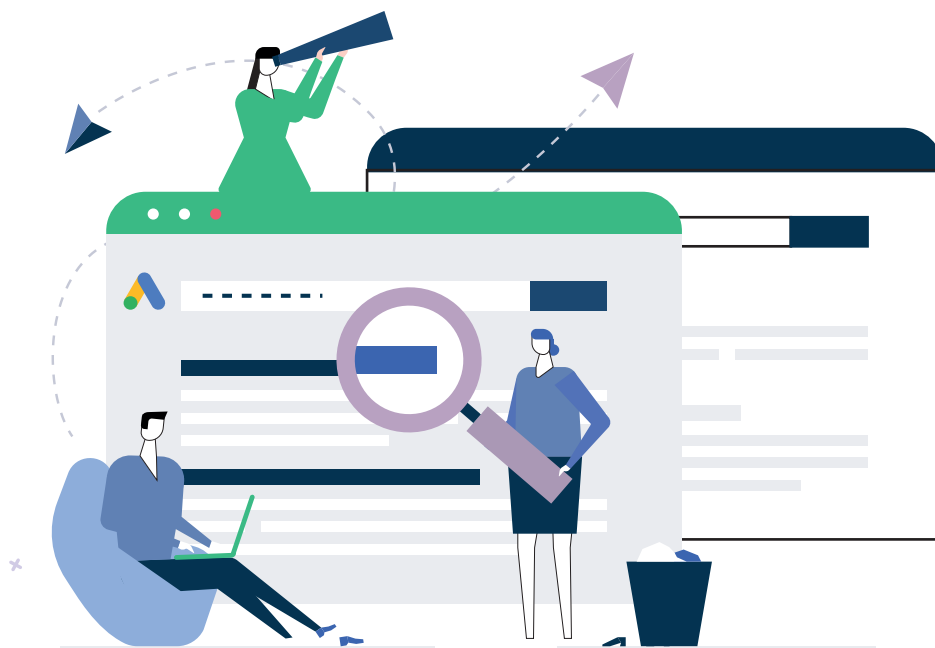
GETTING STARTED

Google Ads is a great tool to use to have your business' ads appear on Google search result pages for relevant user searches. Before you start though, you need to understand the difference between paid advertising (Google Ads) and organic search results.

Say a user goes to the Google browser and types in something related to your business.

Your paid advertising ad can appear at the top, or bottom, of the Google search results page. These links are easily identified by the bold-faced word "Ad" next to the text. The most relevant paid ads will appear above organic search results. The position of your ad vs. a competitor's ad may vary based on how relevant and useful the ad is to what the person searched for, as well as your bid and a few other factors.

Below paid ads are where the "organic" search results appear. These are unpaid links to websites with content related directly to what the person searched for. The more relevant the site is to the search term, the higher the link will appear in the list. Your related website could appear here, but your ad won't.





For your ad to appear on a Google search results page, it must first enter a real-time auction. There are 3 main factors in the ad auction which determine which ads are shown, and in what order.

Your bid - When first getting started, you will set a “max bid” you’re willing to pay for a click on your ad. How much you actually pay may often be less, and you can change your bid at any time.

The quality of your ads - Google Ads also looks at how relevant and useful your ad and the website are to the user conducting the search. Ads need to have relevant ad copy based on what the user is searching for, and a website landing page which will give the user a good experience.

The expected impact from your ad extensions and other ad formats - When you create your ad, you can add other elements to help your ad stand out. These are called extensions. Whether it explains the offer more or is a separate link to another part of your website, these will help your ad stand out more, and have a better chance of being clicked.





WHY DO YOU NEED ADS?

You probably wouldn't be reading this if you didn't need paid ads. Hopefully your website has strong Search Engine Optimization (SEO) and users are able to find you organically. However, paid ads allow you to appear over top of these organic links, as well as your competitors and any ads they may be running.

Paid ads can help drive additional traffic to your site, guiding users to take the desired action you have set up.

The more traffic you drive, the better you can optimize your marketing funnel for higher conversions; whether that be email collection, signing up for a newsletter, downloading a content piece, or purchasing directly from the website.





CREATING A GOOGLE SEARCH AD

There are several components to a successful Google Search ad, but first you will need to understand the differences between Expanded Text Ads and Responsive Ads.

Expanded Text Ads

The simplest ad to construct is the Expanded Text Ad. This type of ad has three headline fields, with a max of 30 characters for each. The first two headline fields are required and should echo the search term the user has typed in, as well as call out a benefit the user will get from clicking the ad. The third headline is optional, but can further explain what the user will be able to do on your website. The headlines will appear next to each other, separated by a vertical pipe ("|"), or wrap onto the next line depending on the user's device / screen.

Expanded text ads also have two 90-character description fields, allowing you to explain the offer in more detail as well as what you want the user to do (i.e 'Buy Now' or 'Sign Up Today').

*Note - Expanded Text ads are being phased out by Google in July 2022 and you will no longer be able to create new ETAs. Any you have already created will still be available for use. It's highly recommended to test as many ETAs as you can now to find winning combinations of ad copy.

When first getting started, here are a few recommendations for writing successful copy:

- H1 should echo the keyword searched
- H2 should explain the benefit
- H3 can explain another benefit or mention the brand
- D1 should echo the keyword and a benefit
- D2 should explain the product more and have a Call to Action (CTA)



RESPONSIVE SEARCH ADS

This type of ad adapts to show more text, and more relevant messages, to your target audience. Create multiple headlines (up to 15) and descriptions (up to 4) when creating a responsive search ad, and over time, Google Ads will automatically test different combinations and learn which combinations perform best.

Headline assets can be shown in any order, so make sure they make sense individually or in combinations. Google will select the headline most likely to match the user's interest, or which have proven most successful over time. Same for description lines.

It's recommended to have one responsive search ad per ad group with at least a 'Good' or 'Excellent' ad strength score. If you have text which must appear in every ad, you can "pin" the ad copy to a certain position. However, Google recommends unpinning ad copy and letting the algorithm choose the best combination of text to show individual users.

The more headlines and descriptions you enter, the more opportunities Google Ads has to serve ads which more closely match your potential customers' search queries, which can improve your ad performance.





EXTENSIONS

Extensions expand your ad with additional information, giving people more reasons to consider your business and offers. These may increase an ad's clickthrough rate by several percentage points. Extension formats include call buttons, location information, links to specific parts of your website, additional text, and more.

To maximize the performance of your text ads, Google Ads selects which extensions to show in response to each individual search on Google. For that reason, it's a good idea to use all the extensions relevant to your business goals.

By adding more content to your ad, extensions give your ad greater visibility on the search results page. This means you tend to get more value from your ad. Extensions often increase your total number of clicks and can give people additional interactive ways of reaching you, such as through maps or calls.

Adding an extension won't guarantee that it'll show with your ad all the time. Extensions show with your ad when:

- The extension (or combination of extensions) is predicted to improve your performance. Keep track of when your extensions show and measure your ad extension performance.
- Your ad's position and Ad Rank is high enough for extensions to show. To show extensions, Google Ads requires a minimum Ad Rank (Ad Rank calculations factor in your extensions).

For more information on extensions and the different options, see Google Support's article [here](#)



OPTIMIZING ADS

The key to finding a winning ad combination is testing. Test, test, and continue to test. Different demographics of users, in different locations, using different devices, all will have their own unique experience with the ad. Depending on your desired goal of the ad (simply drive website traffic, acquire email addresses, generate a purchase, etc.) you will have to look at each ad metric individually.

If the only goal is to drive more traffic to your website, you're likely to value clicks and Click-Through-Rate (CTR). Which ads are generating the highest totals? Can you duplicate a winning ad and make a small change to see if you get better results?

For collecting email addresses or generating sales, you need to be sure your conversion tracking is set up correctly for each event. Each Google Ads campaign can have a different desired conversion goal which you can tell the algorithm to optimize for in the initial set up. When looking at ad metrics for these goals, you'll look in the Conversions column and see which ads are driving the most within an acceptable cost. Your cost per conversion is how much you paid for that particular ad in order to generate a conversion. Knowing what your ideal target cost per conversion (Cost Per Acquisition or Cost Per Lead) is important before launching any ad campaign.

When looking at results, try to envision the user's experience. What did they type into the search bar on Google? What are they looking for? Did your ad copy address their need / issue? Where did they go after they clicked? Does your landing page correlate to the ad copy AND the user's search? Does it have what the user was looking for? Did your ad copy indicate what you expected them to do on the site (Learn More, Sign Up, Buy Now, etc.)

Creating an ideal flow for the user from beginning to end is a major component in understanding how to create a winning ad.