

CHRIS CARDELL'S

ULTIMATE MARKETING

10 WEEKS WITH CHRIS CARDELL
that will transform your business, your finances, and your life

Seminar Five

The Power of Google – Attracting Customers 24/7 with Pay Per Click Mastery

CHRIS CARDELL'S

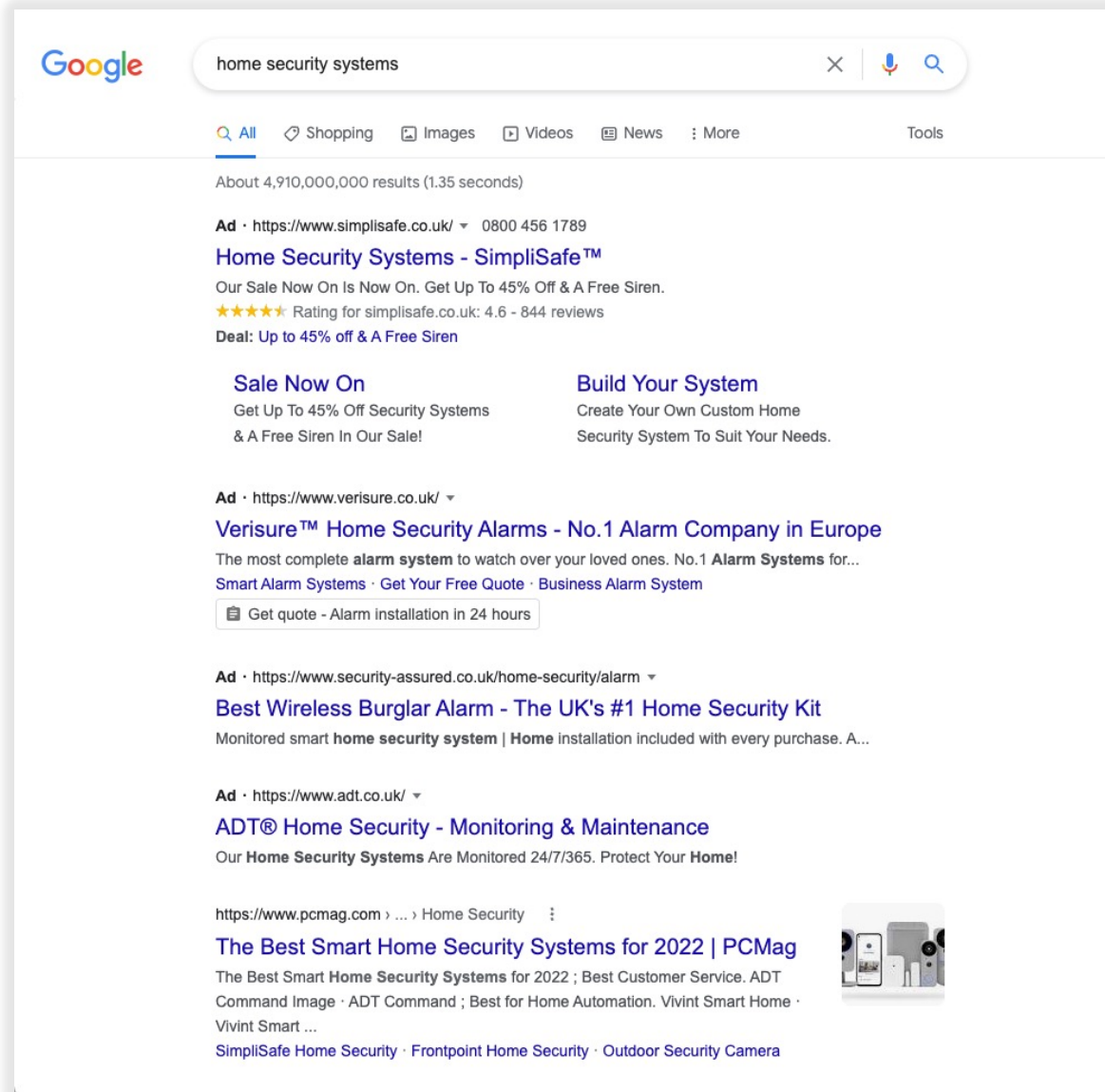
ULTIMATE MARKETING HUB

www.cardellmedia.com/umhub55/

Bonus Video – How to open a Google Ads account and create your first Campaign

www.cardellmedia.com/umhub55/

Google Ads – What is it?



Why Google?

- 1. Mind Share**
- 2. Attraction Marketing**
- 3. Local Domination**
- 4. Automated Customer Acquisition**
- 5. SEO is Dead**
- 6. Rewards Smart Entrepreneurs**

The Inescapable Truth:

- **Google Search, Remarketing, In Market, Custom Intent, Google Shopping, Discovery Campaigns, AI Bidding**
- **You need a Partner**
- **Today we're going to focus on Google Search Mastery**

10 Essential Strategies for Google Search Mastery



**Separate Keywords, Ads
and Landing Pages**

1 Separate Keywords, Ads and Landing Pages

The Power of Relevance

Example: Sofa Store – Sells sofas, including
Recliner Sofas

Most Advertisers

- **Keyword: Sofa**
- **General Sofa Ad**
- **Sofas Home Page**

Google Search Mastery

- **Keyword: Recliner Sofa**
- **Ad that specifically references Recliner Sofas**
- **Recliner Sofas landing page**

1 Separate Keywords, Ads and Landing Pages

Google Ads interface showing a campaign named "Dover" with a budget of £300.00/day. The "Ad groups" tab is selected, displaying a list of ad groups. A red arrow points to the "Local Area Corner sofa" ad group.

Ad group status: All enabled; Ad group name contains **corner** View all ADD FILTER

Ad group	Status	Ad group type	Imp.	CTR	Cost	Clicks	Avg. CPC
Local Area Corner sofa	Eligible	Standard	15,661	5.96%	£975.33	933	£1.05
Local Area Corner cheap corner sofa beds	Eligible	Standard	1,483	4.65%	£75.81	69	£1.10
Local Area Corner leather+corner+sofa+beds	Eligible	Standard	1,318	4.93%	£68.33	65	£1.05
Local Area Corner [corner sofas]	Eligible	Standard	425	13.18%	£60.36	56	£1.08
Local Area Corner leather corner sofas	Eligible	Standard	72	16.67%	£10.07	12	£0.84
Local Area Corner settee	Eligible	Standard	65	10.77%	£6.12	7	£0.87
Local Area Corner corner sofas uk	Eligible	Standard	20	10.00%	£2.40	2	£1.20
Local Area Corner corner sofas for sale	Eligible	Standard	2	100.00%	£2.48	2	£1.24
Local area corner sofas-Corner Sofa	Eligible	Standard	0	—	£0.00	0	—
Local Area Corner leather+corner+sofas+sales	Eligible	Standard	0	—	£0.00	0	—
Total: Filtered ad groups			19,047	6.02%	£1,200.90	1,146	£1.05
Total: Campaign			218,841	4.77%	£10,725.08	10,420	£1.03

1 Separate Keywords, Ads and Landing Pages

The screenshot displays the Google Ads interface for a campaign named 'Local Area Corner sofa'. The left sidebar shows a list of campaigns, with 'Dover 2018' selected. The main content area shows the 'Search Keywords' table, which lists various keywords and their performance metrics. A red arrow points to the first keyword, '+corner +sofa'.

Search Keywords Table:

Keyword	Status	Match type	Policy details	Final URL	Impr.	CTR	Cost	Clicks	Conv. rate
+corner +sofa	Eligible	Broad match	Eligible	—	4,260	3.99%	£174.45	170	0.00%
+corner +sofas	Eligible	Broad match	Eligible	—	2,962	5.00%	£154.03	148	0.01%
"corner sofas"	Eligible	Phrase match	Eligible	—	2,709	5.09%	£146.02	138	0.01%
[small corner sofa]	Eligible	Exact match	Eligible	—	415	13.01%	£55.63	54	0.00%
[corner sofa sale]	Eligible	Exact match	Eligible	—	145	31.72%	£49.33	46	0.00%
[L shaped sofa]	Eligible	Exact match	Eligible	—	207	16.91%	£38.99	35	0.00%
[large corner sofa]	Eligible	Exact match	Eligible	—	210	15.71%	£34.62	33	0.00%
+argos +sofas	Eligible	Broad match	Eligible	—	205	15.61%	£34.92	32	0.00%
+corner +suites	Eligible	Broad match	Eligible	—	210	14.76%	£22.97	31	0.00%
+leather +corner +sofa	Eligible	Broad match	Eligible	—	866	3.12%	£26.17	27	0.00%
Total: All enabled keywords					15,661	5.96%	£975.33	933	0.00%
Total: Ad group					15,661	5.96%	£975.33	933	0.00%

1 Separate Keywords, Ads and Landing Pages

Overview

Recommendations

▼ Ads & extensions

Ads

Extensions

► Landing pages

► Keywords

Audience

Settings

Devices

Change history

● Enabled

Status: Eligible

Type: Standard

More details ▼

Ads

+

1

Ad status: Enabled

ADD FILTER

<input type="checkbox"/>	●	Ad	Status	Ad strength	Ad type ↓
<input type="checkbox"/>	●	<div>Corner Sofas Massive Savings In Stock Immediate Delivery Quality Corner sofas fr... suite-world.co.uk/corner_sofas/corner_sofas Massive Savings On Corner Sofas with Free Delivery & Disposal 0% Finance. Quality Leathe... View assets details</div>	Eligible	Good	Responsive search ad
<input type="checkbox"/>	●	<div>Corner Sofas Massive Savings Free Delivery, Free Disposal Mega Deals On Corner Sofas UK suite-world.co.uk/corner_sofas/corner_sofas Massive Savings On Corner Sofas with Free Delivery & Disposal 0% Finance</div>	Eligible	—	Expanded text ad
<input type="checkbox"/>	●	<div>Corner Sofas Massive Savings Free Delivery, Free Disposal In Stock Immediate Delivery suite-world.co.uk/corner_sofas/corner_sofas Massive Savings On Corner Sofas with Free Delivery & Disposal 0% Finance</div>	Eligible	—	Expanded text ad

1 Separate Keywords, Ads and Landing Pages

The screenshot shows the Google Ads interface for a campaign named "Dover 2018". The left sidebar contains navigation options: Overview, Recommendations, Insights, Ads & extensions, Landing pages (selected), Expanded landing pages, Keywords, Audiences, Demographics, Settings, Less, Devices, and Change history. The main content area displays the "Landing pages" section, which includes a table of performance metrics for various landing pages.

Google Ads Interface Details:

- Header:** Google Ads logo, campaign name "Dover 2018", and navigation icons (SEARCH, REPORTS, TOOLS, SETTINGS & BILLING).
- Left Sidebar:** Navigation menu with options like "Byron Corner Suite", "Display Intent", "Display Local Area", "Dover", "Dover 2018", "recliner chairs", "recliner", "leather recliner chair", "recliner chairs", "sofa", "cheap sofas", "leather recliner chair", "recliner armchairs", "recliner chairs", "reclining sofas", and "sofa furniture".
- Main Content Area:**
 - Overview:** Status: Enabled, Status: Eligible, Type: Standard, More details.
 - Landing pages:** Custom 15 Jan - 11 Feb 2021.
 - Table:** A table with columns: Landing page, Mobile speed score, Mobile-friendly click rate, Valid AMP click rate, Clicks, Impr., CTR, Avg. CPC, and Cost.

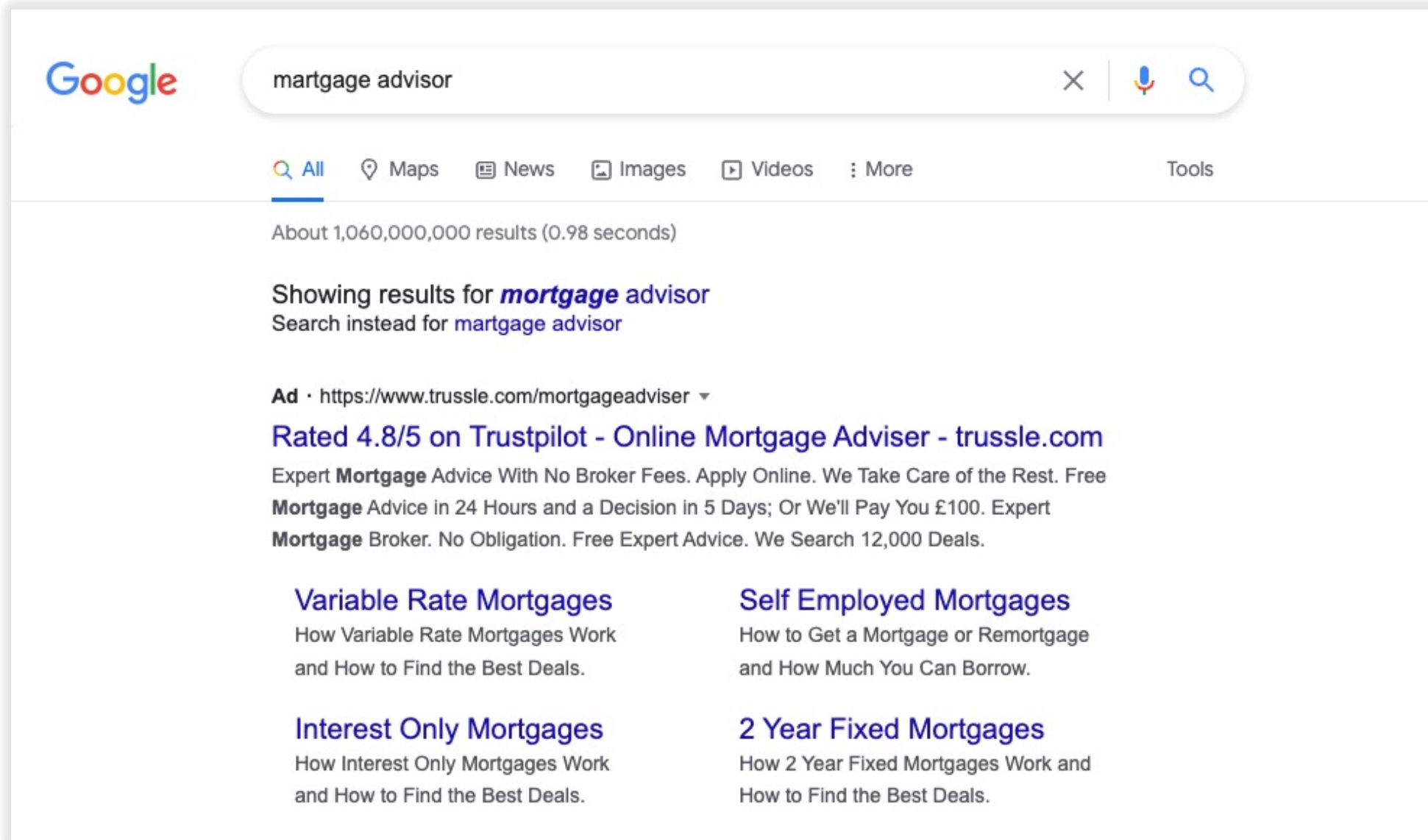
Landing page	Mobile speed score	Mobile-friendly click rate	Valid AMP click rate	Clicks	Impr.	CTR	Avg. CPC	Cost
https://www.suite-world.co.uk/products/Corner_Suites/ View expanded landing pages	10/10	100%	—	454	9,047	5.02%	£1.03	£468.29
https://www.suite-world.co.uk/products/Corner_Suites/?sort=product_name&keywords= View expanded landing pages	9/10	100%	—	300	6,614	4.54%	£1.06	£316.83
Total: Landing pages	9/10	100%	—	754	15,661	4.81%	£1.04	£785.12
Total Ad group	9/10	100%	—	933	15,661	5.96%	£1.05	£975.33

Reporting is not carried out in real time. Time zone for all dates and times: (GMT) United Kingdom Time. Learn more
Some inventory may be provided through third-party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google



Responsive Search Ads



2 Responsive Ads









The screenshot shows a Google search interface with the query 'mortgage advisor'. The search bar includes the Google logo, the text 'mortgage advisor', and icons for clearing the search, voice search, and image search. Below the search bar, navigation links for 'All', 'Maps', 'News', 'Images', 'Videos', 'More', and 'Tools' are visible. The search results indicate approximately 1,060,000,000 results found in 0.98 seconds. A message states 'Showing results for **mortgage** advisor' and suggests searching for 'mortgage advisor' instead. The first result is an advertisement for trussle.com, titled 'Rated 4.8/5 on Trustpilot - Online Mortgage Adviser - trussle.com'. The ad text describes expert mortgage advice with no broker fees, online application, and a 5-day decision. Below the ad, four responsive ad cards are displayed in a 2x2 grid, each with a title and a brief description.

Google

mortgage advisor

× |  

 All  Maps  News  Images  Videos  More Tools

About 1,060,000,000 results (0.98 seconds)

Showing results for **mortgage** advisor
Search instead for **mortgage** advisor

Ad · <https://www.trussle.com/mortgageadviser> ▾

Rated 4.8/5 on Trustpilot - Online Mortgage Adviser - trussle.com

Expert **Mortgage** Advice With No Broker Fees. Apply Online. We Take Care of the Rest. Free **Mortgage** Advice in 24 Hours and a Decision in 5 Days; Or We'll Pay You £100. Expert **Mortgage** Broker. No Obligation. Free Expert Advice. We Search 12,000 Deals.

Variable Rate Mortgages How Variable Rate Mortgages Work and How to Find the Best Deals.	Self Employed Mortgages How to Get a Mortgage or Remortgage and How Much You Can Borrow.
Interest Only Mortgages How Interest Only Mortgages Work and How to Find the Best Deals.	2 Year Fixed Mortgages How 2 Year Fixed Mortgages Work and How to Find the Best Deals.

2 Responsive Ads

- **Up to 15 Headlines (30 Characters long)**
- **Up to 4 Descriptions (90 Characters long)**

2 Responsive Ads

The screenshot shows the Google Ads interface for creating a new responsive search ad. The top navigation bar includes the Google Ads logo and the title "New responsive search ad". On the right, there are icons for Search, Reports, Tools and settings, Refresh, Help, and Notifications.

Ad group: "recliner chairs" **Keywords:** "recliner chairs", +suite +world +dover +opening +times

Creating one responsive search ad can give you better performance than multiple text ads. [Use expanded text ads instead](#)

Ad strength: Good

- ✓ Add more headlines [View ideas](#)
- ✓ Include popular keywords in your headlines [View ideas](#)
- ✓ Make your headlines more unique [View ideas](#)
- ✓ Make your descriptions more unique [View ideas](#)

Final URL: https://www.suite-world.co.uk/products/Chair_Centre/?subcat=Recliner%20Chairs

Display path: suite-world.co.uk / Reclining Chair / Recliner Chairs

Headlines 11/15

For optimal ad performance, include these keywords in your headlines

- ✓ "recliner chairs" +suite +world +dover +opening +times

[More ideas](#)

Sale Half Price From £299	15 / 30
Kent's Biggest Recliner Chairs	15 / 30
Free Delivery On Orders £399+	15 / 30
Order Online Today	15 / 30
Recliner Chairs In Kent	15 / 30

Preview

Highlight ad ☒

Ad - www.suite-world.co.uk/reclining_chair

Recliner Chairs For Sale | Free Delivery, Free Disposal | Recliner Chairs In Kent

Elegant & Comfortable Chairs Available At Affordable Prices. Interest Free Credit Options. Half Price Fabric & Leather Recliner Sofas & Chairs Free Delivery & Disposal. It's Business as Usual. We're Open. Free Delivery &...

Le-Z-Boy Sofas

Sofa Beds From Only £399

0% Interest Free Finance

Chairs Centre

Call 01304242422

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

2 Responsive Ads

Google Ads

New responsive search ad

Search

Reports

Tools and settings

Refresh

Help

Notifications

< > Add more headlines to increase your chances for better performance

Ad strength

Good

✓ Add more headlines [View ideas](#)

✓ Include popular keywords in your headlines [View ideas](#)

✓ Make your headlines more unique [View ideas](#)

✓ Make your descriptions more unique [View ideas](#)

Recliner Chairs For Sale

24 / 30

Interest Free Credit

20 / 30

Shop Online Today

17 / 30

In Stock Immediate Delivery

27 / 30

Free Delivery, Free Disposal

28 / 30

Lots Of Stock & Free Delivery

29 / 30

New headline

0 / 30

+ HEADLINE

Descriptions 4/4 [View ideas](#)

Half Price Fabric & Leather Recliner Sofas & Chairs Free Delivery & Disposal

76 / 90

Elegant & Comfortable Chairs Available At Affordable Prices. Interest Free Credit Options.

90 / 90

Find Furniture From Top Brands Like Alstons, Sherborne, La-Z-Boy and More.

74 / 90

Explore a Wide Range Of Fabulously Comfortable Chairs Available At Great Prices.

80 / 90

Ad URL options

Preview

< > ||

Mobile

Laptop

Highlight ad ☒

Ad · www.suite-world.co.uk/reclining_chair

Order Online Today | Kents Biggest Recliner Chairs | Lots Of Stock & Free Delivery

Explore a Wide Range Of Fabulously Comfortable Chairs Available At Great Prices. Find Furniture From Top Brands Like Alstons, Sherborne, La-Z-Boy and More. It's Business as Usual. We're Open. Free Delivery & Disposal. Huge...

La-Z-Boy Sofas

Sofa Beds From Only £399

0% Interest Free Finance

Chairs Centre

Call 01304242422

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Extensions

Get up to 15% higher click through rate by showing additional information on your ads. Extensions that you add or edit will be applied at the campaign or ad group level.

2 Ad Extensions

The screenshot displays the Google Ads interface, specifically the 'Extensions' section. The left sidebar shows the navigation menu with 'Extensions' selected. The main content area is titled 'Extensions' and features a list of available extension types on the left and a preview of a campaign on the right.

Available Extensions:

- Sitelink extension
- Callout extension
- Structured snippet extension
- Call extension
- Lead form extension BETA
- Location extension
- Affiliate location extension
- Price extension
- App extension
- Promotion extension

Campaign Preview:

The preview shows a campaign with the following metrics:

Metric	Value
Impressions	79.3K
Clicks	1.69K
CTR	2%
Campaigns Added to	6

Below the metrics, there is a section titled 'Add sitelinks to your ads' with a message: 'Your ads in 3 campaigns aren't as prominent as they could be if you used sitelinks'. A 'VIEW' button is present.

2 Ad Extensions

The screenshot displays the Google Ads interface, specifically the 'Extensions' section. The left sidebar shows the 'All campaigns' menu with options like Search, Display, Video, Smart, and Discovery campaigns. The main content area is titled 'Extensions' and features a '+ Sitelink >' button. Below this, a preview of a Sitelink extension is shown for the URL 'www.cardellmedia.com/Marketing'. The extension title is 'Marketing | 77 Essential Tips', and the description reads: 'If you're a business owner, get these 77 Free Marketing Tips. Essential strategies to grow your business and protect yourself from the Recession.' The extension includes several links: 'Small Business', 'Digital Marketing', 'Marketing Strategy', and 'Marketing Ideas'. To the right of the preview, statistics are displayed: 79.3K Impressions, 1.69K Clicks, and a 2% CTR. Below these statistics, a list of suggested links is shown, including 'Grow your Business', 'Marketing Ideas', 'Marketing Plan', 'Chris Cardell', 'Small Business', 'Entrepreneur Success', 'Marketing Strategy', 'Digital Marketing', 'B2B Marketing', and 'Marketing Plan'. On the far right, a 'Show previews' toggle is set to 'On', and a 'VIEW' button is visible. The bottom of the page shows a list of suggested extensions, including '10 reasons why billboards work', '12 month marketing plan', '192 mailing list', '2017 small business ideas', and '3 month sales plan template'.

Google Ads

All campaigns

Download the Google Ads mobile app

Require 2-Step Verification for all your account's users

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Ads

Extensions

Videos

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Suggested

Devices

Locations

UK Search 1

10 reasons why billboards work

12 month marketing plan

192 mailing list

2017 small business ideas

3 month sales plan template

Extensions

+ Sitelink >

79.3K Impressions

1.69K Clicks

2% CTR

6 campaigns Added to

Preview

Ad - www.cardellmedia.com/Marketing

Marketing | 77 Essential Tips

If you're a business owner, get these 77 Free Marketing Tips. Essential strategies to grow your business and protect yourself from the Recession.

Small Business

Digital Marketing

Marketing Strategy

Marketing Ideas

Show links to specific pages of your website

Grow your Business

Marketing Ideas

Marketing Plan

Chris Cardell

Small Business

Entrepreneur Success

Marketing Strategy

Digital Marketing

B2B Marketing

Marketing Plan

Digital Marketing

Grow Your Business

Entrepreneur Success

Small Business

Marketing Strategy

Chris Cardell

B2B Marketing

Add sitelinks to your ads

Your ads in 3 campaigns aren't as prominent as they could be if you used sitelinks

See why this is recommended for you

VIEW

2 Ad Extensions

[Callout >](#)

111
Impressi... ▼

11
Clicks ▼

10%
CTR ▼

Campaign
Added to

Preview

Ad · suite-world.co.uk/corner_sofas/corner_sofas ⓘ

Corner Sofas Massive Savings | Free Delivery, Free Disposal

Massive Savings On Corner Sofas with Free Delivery & Disposal 0% Finance We're Open. It's Business as Usual. Huge Range of Sofas. Free Delivery & Disposal.

Show descriptive text (e.g. "Free delivery")

It's Business as Usual

We're Open

Huge Range of Sofas

Free Delivery & Disposal

[4 extensions](#)

2 Ad Extensions

Call >

99

Impressi... ▼

6

Clicks ▼

6%

CTR ▼

Campaign

Added to

Preview

Ad · suite-world.co.uk/corner_sofas/corner_sofas ⓘ

Corner Sofas Massive Savings | Free Delivery, Free Disposal

Massive Savings On Corner Sofas with Free Delivery & Disposal 0% Finance

☎

Call 01304242422

☎

01304242422

1 extension

Encourage calls to your business

2 Ad Extensions

Location >	81	6	7%	Campaign
	Impressi... ▼	Clicks ▼	CTR ▼	Added to
Preview				
<div><div><div>Ad · www.example.com</div><div>Headline 1 Headline 2</div><div>Description 1</div><div><div><div>📍</div><div>2.9 mi · Dover · 9-11 London Road</div><div>📞</div></div></div></div><div>Show business information (e.g. address, opening hours)</div></div>				
<div><div><div>📍</div><div>9-11 London Road</div></div></div>				

2 Ad Extensions

Top Tips For Writing Successful Ads

- 1. Use the keywords in the headline**
- 2. Make sure the headline grabs attention**
- 3. Use the keyword in the main copy**
- 4. Benefits – not Features**
- 5. The purpose is getting them to click – not selling your product/service**



Keywords

3 Keywords

The screenshot displays the Google Ads interface. In the top navigation bar, the 'Tools' icon (wrench) is highlighted with a red arrow. Below the navigation bar, the left sidebar shows the 'Keyword Planner' option under the 'Tools' section, also highlighted with a red arrow. The main content area shows the 'Keyword Planner' tool interface, which is currently blank. The URL at the bottom of the browser is https://ads.google.com/aw/keywordplanner/home?ocid=308224737&_u=1393408466&_c=4592472121&authuser=5.

3 Keywords

← Google Ads

Keyword Planner

Search

Reports

Tools and settings


Refresh

Help

Notifications


Select an active account

Suite World



Discover new keywords

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



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform

PLANS CREATED BY YOU

PLANS SHARED WITH YOU

ADD FILTER

COLUMNS

<input type="checkbox"/>	Plan	Status	Last modified ↓	Forecast period
Find new keyword ideas, get search volumes and create a plan				

How to use Keyword Planner

New feature announcements

3 Keywords

←

Google Ads

Cardell M...> Cardell MCC 03 - ...> YouTube

Keyword Planner

SEARCH

REPORTS

TOOLS

SETTINGS & BILLING

?

!

C

Download the Google Ads mobile app

Require 2-Step Verification for all your account's users

Select an active account

You Tube

Discover new keywords

START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business

Try "meal delivery" or "leather boots"

English (default) United Kingdom

Enter a domain to use as a filter

https://

GET RESULTS

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

Learn more

Using your site will filter out services, products, or brands that you don't offer

3 Keywords

←

Google Ads

Cardell M...
YouTube

Cardell MCC 03 - ...

Keyword Planner

SEARCH

REPORTS

TOOLS

SETTINGS & BILLING

RENEW

HELP

NOTIFICATIONS

C

Download the Google Ads mobile app | Require 2-Step Verification for all your account's users

Select an active account

YouTube

Discover new keywords

START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business

meal delivery

+ Add another keyword

English (default)

United Kingdom

Enter a domain to use as a filter

https://

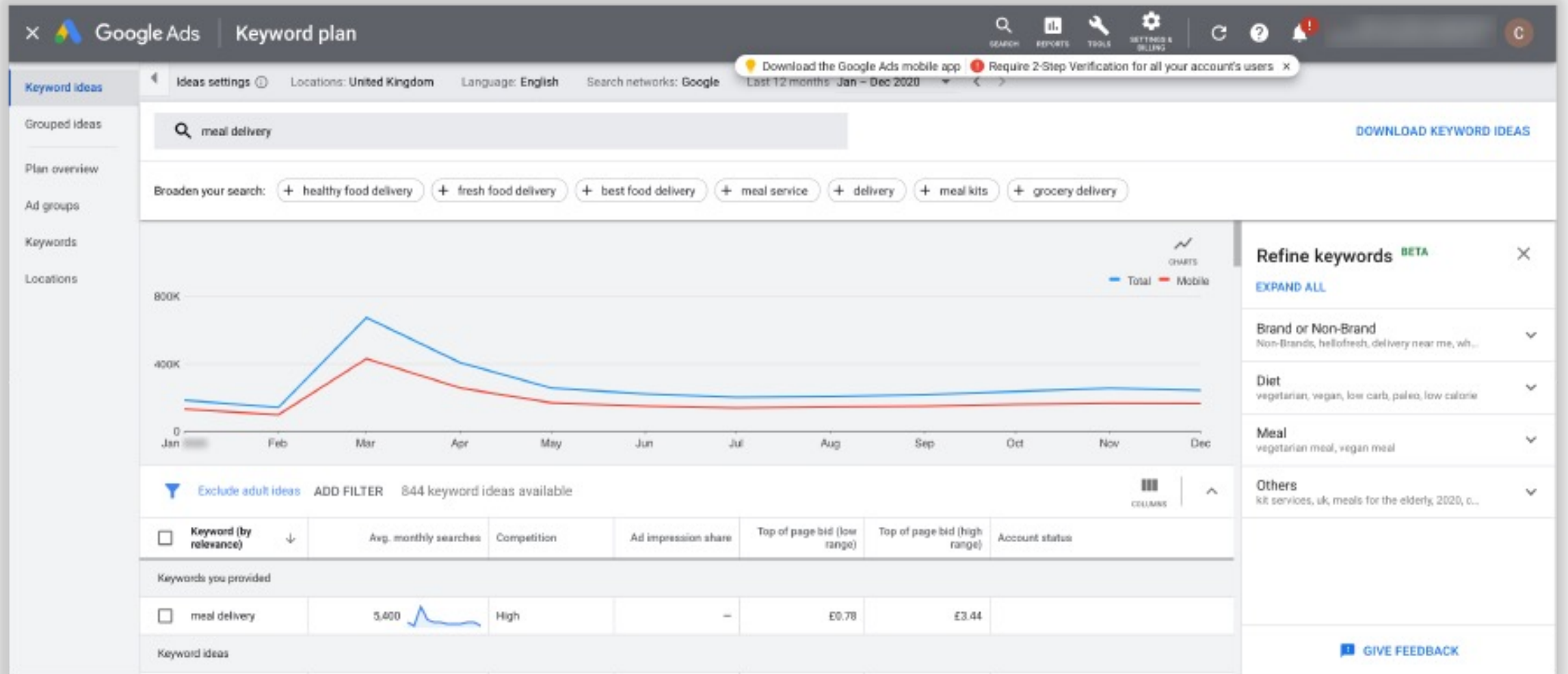
GET RESULTS

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

3 Keywords



3 Keywords

Google Ads

Keyword plan

SEARCH

REPORTS

TOOLS

SETTINGS & BILLING

RECENT

HELP

NOTIFICATIONS

ACCOUNT

Download the Google Ads mobile app

Require 2-Step Verification for all your account's users

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Ideas settings

Locations: United Kingdom

Language: English

Search networks: Google

Last 12 months

meal delivery

DOWNLOAD KEYWORD IDEAS

Broaden your search:

+ healthy food delivery

+ fresh food delivery

+ best food delivery

+ meal service

+ delivery

+ meal kits

+ grocery delivery

Exclude adult ideas

ADD FILTER

844 keyword ideas available

COLUMNS

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keyword ideas						
<input type="checkbox"/> hello fresh menu	6,600	Low	—	£1.41	£2.57	
<input type="checkbox"/> hello fresh meals	14,800	Low	—	£0.60	£1.82	
<input type="checkbox"/> meal delivery services	3,600	High	—	£0.86	£3.96	
<input type="checkbox"/> freshly meals	70	Medium	—	£0.57	£7.98	
<input type="checkbox"/> best meal delivery se...	480	High	—	£0.80	£5.54	
<input type="checkbox"/> meal prep services	1,000	High	—	£0.54	£1.45	
<input type="checkbox"/> meal prep delivery	4,400	High	—	£0.67	£1.96	
<input type="checkbox"/> best food delivery se...	590	Medium	—	£0.93	£4.63	
<input type="checkbox"/> fresh food delivery	5,400	High	—	£0.80	£12.25	

Refine keywords BETA

EXPAND ALL

Brand or Non-Brand
Non-Brands, hellofresh, delivery near me, wh...







Diet
vegetarian, vegan, low carb, paleo, low calorie

Meal
vegetarian meal, vegan meal

Others
kit services, uk, meals for the elderly, 2020, c...

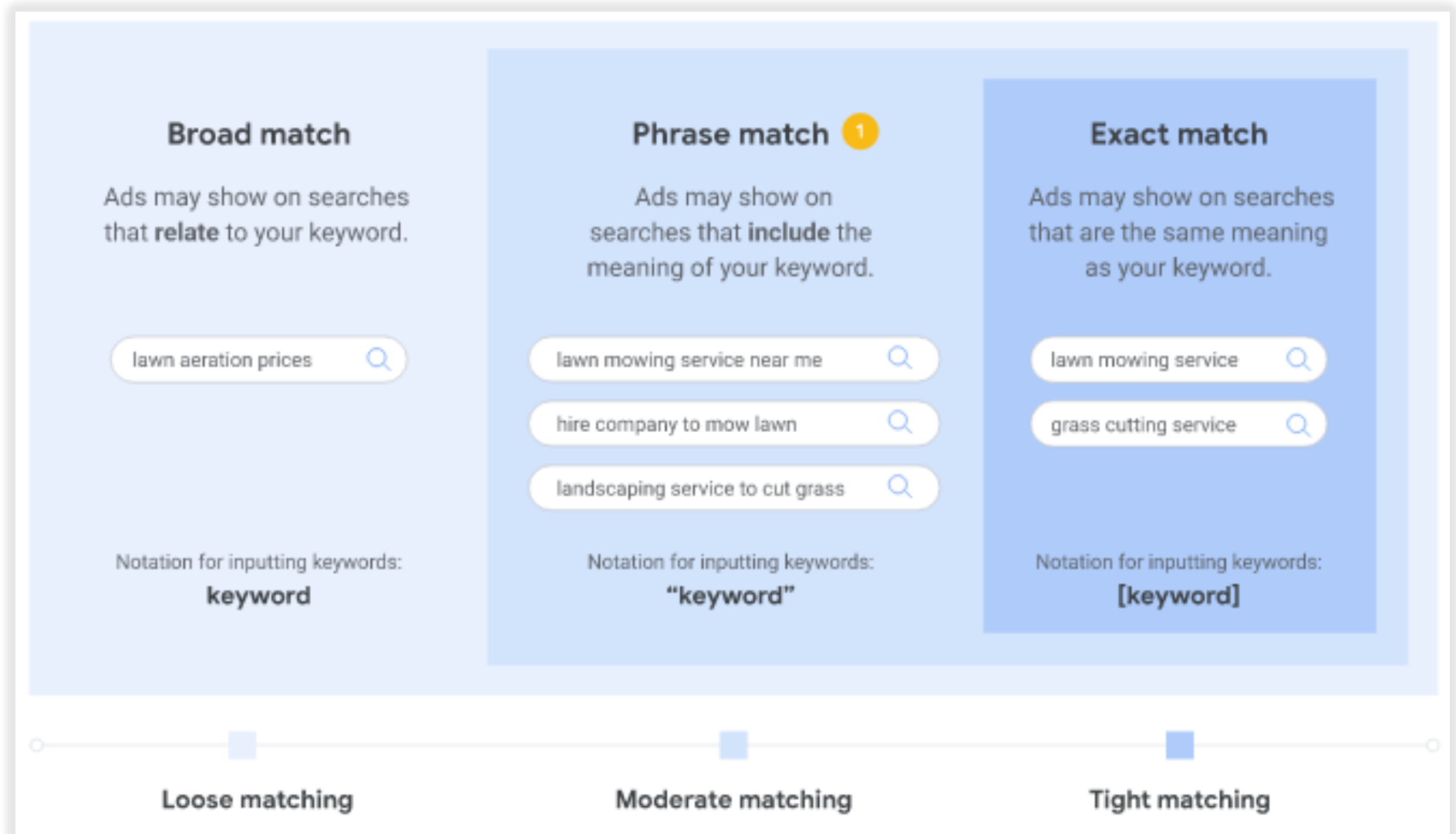
GIVE FEEDBACK

3 Keywords – Matching Options

Search keywords			
		Keyword status: Enabled	ADD FILE
<input type="checkbox"/>		Keyword	Match type
<input type="checkbox"/>		"banner advertising"	Phrase match
<input type="checkbox"/>		[banner advertising]	Exact match
<input type="checkbox"/>		banner advertising	Broad match

3 Keywords

Match Types







Conversion Tracking



4 Conversion Tracking

- **You can't improve something you can't measure**
- **Google can't use it's AI and Machine Learning if it can't track the right conversions**
- **Choose your Conversion Goals wisely. Sale or phone call or enquiry. Ideally no more than two.**

4 Conversion Tracking

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget	Bid strategy type	Status	Campaign type	↓ Cost	Impr.	Interactions	Interaction rate	Avg. cost	Conversions	Cost / conv.	Conv. rate	Search impr. share
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search - Brand	A\$26.00/day 	Maximize conversions	Most ads disapproved	Search	A\$6,451.15	126,020	7,018 clicks	5.57%	A\$0.92	321.57	A\$20.06	4.58%	< 10%
		Calls from ads					—	—	—	—	—	6.00	—	—	—
		CM - Click To Email					—	—	—	—	—	9.40	—	—	—
		CM - Contact Form					—	—	—	—	—	259.82	—	—	—
		CM - Website Call Tracking					—	—	—	—	—	19.67	—	—	—
		Transactions					—	—	—	—	—	26.68	—	—	—

4 Conversion Tracking

<input type="checkbox"/> ● Campaign	Budget	Status	Optimiza si	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	↓ Conver	Cost / conv.	Conv. rate
Total: Campaigns ?			—		6,511,904	218,240 clicks, engagements, views	3.35%	£0.29	£62,339.78	1,433.79	£43.45	0.66%
<input type="checkbox"/> ●  Double Tape, Orafoi, Expanding Foam & Techniflex (CM)	£160.00/day 	Limited by search volume	84.3%	Search	649,745	39,059 clicks	6.01%	£1.20	£46,985.84	1,174.70	£40.00	3.01%
Call Event - Response Tap					—	—	—	—	—	98.60	—	—
CM - Calls from Ads					—	—	—	—	—	113.70	—	—
CM - Calls from Website					—	—	—	—	—	580.40	—	—



Bidding Options Including CPA

5 Bidding Options Including CPA

Pay Per Click V Cost per Action

- **Pay per click, the original model, lets you choose how much to pay for a click.**
- **Cost per action is paying Google for a conversion – regardless of the cost per click. Eg you might pay Google £25 for each sale of a product, or \$5 every time someone phones you or fills out a form. This is very powerful and scalable because you're paying Google for results.**

5 Bidding Options Including CPA

Pay Per Click V Cost per Action

- **In addition, Cost per action bidding taps into the power of Google's Artificial Intelligence and Machine Learning, allowing it to learn who converts best and how to get you the most amount of customers at the cost that works for you.**

5 Bidding Options Including CPA

There are two main types of CPA Bidding:

- 1. Maximise Conversions – Google will get you the most conversions it can for your budget**
- 2. Target CPA. You set the maximum you want to pay for a conversion and Google will get you conversions at that price**

Bidding

[Back to previous bidding options](#)

Automated bid strategies

Maximize clicks

Maximize conversions

Maximize conversion value

Target impression share

Manual bid strategies

Manual CPC

Start and end dates

Start date: May 28, 2019

End date: Not set

▼ [Additional settings](#)

Bidding

[Back to previous bidding options](#)

Maximize conversions ▼

☐ Set a target cost per action (optional)

[Use a portfolio strategy](#)


Bidding

[Back to previous bidding options](#)

Maximize conversions



Set a target cost per action (optional)

Target CPA 

£ 10.00

Your recommended target CPA is £33.00 based on your past average cost per conversion in this campaign

[Use a portfolio strategy](#)

5 Bidding Options Including CPA

Top Tips

- 1. We normally start with Maximise Conversions until we get 30-50 conversions then move to Target CPA**
- 2. You can also start with cost per click if you want to control the cost – and then move to Target CPA.**

5 Bidding Options Including CPA

Top Tips

- 3. The long term goal is Target CPA but it can be worth using Maximise Conversions to let Google do some good learning.**

5 Bidding Options Including CPA

Top Tips

- 4. If using Maximise Conversions, your budget is a way to control the cost per action.**
- 5. For Google Shopping, the equivalents are Maximise Conversion Value (Return on Ad Spend) or Target ROAS**

Bidding

[Back to previous bidding options](#)

Automated bid strategies

Maximize clicks

Maximize conversions

Maximize conversion value

Target impression share

Manual bid strategies

Manual CPC

(optional)

Start and end dates

Start date: May 28, 2019 — End date: Not set

▼ [Additional settings](#)

Bidding

[Back to previous bidding options](#)

Maximize conversion value ▼

☐ Set a target return on ad spend (optional)

[Use a portfolio strategy](#)

Bidding

[Back to previous bidding options](#)

Maximize conversion value ▼

☒ Set a target return on ad spend (optional)

Target ROAS [?](#)

300 %

[Use a portfolio strategy](#)



Your Google Mobile Strategy

6 Your Google Mobile Strategy

Your Mobile traffic will perform differently on Google

You can:

- **Pay less or more for Mobile Traffic**
- **Turn off Mobile Traffic**
- **Put Mobile into separate Campaigns**
- **Leave as is and work on your landing page conversion rates on mobile**

6 Your Google Mobile Strategy

The screenshot displays the Google Ads interface for a campaign named 'Cardell MOC 03'. The left sidebar shows the navigation menu with 'Ad groups' selected. The main content area shows the 'Ad groups' section with a table of ad groups. A red arrow points to the 'Ad groups' tab in the left sidebar. Another red arrow points to the 'Device' filter in the 'Columns' dropdown menu.

Ad groups table:

Ad group	Status	Target CPA	Conversions
Total: All enabled ad groups ③			
Social Media Marketing	Eligible	£10.00	
	Eligible	£10.00	
	Eligible	£10.00	
	Eligible	£10.00	
	Eligible	£10.00	
	Eligible	£10.00	
	Eligible	£10.00	
	Eligible	£10.00	
	Eligible	£10.00	

Columns dropdown menu:

- Segment
- None
- Time
- Click type
- Conversions
- Device
- Network (with search partners)
- Top vs. Other
- Brand Lift type
- Ad destination

6 Your Google Mobile Strategy

How to see your Mobile Results

The screenshot displays the Google Ads interface for a campaign named 'Cardell MOC 03'. The left sidebar shows the navigation menu with 'Ad groups' selected. The main content area shows the 'Ad groups' tab with a table of ad groups. A red arrow points to the 'Ad groups' tab in the left sidebar. Another red arrow points to the 'Device' option in the 'Segment' dropdown menu. The table lists ad groups with columns for Status, Target CPA, Conversions, and Cost. The 'Device' dropdown menu is open, showing options: None, Time, Click type, Conversions, Device, Network (with search partners), Top vs. Other, Brand Lift type, and Ad destination.

Google Ads interface showing the 'Ad groups' tab. The left sidebar lists campaign types: All campaigns, Search campaigns, Display campaigns, Video campaigns, Smart campaigns, and Discovery campaigns. The main content area displays the 'Ad groups' tab with a table of ad groups. A red arrow points to the 'Ad groups' tab in the left sidebar. Another red arrow points to the 'Device' option in the 'Segment' dropdown menu.

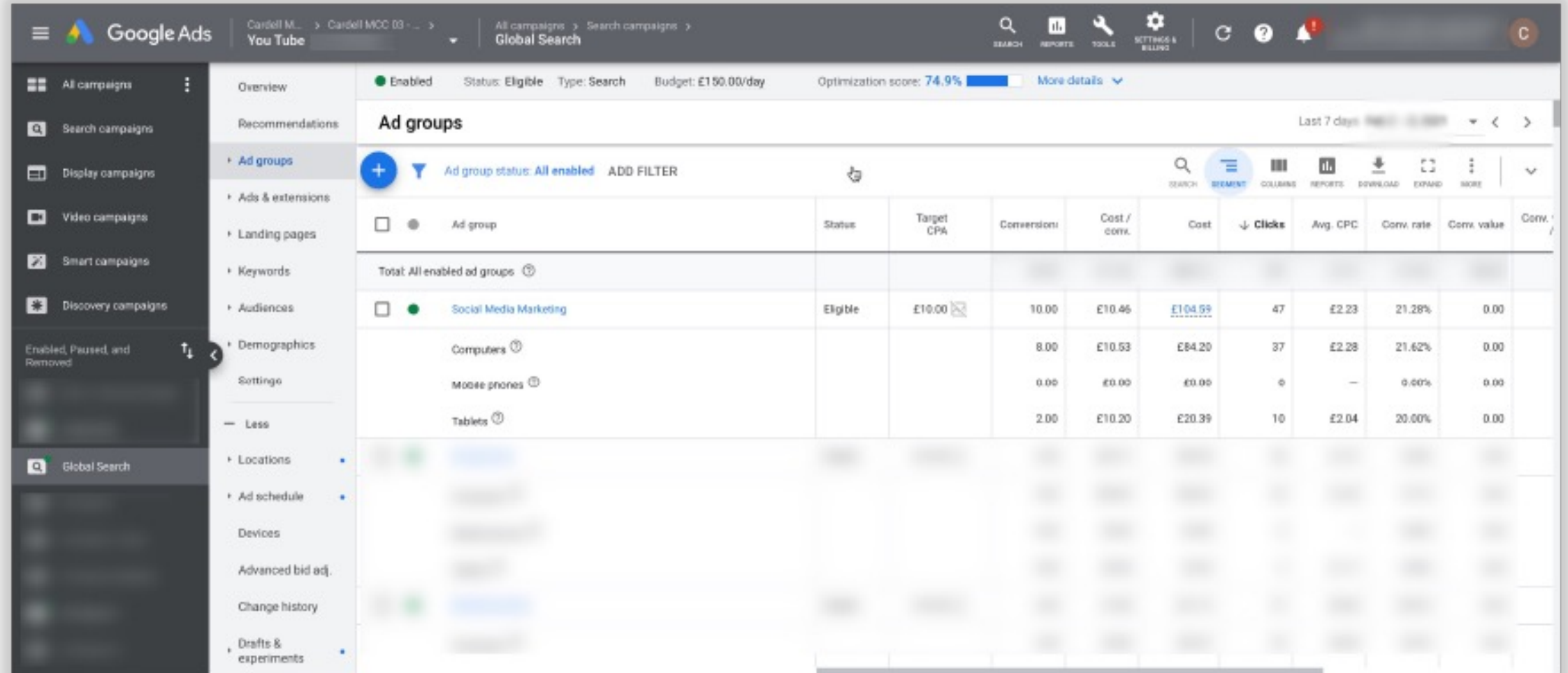
Ad group	Status	Target CPA	Conversions	Cost
Total: All enabled ad groups				
Social Media Marketing	Eligible	£10.00		
	Eligible	£10.00		
	Eligible	£10.00		
	Eligible	£10.00		
	Eligible	£10.00		
	Eligible	£10.00		
	Eligible	£10.00		
	Eligible	£10.00		
	Eligible	£10.00		
	Eligible	£10.00		

Segment dropdown menu options:

- None
- Time
- Click type
- Conversions
- Device
- Network (with search partners)
- Top vs. Other
- Brand Lift type
- Ad destination

6 Your Google Mobile Strategy

How to see your Mobile Results



Google Ads interface showing the 'Ad groups' section for a Search campaign. The campaign is 'Cardell MOC 03' with a budget of £150.00/day and an optimization score of 74.9%.

The 'Ad groups' table displays the following data:

Ad group	Status	Target CPA	Conversions	Cost / conv.	Cost	Clicks	Avg. CPC	Conv. rate	Conv. value
Total: All enabled ad groups									
Social Media Marketing	Eligible	£10.00	10.00	£10.46	£104.59	47	£2.23	21.28%	0.00
Computers			8.00	£10.53	£84.20	37	£2.28	21.62%	0.00
Mobile phones			0.00	£0.00	£0.00	0	—	0.00%	0.00
Tablets			2.00	£10.20	£20.39	10	£2.04	20.00%	0.00

6 Your Google Mobile Strategy

How to see your Mobile Results

The screenshot displays the Google Ads interface. The top navigation bar includes the Google Ads logo, account information (Cardell M... You Tube), campaign details (Cardell MCC 03 - ...), and navigation links (All campaigns, Global Search, Marketing Ideas). The right side of the top bar contains search, reports, tools, settings, and billing icons, along with a user profile icon and contact information (238-614-3909 Cardell Media, adwordsmanager@cardellmedi...).

The left sidebar shows the campaign structure: All campaigns, Search campaigns, Display campaigns, Video campaigns, Smart campaigns, and Discovery campaigns. The 'Global Search' option is highlighted.

The main content area shows the 'Search Keywords' report for the 'Marketing Ideas' campaign. The report is filtered by 'Keyword status: All enabled'. The table displays the following data:

Keyword	Status	Conversion	Cost / conv.	Conv. rate	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
+marketing +ideas	Eligible	4.00	£7.65	11.11%	Eligible	—	36	492	7.32%	£0.85	£30.00
Computers		3.00	£9.66	8.82%			34	460	7.39%	£0.85	£28.00
Mobile phones		0.00	£0.00	0.00%			0	0	—	—	£0.00
Tablets		1.00	£1.62	50.00%			2	32	6.25%	£0.81	£1.00
[marketing ideas]	Eligible	0.00	£0.00	0.00%	Eligible	—	1	27	3.70%	£0.59	£0.00
Computers		0.00	£0.00	0.00%			1	22	4.55%	£0.59	£0.00
Mobile phones		0.00	£0.00	0.00%			0	0	—	—	£0.00
Tablets		0.00	£0.00	0.00%			0	5	0.00%	—	£0.00
Total: All enabled keywords		4.00	£7.80	10.81%			37	519	7.13%	£0.84	£31.00
Total: Ad group		4.00	£7.80	10.81%			37	519	7.13%	£0.84	£31.00

The bottom right corner of the interface shows the page number '1 - 2 of 2'.

6 Your Google Mobile Strategy

How to change Mobile Bids

The screenshot displays the Google Ads interface for the 'UK Search 1' campaign. The left sidebar shows the campaign list, with 'UK Search 1' selected. The main content area shows the 'Devices' section, which includes a line chart and a table of device performance. The table lists three device types: Computers, Tablets, and Mobile phones. The 'Mobile phones' row shows a bid adjustment of -100% and an 'Edit' button. Red arrows point to the 'UK Search 1' campaign in the sidebar, the 'Devices' tab in the left menu, and the 'Edit' button for the 'Mobile phones' row.

Device	Level	Added to	Bid adj.	Ad group bid adj.	Clicks	Imp.	CTR	Avg. CPC
Computers	Campaign	UK Search 1	-	None	1,453	60,971	2.38%	£1.18
Tablets	Campaign	UK Search 1	-	None	170	5,086	3.34%	£1.17
Mobile phones	Campaign	UK Search 1	-100%	None	0	0	-	-
Total: Ca...					1,623	66,057	2.46%	£1.18

6 Your Google Mobile Strategy

How to change Mobile Bids

The screenshot displays the Google Ads interface for the campaign 'UK Search 1'. The left sidebar shows various campaign types, with 'Search campaigns' selected. The top navigation bar includes options for Search, Reports, Tools, and Settings. The main content area shows the 'Devices' section, which includes a line chart and a table of device performance data.

Devices Section:

- Chart:** A line chart showing 'Clicks' over time. The y-axis ranges from 0 to 200. The x-axis shows dates from May 1, 2017, to May 15, 2017. The chart shows a general upward trend with some fluctuations.
- Table:** A table showing performance metrics for different devices. The columns are: Device, Level, Added to, Bid adj., Ad group bid adj., Clicks, Impr., CTR, and Avg. CPC.

Device	Level	Added to	Bid adj.	Ad group bid adj.	Clicks	Impr.	CTR	Avg. CPC
Computers	Campaign	UK Search 1	-	None	1,453	60,971	2.38%	£1.18
Tablets	Campaign	UK Search 1	-	None	170	5,086	3.34%	£1.17
Mobile phones	Campaign	UK Search 1	-	None	0	-	-	-
Total: Ca...					66,057	2.46%	£1.18	

Bid Adjustment Modal:

The modal window is titled 'Bid adjustment' and shows a '100 %' increase. It includes a text box with the message: '100 bid will become £0.00. adjustment, leave this field blank.' Below the text box are 'Increase' and 'Decrease' buttons. At the bottom of the modal are 'CANCEL' and 'SAVE' buttons.

Reporting Information:

Reporting is not real-time. Time zone for all dates and times: (UTC) Some inventory may be provided through third party intermediaries.



The Importance of Top Positions

7 The Importance of Top Positions

The screenshot shows a Google search for "running shoes". The search bar at the top contains the text "running shoes" and a magnifying glass icon. Below the search bar, the Google logo is on the left, and navigation links for "All", "Shopping", "Images", "Maps", "News", "More", "Settings", and "Tools" are on the right. The search results indicate "About 987,000,000 results (1.18 seconds)".

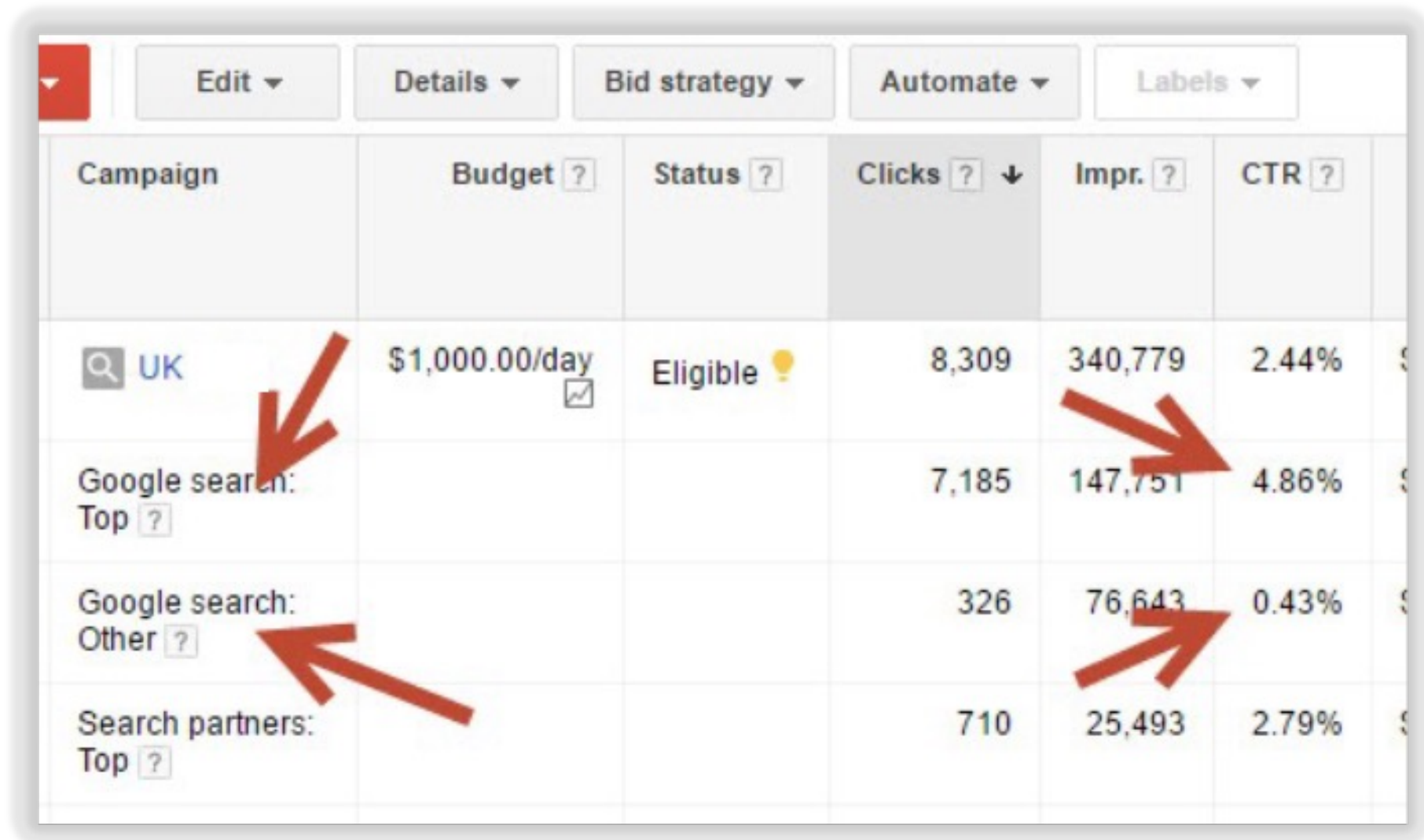
The first section is "Ads · See running shoes", which includes a "Products" tab and a "Comparison Sites" tab. Below these tabs, there are five product cards, each featuring a shoe image, a "SALE" badge, the product name, price, retailer, and a star rating with the number of reviews. The products are:

- Asics Gel Pulse 12... £59.99 (was £90) SportsShoes.cc 5 stars (152) By RedBrain
- On Cloudflow Black | Asph... £130.00 On 5 stars (436) By Google
- Asics Gel Pulse 12... £59.99 (was £90) SportsShoes.cc 5 stars (152) By RedBrain
- Brooks Mens Launch 7... £59.00 Runners Need 5 stars (111) By Croud
- On Mens Cloud... £85.00 Runners Need 5 stars (786) By Crowd S...




Below the product ads, there are two organic search results, each preceded by a red arrow pointing to the URL:

- Ad · www.runnersneed.com/ 0117 332 5246**
Running Shoes, Trainers, Clothing & More | Runners Need
Dedicated to supporting our community through special offers. Shop Top **Running** Brands. Whatever your personal fitness goals are, we're here to help you every step of the way.
★★★★★ Rating for runnersneed.com: 4.7 - 3,249 reviews
Electronics · Exercise Kit · JustRun Strava Clubs · New Season Shoes
- www.sportsdirect.com › running › mens-running-shoes**
Mens Running Trainers & Shoes | Trail, Road & Track
Find the latest men's **running shoes** for trail, road & track from top brands such as Asics, Nike, New Balance, adidas, Skechers & more.
Mens Road Running Shoes · Mens Nike Running Shoes · Asics Gel Excite 4 Mens...

7 The Importance of Top Positions

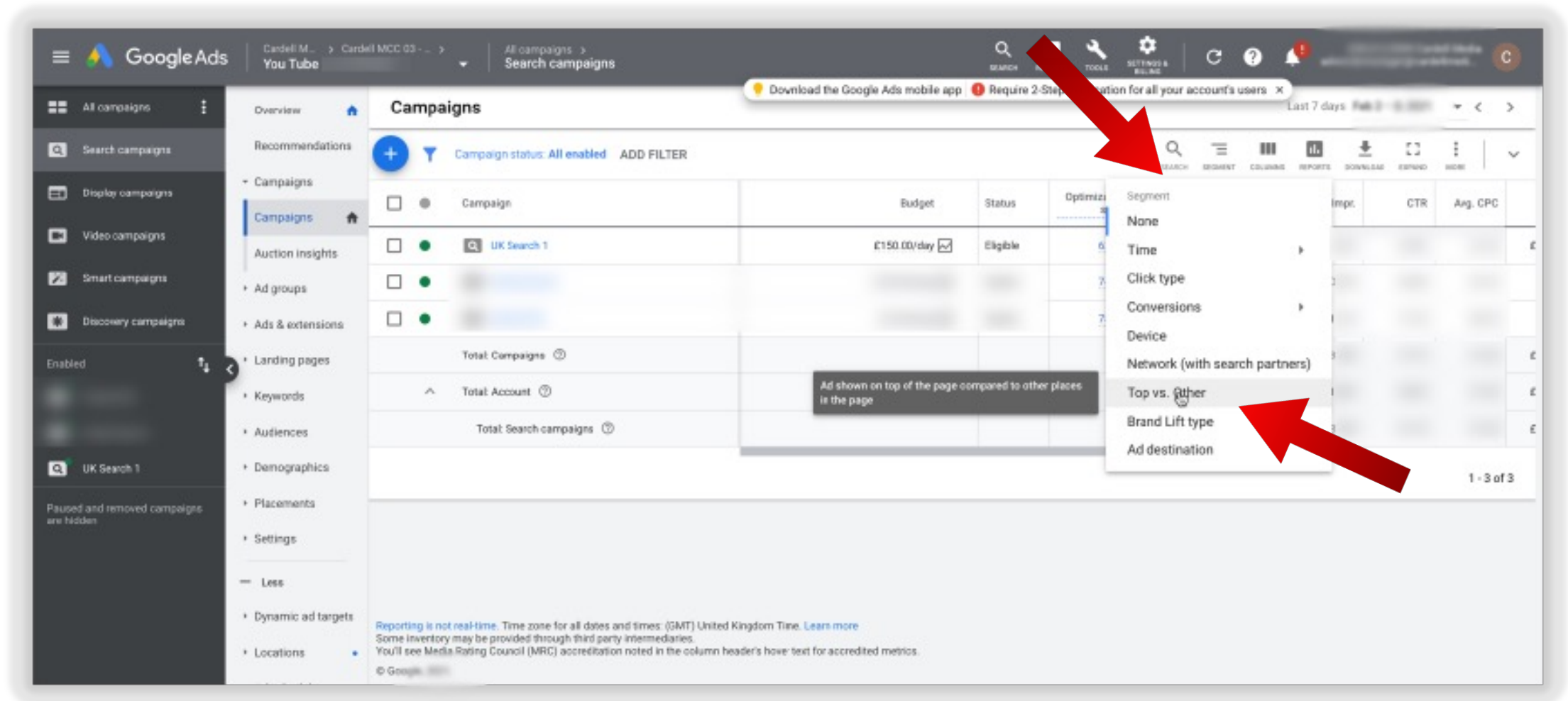


The screenshot shows a Google Ads campaign performance table. The table has columns for Campaign, Budget, Status, Clicks, Impr., and CTR. The 'Clicks' column is sorted in descending order. Red arrows point to the 'Google search: Top' and 'Search partners: Top' rows, highlighting their high performance relative to other search types.

<div><div></div><div>Edit</div><div>Details</div><div>Bid strategy</div><div>Automate</div><div>Labels</div></div>						
Campaign	Budget ?	Status ?	Clicks ? ↓	Impr. ?	CTR ?	
 UK	\$1,000.00/day 	Eligible 	8,309	340,779	2.44%	\$
Google search: Top ?			7,185	147,751	4.86%	\$
Google search: Other ?			326	76,643	0.43%	\$
Search partners: Top ?			710	25,493	2.79%	\$

7 The Importance of Top Positions

How to check your Top Position Performance

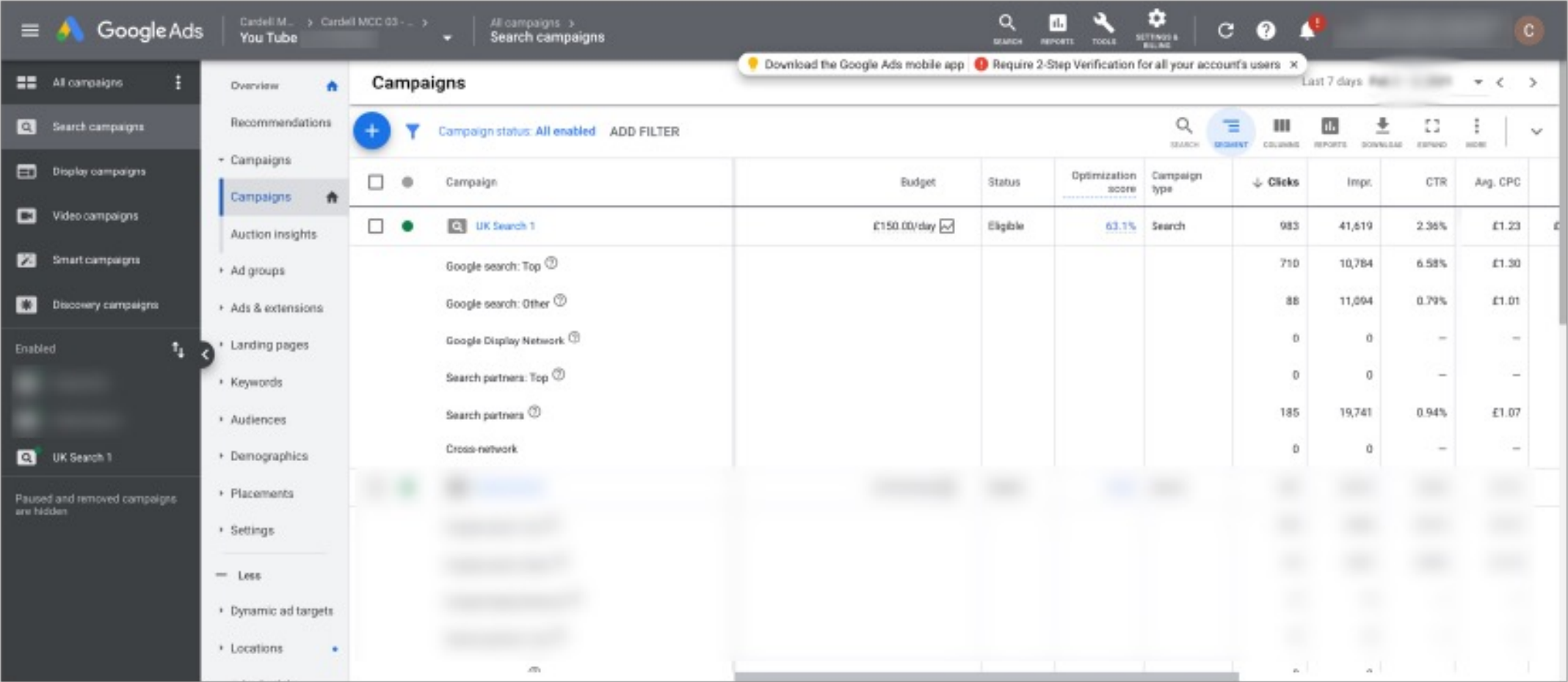


The screenshot displays the Google Ads 'Campaigns' page. The left sidebar shows navigation options like 'All campaigns', 'Search campaigns', 'Display campaigns', 'Video campaigns', 'Smart campaigns', and 'Discovery campaigns'. The main area shows a table of campaigns with columns for Campaign, Budget, Status, and Optimization. A dropdown menu is open for the 'Optimization' column, showing options: Segment, None, Time, Click type, Conversions, Device, Network (with search partners), Top vs. Other, Brand Lift type, and Ad destination. A red arrow points to the 'Optimization' column header, and another red arrow points to the 'Top vs. Other' option in the dropdown menu. A tooltip message states: 'Ad shown on top of the page compared to other places in the page'.

Campaign	Budget	Status	Optimization	Imp.	CTR	Av. CPC
UK Search 1	£150.00/day	Eligible	Top vs. Other			

7 The Importance of Top Positions

How to check your Top Position Performance



Google Ads interface showing the 'Campaigns' table. The table lists various campaigns and their performance metrics. The 'UK Search 1' campaign is highlighted, showing a budget of £150.00/day, an optimization score of 63.1%, and a status of 'Eligible'. The table includes columns for Campaign, Budget, Status, Optimization score, Campaign type, Clicks, Impr., CTR, and Avg. CPC.

Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC
UK Search 1	£150.00/day	Eligible	63.1%	Search	983	41,619	2.36%	£1.23
Google search: Top					710	10,784	6.58%	£1.30
Google search: Other					88	11,004	0.79%	£1.01
Google Display Network					0	0	—	—
Search partners: Top					0	0	—	—
Search partners					185	19,741	0.94%	£1.07
Cross-network					0	0	—	—

7 The Importance of Top Positions

How to check your Top Position Performance

The screenshot displays the Google Ads interface for a campaign named 'Social Media Marketing'. The left sidebar lists various campaign types, with 'Global Search' selected. The top navigation bar shows account details and tools. The main content area is titled 'Search Keywords' and displays a table of keyword performance data.

Search Keywords Table:

Keyword	Status	Conversion:	Cost / conv.	Conv. rate	Policy details	Final URL	Clicks	Impr.	CTR
Total: All enabled keywords		10.00		21.28%			47	1,444	3.25%
+Social +media +marketing	Eligible	5.00		19.23%	Eligible	—	26	566	4.59%
Google search: Top		4.00		16.67%			24	245	9.80%
Google search: Other		1.00		50.00%			2	321	0.62%
Google Display Network		0.00	£0.00	0.00%			0	0	—
Search partners: Top		0.00	£0.00	0.00%			0	0	—
Search partners		0.00	£0.00	0.00%			0	0	—
Cross-network		0.00	£0.00	0.00%			0	0	—

7 The Importance of Top Positions

How to Appear in the Top Positions More Often

1. **Pay more**
2. **Increase your Click Through Rate by improving your Ads**
3. **Use more Ad Extensions**
4. **Improve your Website Conversion Rate – so you can pay more without it costing you more.**



Google Shopping

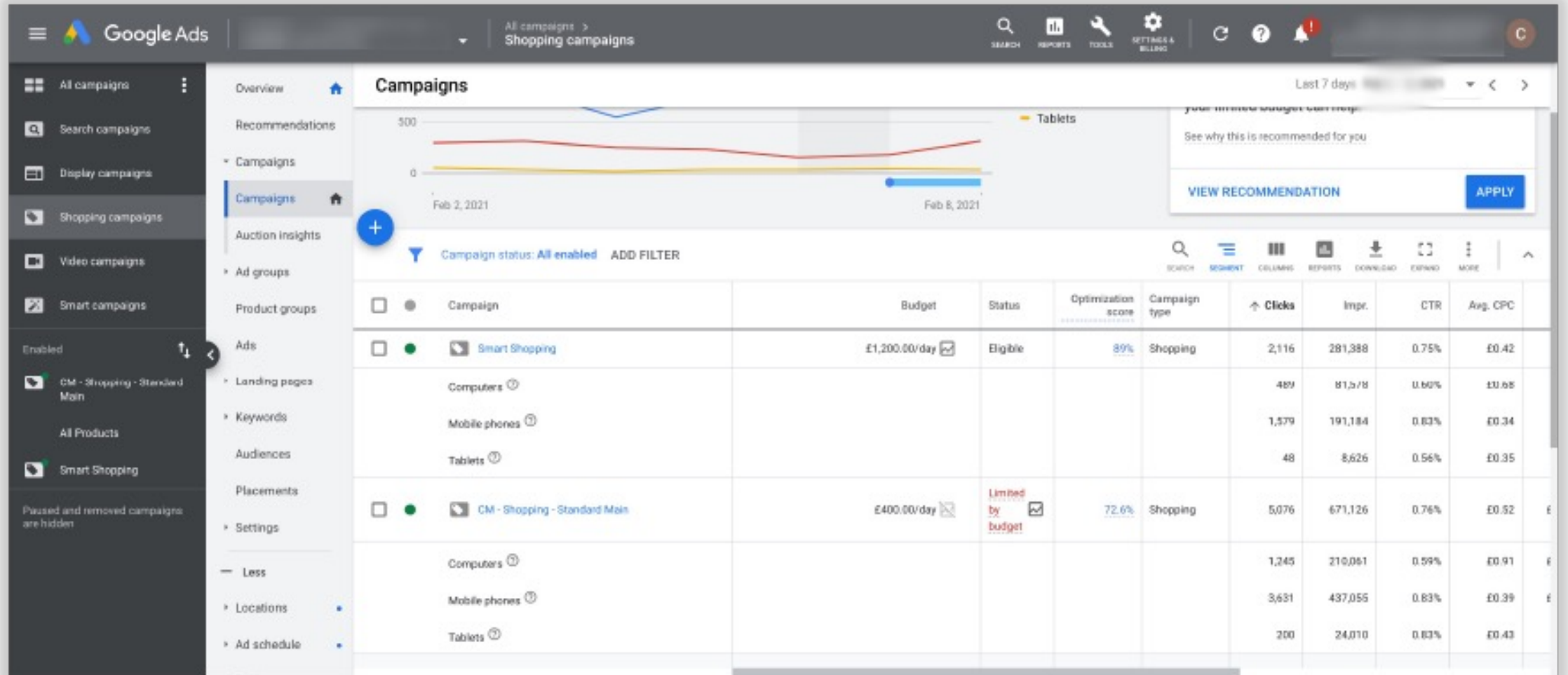
8 Google Shopping – Smart Vs Standard

Google Ads interface showing Shopping campaigns. The left sidebar lists various campaign types, with Shopping campaigns selected. The main area displays a table of active campaigns, comparing Smart Shopping and Standard Shopping campaigns.

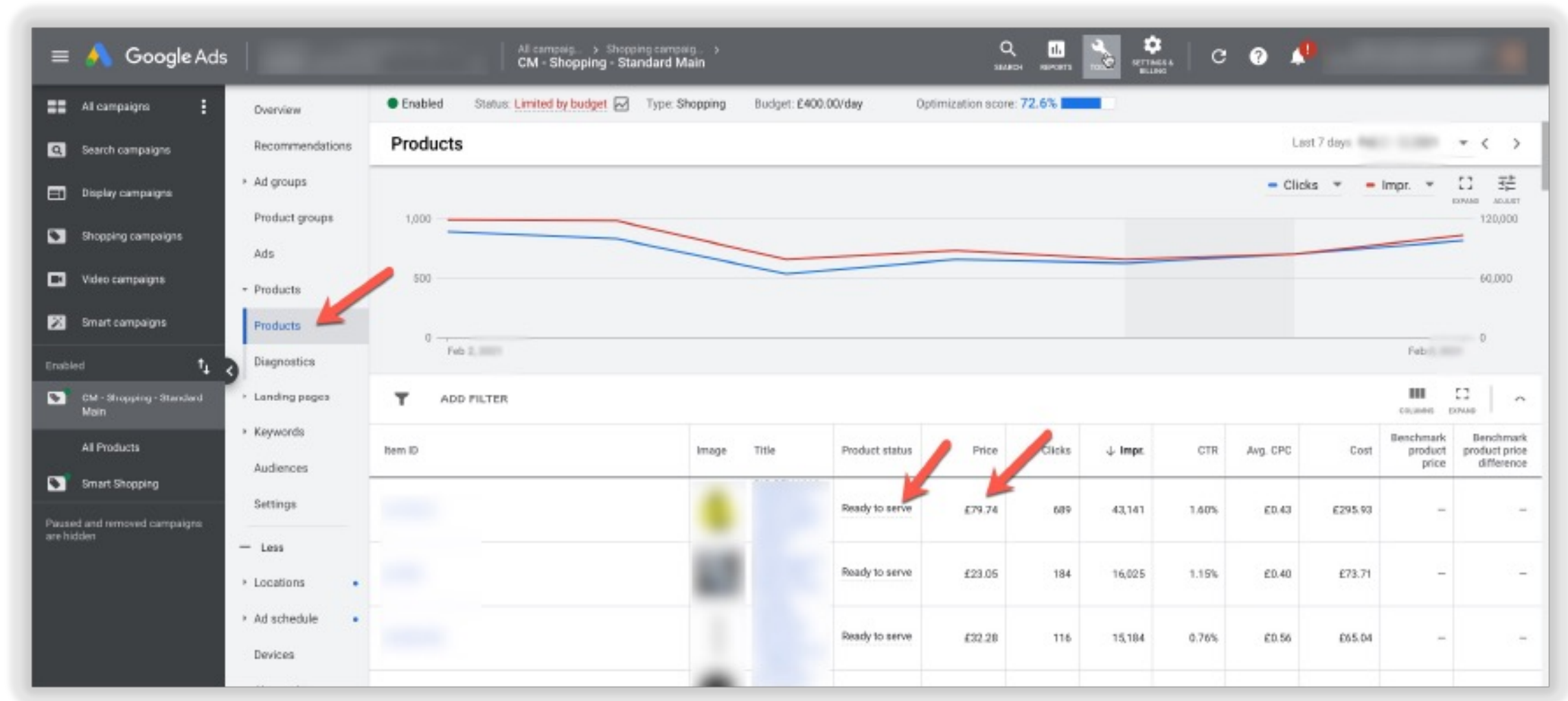
Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Imp.	CTR	Avg. CPC
Smart Shopping	£1,200.00/day	Eligible	89%	Shopping	2,116	281,388	0.75%	£0.42
CM - Shopping - Standard Main	£400.00/day	Limited by budget	72.6%	Shopping	5,076	671,126	0.76%	£0.52
Total Campaigns					7,192	952,514	0.76%	£0.49
Total Account	£3,290.00/day				14,986	2,518,041	0.60%	£0.52
Total Shopping campaigns					7,192	952,514	0.76%	£0.49

Reporting is not real-time. Time zone for all dates and times: (GMT) United Kingdom Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google

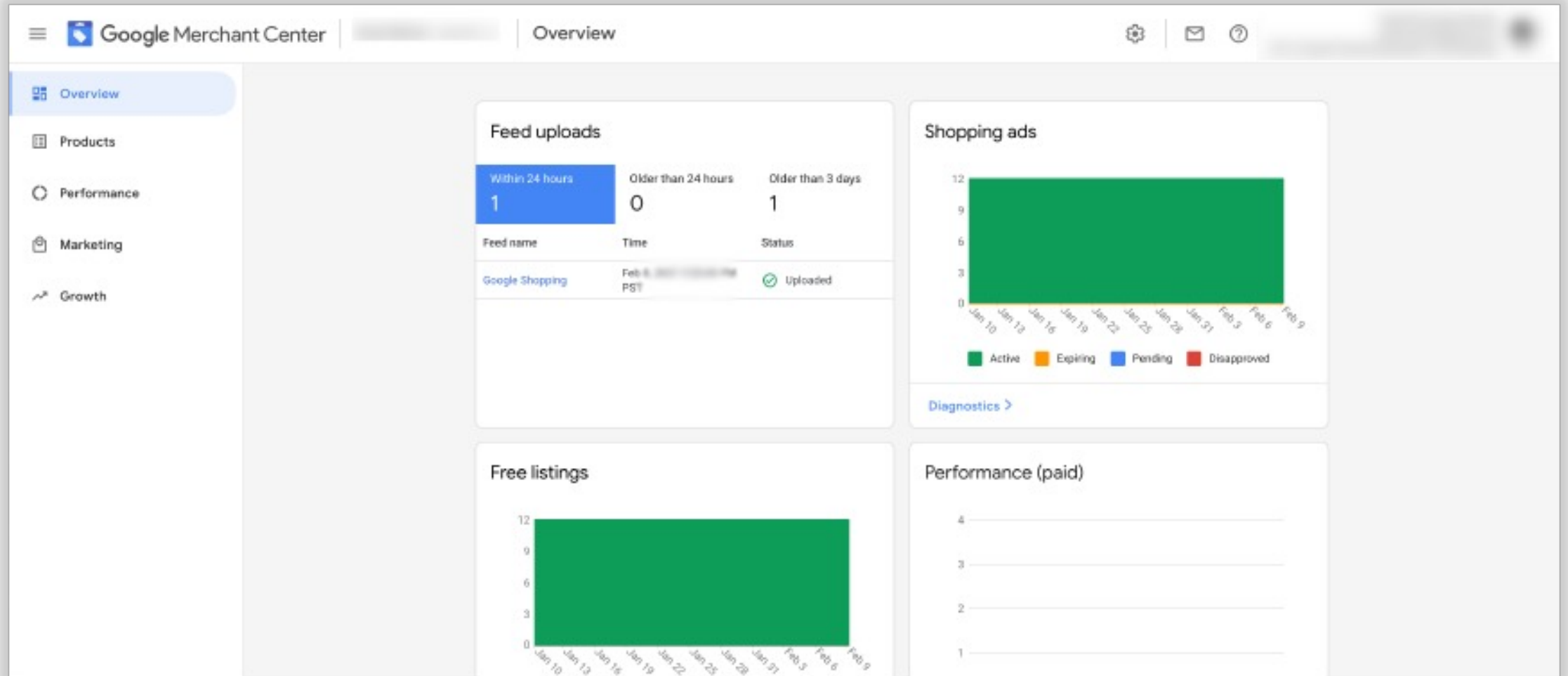
8 Google Shopping – Device Performance



8 Google Shopping – Product Status & Price



8 Google Shopping – Merchant Center



8 Google Shopping – Check Feed Status

Google Merchant Center | Products > Feeds

Primary feeds

Merchant Center uses primary feeds to display your products on Google. Use primary feeds to upload your product data to Merchant Center using text (.txt) files, XML (.xml) files, Google Sheets, or the Google Content API for Shopping. [Learn more](#)

Feeds

Feed name	Input method	Last upload date	Country of sale	Content language	Products	Destination
Google Shopping	Google Sheets Open	Feb 8, 2024	United Kingdom	English	12	Free listings
<input checked="" type="checkbox"/> View products						Shopping ads

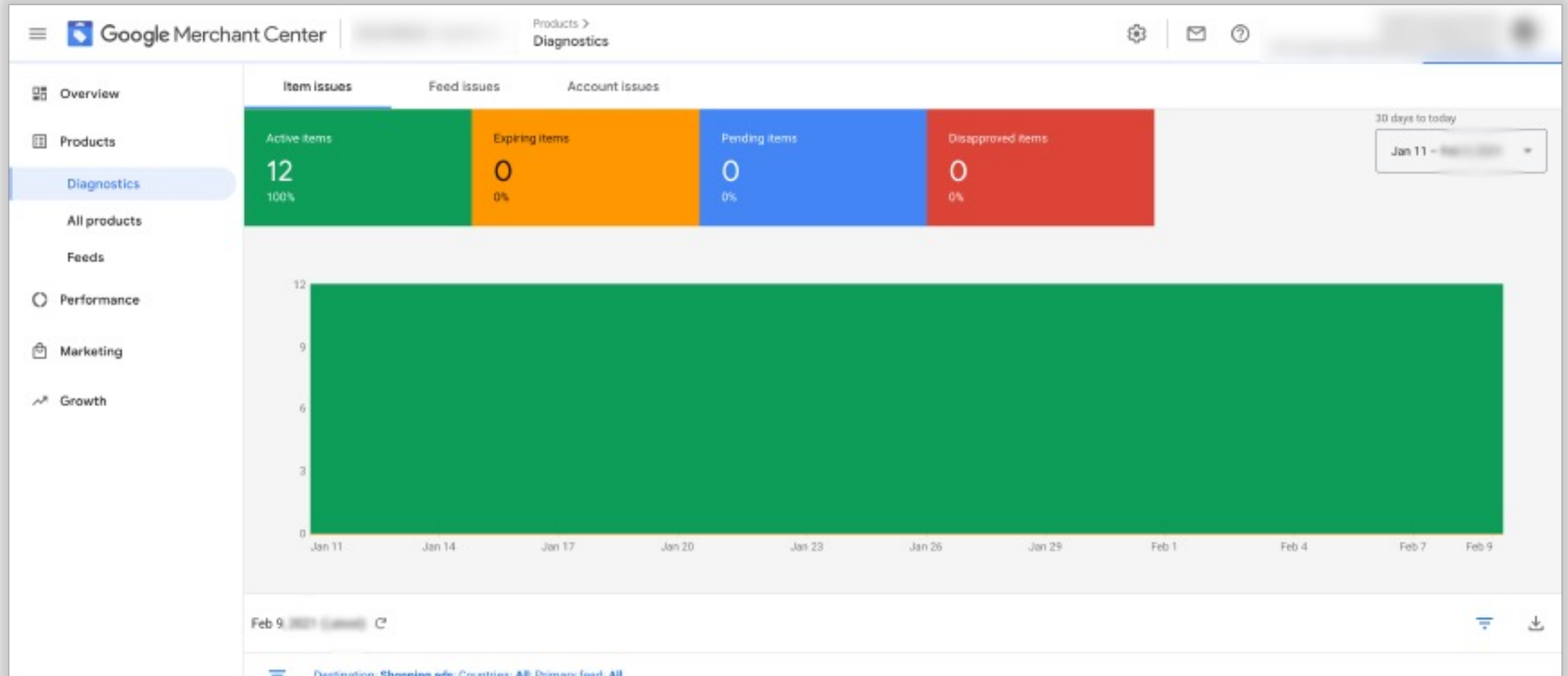
Supplemental feeds

Use supplemental feeds as a secondary data source to provide additional attributes to your primary feeds, or to provide additional data that you want to use in Feed Rules.

[Add supplemental feed](#)

Feed name	Feed type	Input method	Last upload date	Used in
No results				

8 Google Shopping – Review Product Diagnostics





Impression Share

9 Impression Share

Google does not show your Ads all the time

- **Impression Share is the percentage of time your ads are shown**

9 Impression Share

How to see your Impression Share

The screenshot shows the Google Ads interface. On the left sidebar, the 'Campaigns' link is highlighted with a red arrow. In the top right corner, a red arrow points to the 'Columns' dropdown menu, which is open, showing options like 'Modify columns', 'Sync columns', 'Conversions', 'Your column sets', and 'Custom'. The main table displays campaign data with columns for Clicks, Impr., CTR, Avg. CPC, Cost, Conversion, and others. The table is filtered by 'Campaign status: All enabled'.

	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion
Campaign						
UK Search 1						
Global Search						
Global DSA						
Total: All enabled campaigns						
Total: Account						
Total: Search campaigns						

9 Impression Share

How to see your Impression Share

The screenshot shows the Google Ads interface with the 'Modify columns for campaigns' dialog box open. A red arrow points to the 'Competitive metrics' section, specifically to the 'Search impr. share' checkbox, which is checked. The dialog also shows other metrics like 'Search top IS', 'Search abs. top IS', and 'Search lost IS (rank)'. The 'Google Analytics' section is also visible with options for 'Bounce rate', 'Pages / session', 'Avg. session duration', and '% new sessions'.

Modify columns for campaigns

Attribution

Attributes

Competitive metrics

- ☒ Search impr. share
- ☐ Search top IS
- ☐ Search abs. top IS
- ☐ Search lost IS (rank)
- ☐ Search lost top IS (rank)
- ☐ Search lost abs. top IS (rank)
- ☐ Search lost IS (budget)
- ☐ Search lost top IS (budget)
- ☐ Search lost abs. top IS (budget)
- ☐ Search exact match IS
- ☐ Click share

Google Analytics

- ☐ Bounce rate
- ☐ Pages / session
- ☐ Avg. session duration
- ☐ % new sessions

☐ Save your column set

APPLY **CANCEL**

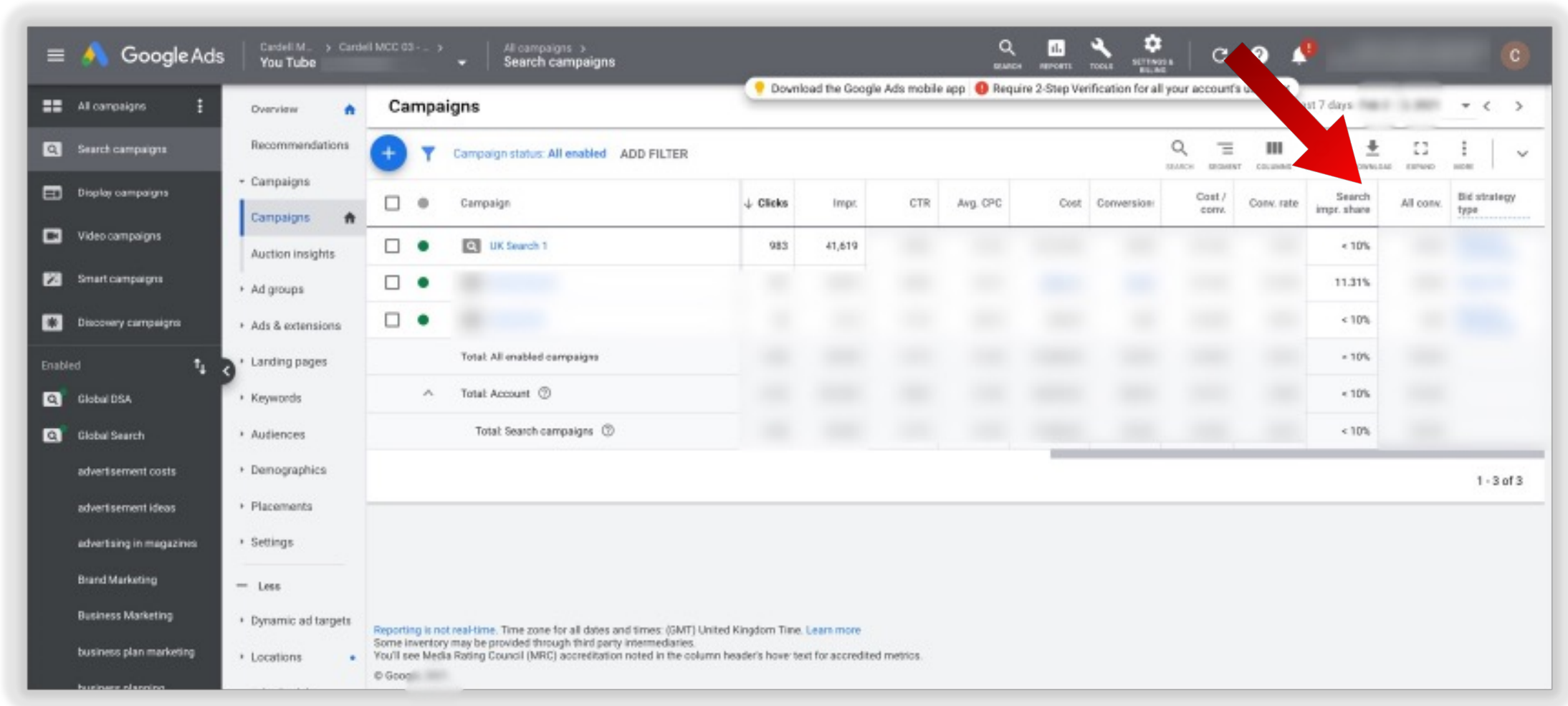
Your columns: Drag and drop to reorder

- Campaign
- Budget
- Status
- Campaign type
- Clicks
- Impr.
- CTR
- Avg. CPC

Show recommended columns in your tables ☒

9 Impression Share

How to see your Impression Share



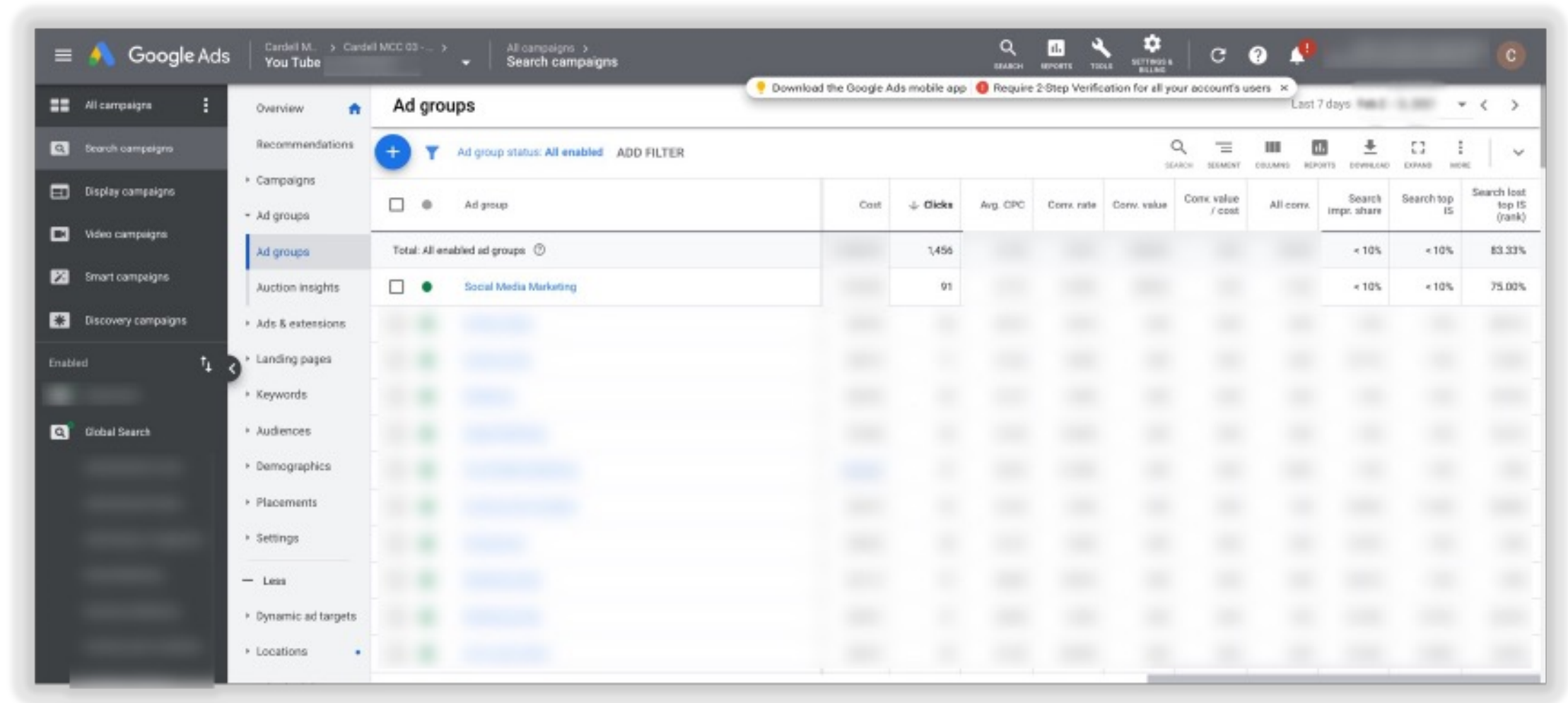
The screenshot shows the Google Ads interface with the 'Campaigns' table. A red arrow points to the 'Search impr. share' column header. The table displays the following data:

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.	Conv. rate	Search impr. share	All conv.	Bid strategy type
UK Search 1	983	41,619							< 10%		
									11.31%		
									< 10%		
Total: All enabled campaigns									< 10%		
Total: Account									< 10%		
Total: Search campaigns									< 10%		

Reporting is not real-time. Time zone for all dates and times: (GMT) United Kingdom Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google

9 Impression Share

How to see your Impression Share



Google Ads interface showing the 'Ad groups' section. The left sidebar lists various campaign types and metrics. The main content area displays a table of ad groups with columns for Cost, Clicks, Avg. CPC, Conv. rate, Conv. value, and Search impression share. The 'Social Media Marketing' ad group is highlighted, showing a search impression share of 10%.

Ad group	Cost	Clicks	Avg. CPC	Conv. rate	Conv. value	Search impression share
Total: All enabled ad groups		1,456				< 10%
Social Media Marketing		91				< 10%

9 Impression Share

Google does not show your Ads all the time

- **Impression Share is the percentage of time your ads are shown**
- **You can improve impression share by:**
 - **Pay More**
 - **Increase your Click Through Rate**
 - **Working on your Ad extensions**

10

Bing

10 Bing

Microsoft Bing

home security systems

Sign in5

ALLSHOPPINGIMAGESVIDEOSMAPSNEWS

32,800,000 ResultsDate

See home security systems

Alarm System House Wireless DIY GSM Wifi RFID For Home...
£138.73
Amazon UK
Free shipping

Eufy 5-Piece Smart Security Home Alarm Kit
£149.99
John Lewis & Partn...
★★★★★ 32

Yale Premium+ Burglar Alarm Kit (7338X)
£179.99
Screwfix
★★★★★ 53

Yale IA-330 Sync Smart Home Alarm, White
£299.99
Amazon UK
Free shipping

SWANN SWDVK-856804WL-EU 8-Channel 4K Ultra H...
£429.99
Currys
Free shipping

Wireless Security Camera System With 1 Dome Cameras -...
£823.00
Bascom UK
Free shipping

SWANN Enforcer SWDVK-84680SD4SL-EU 8-...
£329.99
Currys
★★★★★ 12

Blink Mini | Compact Indoor Plug-In Smart Security Camera, ...
£29.99
Amazon UK
★★★★★ 10

Anlapus 1080P CCTV Home Security Camera System, 4C...
£71.99
Amazon UK
Free shipping

Yale Smart Home Burglar Alarm System - Family Kit...
£269.99
Screwfix
★★★★★ 6

SWANN Enforcer SWDVK-856804DE 8-Channel 4K Ultra H...
£419.00
Currys
Free shipping

Wireless 1080P WIFI IP Camera CCTV
£39.47
OnBuy.com

Verisure™ Home Security Alarms - No.1 Alarm Systems in Europe
www.verisure.co.uk/home_security/get_a_quote
Ad Secure Your Home With A Smart Monitored Alarm From Verisure, Europe's No.1 Alarm Company. Lifetime Warranty No Contract. Highest Rated Nationwide Alarm Company. Get a Quote Now!
Get Quote

Burglar Alarm System
Be Protected From Intruders
Get a Full Suite of Smart Devices

Alarm Security System
24 Hour Monitored System
Be Protected From Intruders/Burglar

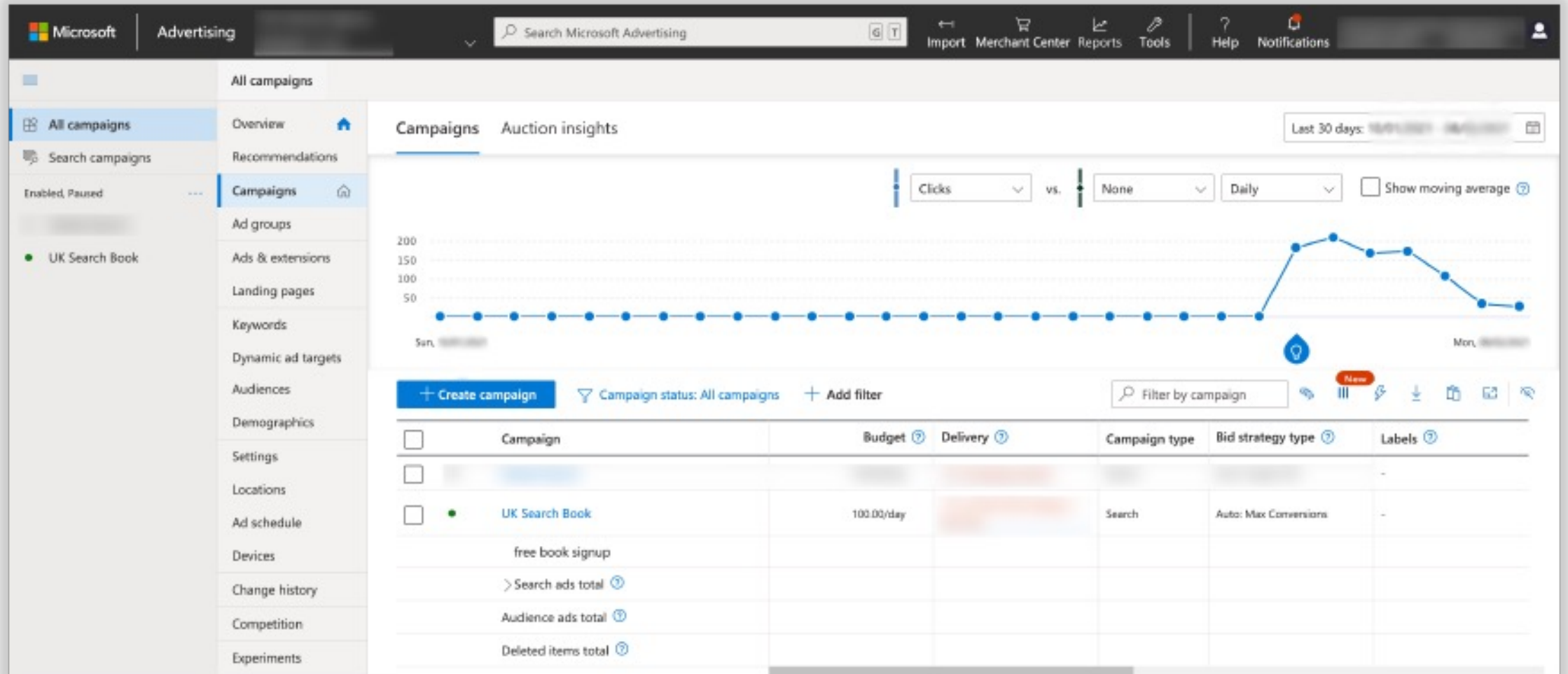
Home Security Systems - SimpliSafe™
https://simplisafe.co.uk/45%/off
Ad Get Up To 45% Off & A Free Siren In Our Sale. Better, Smarter Home Security. No Long Contracts Needed & No Hidden Fees. Shop Today!
The Bamburgh - £278.00 · The Windsor - £250.00 · The Warwick - £201.00
Outdoor Security Camera · Professional Monitoring · Get A Quote In Seconds · Security Systems

See results for

ADT Security Services (Organization)
ADT Inc., formerly The ADT Corporation, is an American company that provides residential, small and large bus...
ADT

Waiting for r.bing.com...

10 Bing – Campaigns View

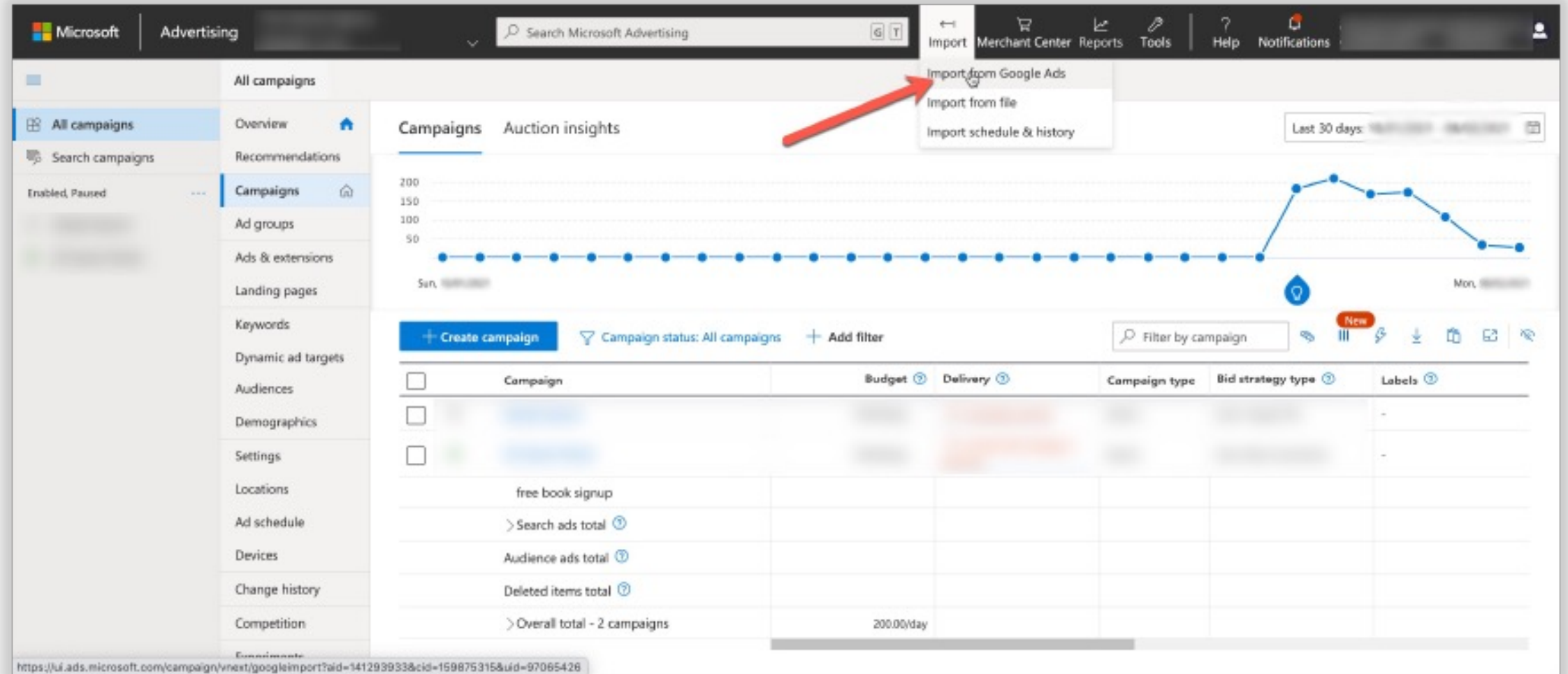


10 Bing – Similar Options To Google

The screenshot displays the Microsoft Advertising dashboard. The top navigation bar includes the Microsoft logo, 'Advertising' text, a search bar, and links for Import, Merchant Center, Reports, Tools, Help, and Notifications. A left sidebar lists various campaign management options, with 'All campaigns' selected. A central menu provides further options like Planning, Overview, Recommendations, Campaigns, Ad groups, Ads & extensions, Landing page, Keywords, Dynamic ad targets, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, Change history, Competition, and Experiments. The main content area shows a table of campaigns with columns for Campaign, Budget, Delivery, Campaign type, Bid strategy type, and Labels. The table lists a campaign named 'UK Search Book' with a budget of 100.00/day and a bid strategy of 'Auto: Max Conversions'. A summary row at the bottom shows an overall total of 200.00/day for 2 campaigns.

Campaign	Budget	Delivery	Campaign type	Bid strategy type	Labels
<input type="checkbox"/> [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	-
<input type="checkbox"/> UK Search Book	100.00/day	[blurred]	Search	Auto: Max Conversions	-
free book signup					
> Search ads total					
Audience ads total					
Deleted items total					
> Overall total - 2 campaigns	200.00/day				

10 Bing – import From Google



The screenshot displays the Microsoft Advertising dashboard. The top navigation bar includes the Microsoft logo, 'Advertising', a search bar, and links to 'Import', 'Merchant Center', 'Reports', 'Tools', 'Help', and 'Notifications'. The left sidebar contains a navigation menu with 'All campaigns' selected, and sub-options like 'Overview', 'Recommendations', 'Campaigns', 'Ad groups', 'Ads & extensions', 'Landing pages', 'Keywords', 'Dynamic ad targets', 'Audiences', 'Demographics', 'Settings', 'Locations', 'Ad schedule', 'Devices', 'Change history', and 'Competition'. The main content area is divided into 'Campaigns' and 'Auction insights' tabs. A line chart shows performance over the 'Last 30 days'. Below the chart, there's a 'Create campaign' button and a table of campaigns. A red arrow points to the 'Import' dropdown menu, which is open, showing options: 'Import from Google Ads', 'Import from file', and 'Import schedule & history'.

Import

- Import from Google Ads
- Import from file
- Import schedule & history

Campaigns

Overview Recommendations Campaigns Ad groups Ads & extensions Landing pages Keywords Dynamic ad targets Audiences Demographics Settings Locations Ad schedule Devices Change history Competition

Search Microsoft Advertising

Merchant Center Reports Tools Help Notifications

Last 30 days

200 150 100 50



Sun, Mon, Tue, Wed, Thu, Fri, Sat







+ Create campaign Campaign status: All campaigns + Add filter Filter by campaign

<input type="checkbox"/>	Campaign	Budget	Delivery	Campaign type	Bid strategy type	Labels
<input type="checkbox"/>						-
<input type="checkbox"/>						-
	free book signup					
	> Search ads total					
	Audience ads total					
	Deleted items total					
	> Overall total - 2 campaigns	200.00/day				

https://ui.ads.microsoft.com/campaign/vnext/googleimport?aid=141293933&cid=159875315&uid=97065428

10 Bing – import From Google

 Advertising 

Import      

[← Back to campaigns](#) Import from Google Ads

Import from Google Ads

Get your campaigns up and running quickly by importing them directly from Google Ads. Before you start, make sure to [understand what will get imported](#).

Microsoft Advertising account: The Internet Agency - F110PJ6F Currency: GBP

Sign in to Google

To import your campaigns, Google Ads requires you to sign in to your Google account. You will import into this Microsoft Advertising account:
The Internet Agency - F110PJ6F

Choose your Google Ads account

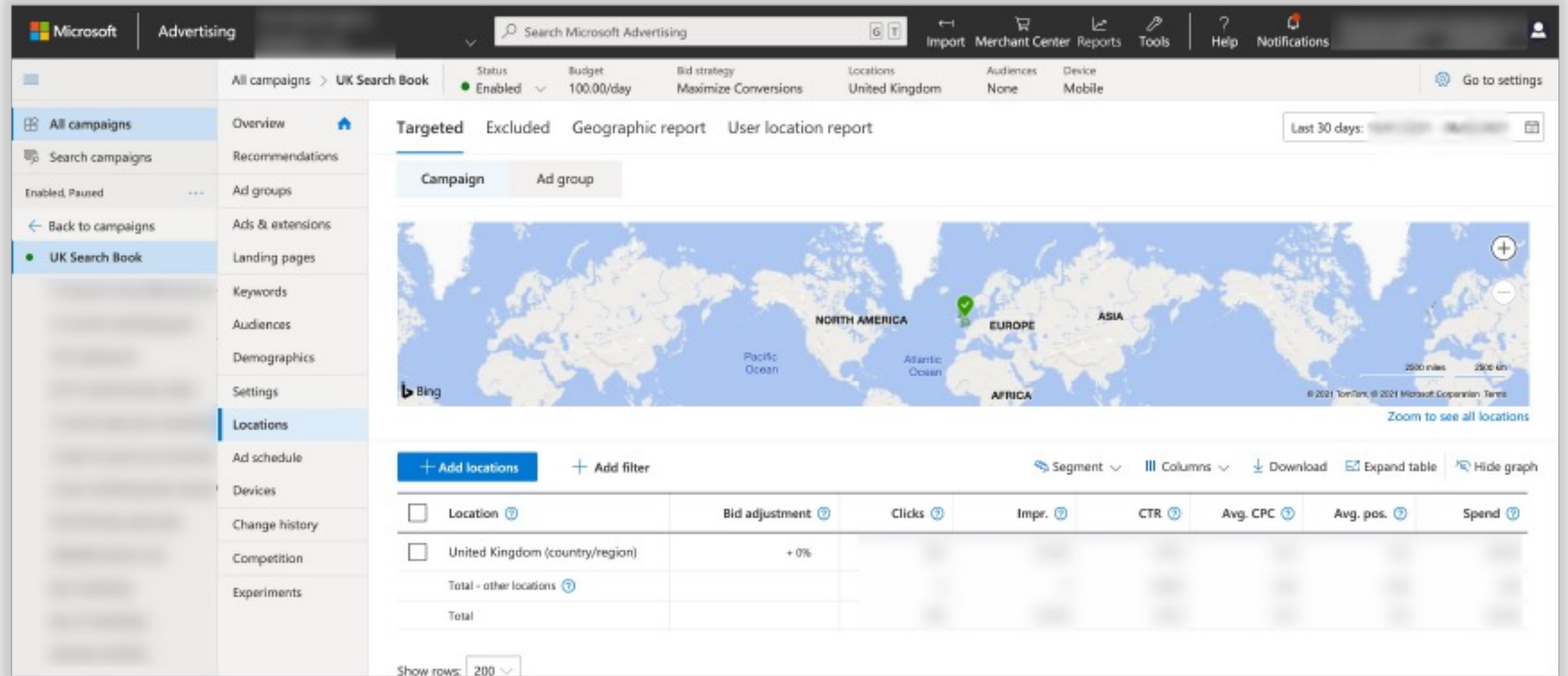
Choose Google Ads campaigns and ad groups

Choose import options

Schedule imports

Import summary

10 Bing – Check Location & Settings After Import



My BIGGEST Lesson from Google

Be willing to invest

**If you are interested in Chris
Cardell and his team
managing your Google Ads,
contact**

Hollie@CardellMedia.com

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that will transform your business, your finances, and your life