FROM SEARCH TO SALE

Your First Google Ads Campaign Made Easy

By
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Foreword

Every small business owner knows that running a business isn't easy. You wear multiple hats: accountant, marketer, customer service, and often chief bottle-washer, all at once. With so many responsibilities, the thought of diving into online advertising can feel overwhelming — especially when you hear terms like "CPC," "Quality Score," or "keywords."

That's where this book comes in. *From Search to Sale: Your First Google Ads Campaign Made Easy* is designed for business owners who want results without wasting money or time. It's practical, jargon-free, and focused entirely on helping you understand, set up, and manage Google Ads in a way that works for your business.

You don't need to be a tech expert. You don't need a big budget. You don't even need prior experience in digital marketing. All you need is a willingness to learn, a little patience, and the determination to see your business grow.

Inside, you'll find step-by-step guidance, real-world examples, tips to avoid common pitfalls, and strategies to help your ads succeed from day one. By the time you finish this book, you'll not only understand Google Ads — you'll be ready to run your first campaign confidently, track your results, and start turning clicks into customers.

I wrote this book because I've seen how transformative Google Ads can be for small businesses across the UK. Whether you run a local café, a trades business, an online store, or a service-based company, this guide will give you the tools and confidence to get started.

Your journey from search to sale begins here. And it starts today.

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Chapter 1

Why Google Ads Still Matter

When it comes to marketing your business, the options can feel endless. Social media, flyers, emails, networking events… the list goes on. Yet one platform consistently delivers highly targeted, measurable results: **Google Ads**.

Google Ads is the world's most widely used online advertising platform, and for good reason. Every day, millions of people in the UK use Google to search for products and services. From "emergency plumber near me" to "best dog grooming in Manchester," these searches represent real intent — people who are actively looking for a solution.

This is what makes Google Ads different from most other forms of marketing. Rather than interrupting someone with a message they might ignore, you appear exactly when they are **actively searching for what you offer**. It is a direct path from interest to action — from search to sale.

The Power of Intent-Based Advertising

Think about how people shop. If someone sees a social media ad for a café, they might consider visiting in the future — or scroll past entirely. But if someone types "coffee shop near me" into Google, they are ready to act. They want a solution now.

Google Ads puts your business in front of these people at the exact moment they are searching. For small businesses, this is a massive advantage. You're not relying on hope or brand awareness alone; you're targeting people who are already interested in your products or services.

Example:

Imagine you run a small landscaping business in Bristol. A customer searches:

- "Garden design Bristol"
- "Affordable landscaping near me"
- "Professional garden makeover quotes"

A well-targeted Google Ads campaign can place your business at the top of that search, above the free listings. That click could be a phone call, a website enquiry, or a booking — a real, measurable customer action.

Why Google Ads Works for Small Businesses

1. **Highly measurable** – You can see exactly who clicks your ad, what they do afterwards, and what it costs you.
2. **Control over budget** – You decide how much to spend per day, per campaign, or per click.
3. **Targeting flexibility** – You can choose where your ads show, at what times, and to which audiences.
4. **Immediate visibility** – Unlike SEO, which can take months, Google Ads can put you at the top of search results almost immediately.

The Misconception About Google Ads

Many small business owners hesitate to try Google Ads because they think it is expensive, complicated, or only suitable for large companies. The reality is very different:

- **Google Ads can start small.** You can run campaigns for as little as £5–£10 per day.
- **It doesn't require technical expertise.** You can create your first campaign in a few hours with this guide.
- **It's not "set and forget."** Successful campaigns require monitoring, adjustments, and learning — but that's manageable for any business owner.

By starting small, learning quickly, and applying best practices, small businesses can see strong returns on investment, often with budgets that feel comfortable.

Real-World UK Example

Consider a local bakery in Leeds. They launched a simple Google Ads campaign targeting keywords such as "fresh sourdough Leeds" and "birthday cakes near me." Their daily budget was just £10. Within the first month:

- Website visits doubled
- Phone enquiries increased by 60%
- Several new regular customers came directly from Google Ads clicks

This demonstrates the **power of targeting the right audience at the right time**. Even a small budget, used wisely, can deliver meaningful results.

Key Takeaways

- Google Ads connects your business with people **actively searching** for your products or services.
- It provides **measurable results** and gives you **control over spending**.
- Small budgets are enough to start seeing results — and campaigns can scale as you learn what works.
- With clear planning and consistent monitoring, Google Ads can help any small business turn searches into paying customers.

Chapter 2

How Google Ads Actually Works

Now that you understand why Google Ads matters, it's time to look behind the curtain and see **how it works**.

At its core, Google Ads is a **pay-per-click advertising platform**. This means you only pay when someone clicks on your ad. It's not a flat fee or a subscription — you pay for results, not impressions.

But the process is slightly more complex than just putting an ad online. To understand it fully, we'll break it down into simple, step-by-step pieces.

1. The Google Ads Auction

Every time someone types a search into Google, an **auction takes place instantly**.

Here's what happens:

1. A user searches for a keyword, for example, "plumber in Manchester."
2. Google looks at all businesses bidding to show ads for that keyword.
3. Each ad is scored based on **bid amount** and **quality score**.
4. The highest-scoring ads are displayed at the top or bottom of the search results page.

The auction happens in milliseconds, and Google uses a combination of **price and ad quality** to decide which ads appear. This means you don't need the largest budget to succeed — if your ad is relevant and well-written, it can outrank competitors who spend more.

2. Keywords: The Foundation of Your Ads

Keywords are the words or phrases people type into Google. They are the **bridge between a search and your ad**.

For example, if you run a local locksmith service, potential keywords could include:

- "emergency locksmith London"
- "24-hour locksmith near me"
- "lock repair services"

Choosing the right keywords is critical. You want terms that:

- Match the intent of your customers
- Are specific enough to attract qualified leads
- Are not overly expensive for your budget

Google offers **keyword planning tools** to help you estimate search volume, competition, and cost per click.

3. Quality Score: Why Google Rewards Relevance

Google doesn't just reward the highest bid — it rewards **quality and relevance**. This is called your **Quality Score**, which is determined by three main factors:

1. **Expected click-through rate (CTR):** How likely people are to click your ad.
2. **Ad relevance:** How closely your ad matches the search query.
3. **Landing page experience:** How useful and clear your website page is for the visitor.

A high-Quality Score can lower your cost per click and improve your ad position. Essentially, Google wants to show users the best ads, not just the ones that pay the most.

4. Ad Rank: Where Your Ad Appears

Your **Ad Rank** determines where your ad will appear on the page. It's calculated using:

Ad Rank = Bid Amount × Quality Score

This means a well-written, highly relevant ad can beat a competitor who simply bids higher. For small businesses, this is excellent news: **you can compete with larger companies without spending a fortune**.

5. Types of Google Ads

There are several ad formats you can use, but the most common are:

1. **Search Ads:** Text-based ads that appear at the top of search results (most relevant for small businesses).
2. **Display Ads:** Image-based ads shown across websites in the Google Display Network.
3. **Shopping Ads:** Product ads for e-commerce stores, showing images and prices.
4. **Video Ads:** Shown on YouTube before or during videos.

For most first-time small business advertisers, **search ads** are the most straightforward and cost-effective option. They reach people actively looking for your products or services.

6. How Clicks Turn into Customers

When someone clicks your ad, they are taken to a **landing page** — usually a page on your website designed for that visitor to act, such as:

- Making a phone call
- Filling out a contact form
- Purchasing a product

The combination of relevant keywords, a compelling ad, and a well-optimised landing page increases the chance that a click becomes a customer.

7. Tracking Success

One of Google Ads' greatest strengths is **measurability**. You can track:

- How many people saw your ad (impressions)
- How many clicked your ad (click-through rate)
- How much you spent (cost per click)
- How many completed an action on your website (conversions)

This data allows you to see exactly what works, adjust your campaigns, and maximise return on investment.

Summary: How Google Ads Works in Plain English

- Google Ads shows your business to people searching for your products or services.
- Every search triggers a quick auction; your ad appears based on **bid amount + Quality Score**.
- Keywords, ad relevance, and landing pages are key to success.
- You only pay when someone clicks your ad (pay-per-click).
- With careful planning, even small businesses can compete with larger companies and get measurable results.

Chapter 3

Understanding the Key Terms

(Without the Jargon)

If you're new to Google Ads, the terminology can feel intimidating. Words like *CPC, CTR, ad group*, or *landing page* might make you want to switch off.

The good news? You don't need to memorise them all immediately. This chapter will explain **every key term you'll encounter**, in plain English, with examples that make sense for a small business in the UK.

1. Keywords

What they are: The words or phrases people type into Google when searching.

Example:
If you run a local bakery in Leeds, relevant keywords could include:

- "fresh sourdough Leeds"
- "birthday cakes near me"
- "custom cupcakes Yorkshire"

Why they matter: Keywords determine when your ad will appear. Choosing the right ones ensures your ad is shown to people who are actively looking for what you offer.

2. Ad

What it is: The short text message your potential customers see in Google search results.

Components of a text ad:

- **Headline:** Grabs attention, often 30 characters max
- **Description:** Explains what you offer (up to 90 characters)
- **URL:** The page your ad links to

Example:

Headline: "Fresh Sourdough in Leeds – Order Today!"
Description: "Delicious artisan bread baked daily. Pickup or delivery available."
URL: www.leedsbakery.co.uk

3. Cost Per Click (CPC)

What it is: The amount you pay each time someone clicks your ad.

Key point: You only pay when someone clicks — not when they see your ad.

Example:
If your CPC is £1 and 50 people click your ad, your cost is £50.

4. Click-Through Rate (CTR)

What it is: The percentage of people who see your ad and then click on it.

Example:
If 1,000 people see your ad and 50 click, your CTR is 5%.

Higher CTR usually indicates that your ad is relevant and appealing.

5. Impressions

What it is: The number of times your ad is shown, whether clicked or not.

Example:
If your ad is displayed 2,000 times, it has 2,000 impressions.

6. Conversions

What it is: The action you want a user to take after clicking your ad, such as:

- Making a purchase
- Filling in a contact form
- Calling your business

Conversions are the true measure of success in Google Ads.

7. Campaign

What it is: A collection of ads that share a goal, budget, and settings.

Example:
A bakery might have a "Sourdough Campaign" focused on bread orders and a "Birthday Cakes Campaign" for cake enquiries.

8. Ad Group

What it is: A smaller collection of ads within a campaign, each targeting a specific set of keywords.

Example:
Within the "Sourdough Campaign," you could have an ad group for:

- "Sourdough Pickup"
- "Sourdough Delivery"

Ad groups help keep ads relevant and organised.

9. Landing Page

What it is: The webpage people land on after clicking your ad.

Key point: Your landing page must match the ad's message. If your ad promises "Birthday Cakes," the landing page should show cakes — not biscuits.

10. Quality Score

What it is: Google's rating of how relevant and useful your ad is to users.

Factors affecting Quality Score:

- Keyword relevance
- Ad copy quality
- Landing page experience

Higher Quality Score = lower cost per click and better ad placement.

11. Bid

What it is: The maximum amount you are willing to pay per click on your ad.

Important: You don't always pay your maximum bid. Google uses a formula that considers bid + Quality Score to determine actual cost.

12. Ad Extensions

What they are: Extra pieces of information that make your ad more attractive. Examples:

- Phone number
- Location
- Additional links
- Special offers

Ad extensions can improve click-through rates without extra cost.

13. Budget

What it is: The maximum amount you are willing to spend per day on a campaign.

Example:
If your daily budget is £10, Google will stop showing your ads once you reach that limit.

Key Takeaways

- Google Ads uses keywords to match your ads with searches.
- Ads should be clear, relevant, and linked to a matching landing page.
- CPC, CTR, impressions, and conversions are the main metrics to track.
- Campaigns are made of ad groups, which allow for organisation and better targeting.
- Quality Score, bid, and budget control cost and ad placement.

Understanding these terms is the foundation for creating campaigns that work. In the next chapter, we will explore **how much Google Ads really costs** and how to set a budget that fits your small business.

Chapter 4

The Truth About Budgets and Costs

One of the most common questions small business owners ask before starting Google Ads is:

"How much is this really going to cost me?"

The short answer: it depends. The long answer: it depends on your goals, your industry, and how smartly you manage your campaigns. This chapter breaks down the costs, how to budget effectively, and what a small business can realistically expect.

1. Understanding Cost Per Click (CPC)

Google Ads operates on a **pay-per-click (PPC)** model. You only pay when someone clicks your ad. The cost of that click — called CPC — varies depending on:

- **Competition:** Highly competitive industries, like plumbing or legal services, tend to have higher CPCs.
- **Location:** Ads targeting major cities like London or Manchester usually cost more than smaller towns.
- **Keyword relevance and quality:** Better ads with highly relevant landing pages can reduce your CPC.

Example:
A local locksmith in Birmingham might pay £2–£4 per click for "emergency locksmith Birmingham."

A small bakery in Lincoln might pay £0.50–£1.50 per click for "birthday cakes Lincoln."

2. How Much You Should Spend

Start with a **daily budget you are comfortable with**, even if it's modest. You can always scale later once you see results.

Guidelines for small businesses:

- **Beginner:** £5–£10 per day
- **Growing campaigns:** £10–£30 per day
- **High competition / aggressive campaigns:** £50+ per day

Important: Don't think of daily budget as a limit on total spend for the month — it controls how quickly Google shows your ads each day.

3. Budgeting by Goal

The budget you set should reflect your **campaign objective**.

Examples:

- **Lead generation / enquiries:** If your goal is phone calls or contact forms, consider how much each lead is worth to your business. If a single enquiry could generate £200 of revenue, paying £5–£10 per click is reasonable.
- **Sales / e-commerce:** For online purchases, calculate your **profit per sale** and set your maximum CPC accordingly.
- **Brand awareness:** If you just want people to see your business, you may choose a lower budget with broader targeting.

4. Avoiding Overspend

Many beginners worry about "blowing" their budget, but Google Ads has safeguards:

- **Daily budget limits:** Google will not exceed your set daily spend.
- **Pause campaigns anytime:** If results aren't as expected, you can pause your campaign and adjust settings.
- **Monitor performance:** Check weekly to see if your cost per conversion aligns with your business goals.

Pro tip: Start small, test different ads, and gradually increase your budget as you identify what works best.

5. Understanding ROI (Return on Investment)

The key to budgeting isn't just controlling spend — it's ensuring your **ads generate more revenue than they cost**.

Example:

Your bakery spends £200 per month on Google Ads. During that month:

- 100 clicks from Google Ads
- 20 orders placed as a result
- Average profit per order = £15

Calculation: 20 × £15 = £300 profit. Spend = £200.
Result: £100 profit — a positive ROI.

Tracking these numbers is essential. You can adjust your budget, targeting, and ads to improve ROI over time.

6. Bidding Strategies

Google Ads gives you options for how you bid:

- **Manual CPC:** You set the maximum you'll pay per click. Good for beginners who want control.
- **Automated bidding / Smart bidding:** Google optimises bids to achieve your goal, such as maximising conversions or clicks.

For first-time advertisers, starting with **manual bidding** on a small budget is recommended. You'll gain an understanding of costs before moving to automated strategies.

7. Hidden Costs to Consider

While CPC is the primary expense, keep in mind:

- **Time:** Learning and managing campaigns requires your attention, especially early on.
- **Landing page improvements:** Your website may need updates to convert visitors effectively.
- **Professional help (optional):** Some small businesses hire a Google Ads expert if budgets and goals increase.

8. Summary: Budgeting Made Simple

- Start with a **daily budget you can afford**, even as little as £5–£10.
- Set maximum CPC based on **expected revenue per lead or sale**.
- Track **ROI** carefully — clicks alone don't pay the bills.
- Begin with **manual bidding**, move to automated strategies once you understand results.
- Adjust, test, and learn — small tweaks can make a big difference.

Chapter 5

Setting Clear Goals for Your Campaign

Before you spend a single penny on Google Ads, it's vital to define your **campaign goals**. Clear objectives ensure every click, and every pound is spent efficiently, bringing results that matter to your business. Without a goal, even the best ads can feel like guesswork — and that's how budgets are wasted.

1. Why Goals Matter

Think of your Google Ads campaign like a road trip. You wouldn't set off without a destination, a route, or a sense of how long it will take. Google Ads works the same way:

- Goals help you choose the **right type of campaign**
- Goals determine the **keywords and ads you create**
- Goals make it easier to **measure success**

Example:
If your goal is to increase enquiries for a local plumbing business, your keywords, ad copy, and landing page should all focus on "emergency plumbing," "leak repairs," and "call today for service," rather than general plumbing advice.

2. Common Goals for Small Businesses

Most small businesses start with one of three main objectives:

1. **Lead Generation:** Encouraging potential customers to contact you.
   - Example: Filling in a contact form for garden landscaping services.
2. **Sales / Transactions:** Driving purchases directly through your website.
   - Example: Online cake orders from a local bakery.
3. **Brand Awareness:** Getting your business seen by the right people.
   - Example: A new café promoting its opening in a local area.

Each goal requires a slightly different approach in terms of campaign type, keywords, and ad structure.

3. Defining SMART Goals

The most effective way to set campaign goals is to make them **SMART**:

- **S – Specific:** Clear and precise objective.
  Example: Increase website enquiries for plumbing services by 25% in three months.

- **M – Measurable:** You should be able to track success.
  Example: Track the number of form submissions or calls from ads.

- **A – Achievable:** Realistic for your business size and budget.
  Example: A small bakery targeting local orders, not nationwide.

- **R – Relevant:** Directly contributes to your business success.
  Example: Generating actual paying customers, not just clicks.

- **T – Time-bound:** Set a timeframe for your objective.
  Example: Reach your target number of enquiries within 90 days.

4. Examples of Clear Campaign Goals

Here are some typical UK small business goals and how they might translate into Google Ads campaigns:

Business Type	Goal	Example Campaign Focus
Plumber	Generate emergency call-outs	Keywords: "emergency plumber London", "leak repair near me"
Bakery	Increase online cake sales	Keywords: "order birthday cake Manchester", "custom cupcakes near me"
Café	Promote new location	Keywords: "coffee shop opening Bristol", "best café in Bristol"

Clearly defining your goal ensures every part of the campaign is aligned and measurable.

5. Aligning Budget with Goals

Once you have a goal, your budget should reflect what achieving that goal is worth.

Example:

- You want 20 new leads per month.
- Each lead is worth £50 in revenue.
- Total value = 20 × £50 = £1,000.

Your monthly Google Ads budget should be set at a level that allows you to reach this goal while keeping a positive return on investment (ROI).

6. Tracking Your Progress

Setting goals is only useful if you **measure progress**. Later in the book, we'll cover tracking metrics like:

- Clicks
- Conversions
- Cost per conversion
- Return on ad spend

These numbers tell you if your campaign is achieving its intended goal and highlight areas to optimise.

7. Quick Checklist: Setting Goals

Before launching any campaign, check that you have:

- Defined a specific goal (leads, sales, awareness)
- Made the goal measurable with clear metrics
- Confirmed the goal is achievable within your budget
- Ensured the goal is relevant to your business priorities
- Set a timeframe to evaluate progress

With clear goals in place, you are ready to move on to **knowing your audience** — understanding who your ideal customers are and how they search for your products or services.

Chapter 6

Knowing Your Audience

(and How They Search)

Understanding your audience is one of the most important steps in running a successful Google Ads campaign. If you don't know **who your customers are and how they search**, your ads may reach the wrong people — wasting both clicks and money.

This chapter will help you identify your ideal customers, understand their search behaviour, and target them effectively.

1. Why Audience Understanding Matters

Google Ads isn't just about showing your ad to anyone — it's about showing your ad to the **right people at the right time**.

For small businesses, this means:

- Reaching customers who are actively looking for your product or service
- Avoiding clicks from people who aren't likely to convert
- Optimising your budget so every pound works harder

Example:
A florist in Manchester targeting "wedding flowers" doesn't want to show ads to someone simply searching for "flowers as decoration for home." Targeting the right audience avoids irrelevant clicks.

2. Define Your Ideal Customer

Start by creating a simple profile of your typical customer. Ask yourself:

- Age group
- Location
- Interests and needs
- Problems your product or service solves
- How they search online

Example:

For a local dog grooming service:

- Age: 25–50
- Location: Within 10 miles of your salon
- Needs: Pet grooming, dog baths, nail trimming
- Online behaviour: Searches for "dog groomer near me," "puppy grooming appointments"

3. Using Keywords to Match Audience Intent

Once you know your audience, you can choose keywords that reflect **what they type into Google**.

Think about the customer's mindset:

1. **Informational searches:** "How to stop a leaking tap" — these may not convert immediately but can be used for awareness campaigns.
2. **Transactional searches:** "Emergency plumber in Leeds" — these are ready-to-buy customers and should be targeted first.
3. **Navigational searches:** "John's Bakery Manchester" — people looking for your business specifically.

Focusing on transactional keywords is usually the best strategy for small business owners starting with Google Ads.

4. Local Targeting: Reaching Customers Nearby

Many small businesses rely on **local customers**, so it's vital to target geographically. Google Ads lets you show ads to people in:

- Specific cities
- Postcode areas
- A set radius around your location

Example:

A café in Brighton could target: "Coffee near me" within a 5-mile radius of the shop, ensuring the ads reach people most likely to visit.

5. Audience Segmentation

You can further refine your targeting by considering:

- **Demographics:** Age, gender, household income
- **Interests:** People who have shown interest in related products or services
- **Device:** Desktop or mobile (many local searches happen on mobile devices)

Example:
A dog grooming service might target:

- Adults aged 25–50
- Living within 10 miles of the salon
- Searching from a mobile device (for easy appointment booking)

6. Understanding the Customer Journey

Remember, people don't always convert on the first click. Some searches are part of a **customer journey**:

1. Awareness – Learning about your business
2. Consideration – Comparing services or products
3. Decision – Ready to book, buy, or call

Knowing this helps you:

- Target the right keywords
- Write ads that match the stage of the journey
- Set realistic expectations for conversions

Example:
Someone searching "best dog grooming tips" may not book immediately — but remarketing campaigns can re-engage them later.

7. Quick Checklist: Knowing Your Audience

Before creating ads, check that you have:

- A clear idea of your ideal customer
- Keywords that match audience intent (transactional first)
- Local targeting set up if applicable
- Segmentation by demographics, interests, or device
- Considered the customer journey and how ads fit

Once you understand your audience, you're ready to move on to **choosing the right type of campaign** — the next step in turning clicks into customers.

Chapter 7

Choosing the Right Type of Campaign

Now that you know your goals and understand your audience, it's time to choose the **type of Google Ads campaign** that best suits your business. Google Ads offers several campaign types, but not every type is suitable for small businesses just starting out. Choosing the right campaign ensures your budget is used effectively and your ads reach the right people.

1. Overview of Campaign Types

Google Ads offers multiple campaign types, each designed for different objectives:

1. **Search Campaigns** – Text ads that appear on Google search results.
2. **Display Campaigns** – Image or banner ads shown on websites in the Google Display Network.
3. **Shopping Campaigns** – Product ads showing images, prices, and store details, mainly for e-commerce.
4. **Video Campaigns** – Video ads shown on YouTube and partner sites.
5. **Local Campaigns** – Promote physical locations on Google Maps and search.
6. **Smart Campaigns** – Automated campaigns optimised by Google for clicks or conversions.

For small businesses starting out, **Search Campaigns** are usually the most straightforward and cost-effective.

2. Search Campaigns: The Beginner's Favourite

What it is:
Text-based ads that appear when someone searches for a relevant keyword on Google.

Why it works for small businesses:

- Targets people with **high purchase intent**
- Easy to set up and measure
- Budget-friendly

Example:

A plumbing business in Leeds creates a search campaign targeting keywords like "emergency plumber Leeds" and "leak repair near me." When someone searches these phrases, the ad appears at the top of Google results.

3. Display Campaigns: Building Awareness

What it is:
Image-based ads shown across millions of websites in the Google Display Network.

Best for:

- Brand awareness
- Re-engaging previous visitors (remarketing)

Example:
A new bakery in Bristol wants locals to know about its opening. A display campaign can show banner ads with images of cakes and café interiors on local lifestyle blogs.

Tip: For beginners, display campaigns are best used **after you've established Search campaigns**.

4. Shopping Campaigns: Perfect for E-Commerce

What it is:
Product ads showing images, prices, and store details in Google search results.

Best for:

- Online retailers with multiple products
- Driving direct sales

Example:
A small UK online jewellery shop runs a shopping campaign for "silver charm bracelets," showing product photos, prices, and a link to buy immediately.

5. Video Campaigns: Reaching Audiences Visually

What it is:
Video ads shown on YouTube and partner websites.

Best for:

- Brand storytelling
- Demonstrating products in action

Example:

A local dog grooming service produces a short video showing before-and-after grooming transformations. The video campaign targets dog owners in the surrounding area.

Tip: Video campaigns can be effective but are usually better once you have more experience and a larger budget.

6. Local Campaigns: Bringing People Through the Door

What it is:

Ads optimised to show on Google Maps, local search, and nearby partner sites.

Best for:

- Businesses with a physical location
- Driving footfall and calls

Example:

A café in Manchester runs a local campaign targeting "coffee near me" within a 5-mile radius, ensuring the ad appears when people search while nearby.

7. Smart Campaigns: Let Google Do the Heavy Lifting

What it is:

Automated campaigns where Google sets bids, chooses keywords, and optimises placements based on your goal.

Best for:

- Business owners with limited time
- Beginners who want a simplified setup

Example:

A florist wants to generate enquiries for wedding bouquets. Using a Smart campaign, Google automatically displays ads to people searching for "wedding flowers near me" in the local area, adjusting bids to maximise results.

Tip: While convenient, Smart campaigns give you **less control** than Search campaigns. They're good for starting out but should be complemented with manual campaigns as you gain experience.

8. Choosing the Right Campaign for Your Business

Here's a simple guide:

Goal	Recommended Campaign Type	Notes
Leads / enquiries	Search	Focus on high-intent keywords
Brand awareness	Display / Video	Reach wider audience visually
Online sales	Shopping	Requires product catalogue
Local footfall	Local	Maps and nearby searches
Time-limited simplicity	Smart	Quick setup, automated

Rule of Thumb: For most first-time small business advertisers in the UK:
Start with a Search campaign. Once you see results, you can expand into Display, Shopping, or Video campaigns to reach more potential customers.

9. Key Takeaways

- Choosing the right campaign type aligns your ads with your **goal, audience, and budget**.
- Search campaigns are the most straightforward and cost-effective for beginners.
- Display, Shopping, Video, and Local campaigns each have specific strengths.
- Smart campaigns are useful for automation but offer less control.
- Start simple, then expand as you learn what works for your business.

Chapter 8

Structuring Your Account the Smart Way

Once you've chosen the right type of campaign, the next step is to **set up your Google Ads account efficiently**. A well-structured account makes managing campaigns easier, keeps your ads organised, and improves performance over time.

1. The Hierarchy of a Google Ads Account

Think of a Google Ads account like a filing cabinet. Each level has a purpose:

1. **Account:** Your business's overall Google Ads profile, linked to your email and billing information.
2. **Campaigns:** Organised around goals, products, or services.
3. **Ad Groups:** Collections of related ads targeting specific keywords.
4. **Ads:** Individual text, image, or video ads shown to users.
5. **Keywords:** The words or phrases triggering each ad.

2. Keep Campaigns Goal-Oriented

Each campaign should focus on **a single goal or product/service**. Mixing objectives within a single campaign can confuse Google's algorithm and make performance tracking difficult.

Example:
A small bakery in Bristol could have separate campaigns for:

- **Sourdough Bread** – Targeting local buyers
- **Birthday Cakes** – Targeting people searching for custom cakes
- **Online Gift Orders** – Targeting national deliveries

3. Organising Ad Groups

Ad groups allow you to **group related keywords and ads together**. This keeps your ads relevant and improves your Quality Score.

Example:

Within the "Birthday Cakes" campaign:

Ad Group	Keywords	Ads
Chocolate Cakes	chocolate birthday cake, chocolate cake delivery	Ads highlighting chocolate cakes with call-to-action
Children's Cakes	kids birthday cake, themed cakes for children	Ads showing themed kids cakes with images
Vegan Cakes	vegan birthday cake, dairy-free cake delivery	Ads promoting vegan-friendly options

Tip: Aim for **3–5 keywords per ad group** to keep ads highly relevant.

4. Writing Ads for Each Ad Group

Each ad group should contain **2–3 ads** that rotate to see which performs best. Ads in the same group should match the keywords closely.

Example:
Ad Group: Chocolate Cakes
Keywords: chocolate birthday cake, chocolate cake delivery
Ad Text:

- **Headline:** "Delicious Chocolate Birthday Cakes – Order Today!"
- **Description:** "Made fresh daily. Delivery across Bristol. Custom designs available."

5. Benefits of a Structured Account

A well-structured account provides:

- **Better control:** Easier to manage budgets and performance.
- **Improved relevance:** Ads closely match keywords and user searches.
- **Higher Quality Score:** Relevant ad groups and ads lead to lower CPC and better placements.
- **Clear insights:** Easier to see what's working and what needs adjusting.

6. Avoid Common Mistakes

- **Too many keywords in one ad group:** This can reduce relevance and Quality Score.
- **Mixing goals in one campaign:** Keep lead generation, sales, and brand awareness separate.
- **Neglecting organisation:** Poor structure makes optimisation and scaling difficult.

7. Quick Checklist: Structuring Your Account

Before creating your first campaign, make sure you have:

- Account set up with correct billing and business information
- Campaigns separated by goal or product/service
- Ad groups organised around closely related keywords
- 2–3 ads per ad group, matching keywords to ad copy
- Clear naming conventions for campaigns and ad groups to track performance easily

With a structured account in place, you are ready to move on to **creating your first campaign step-by-step** — the moment your ads go live and start connecting with real customers.

Chapter 9

Setting Up Your Google Ads Account

Now that you understand campaign types, goals, and account structure, it's time to **create your Google Ads account**. This chapter will guide you step by step, so even first-time users can set up a functional, well-organised account.

1. Create a Google Account (If You Don't Already Have One)

Google Ads requires a Google account. If you already use Gmail, Google Workspace, or YouTube, you can use the same account. Otherwise, create a new one.

Steps:

1. Go to https://accounts.google.com/signup
2. Fill in your details: name, email, password
3. Confirm your email
4. Keep a secure record of your login information

2. Access Google Ads

1. Go to https://ads.google.com
2. Click **Start Now**
3. Sign in with your Google account

You will be prompted to create your **first campaign**, but don't worry — we'll go step by step so you can skip confusing default options if needed.

3. Set Up Billing and Payment

Before your ads can run, you must provide billing information.

Steps:

1. Enter business details (name, address, country)
2. Choose your payment method (credit/debit card or bank transfer)
3. Set your billing currency (GBP for UK businesses)

Tip: You can start with a small budget to test campaigns safely.

4. Account Settings to Review

Check the following settings to make sure your account is ready:

- **Time zone:** UK time (important for daily budgets and reporting)
- **Account type:** Individual or business
- **Notifications:** Enable alerts for performance, billing, and recommendations

5. Creating Your First Campaign

1. Click **New Campaign**
2. Select your campaign goal (Leads, Sales, Website Traffic, etc.)
3. Choose your campaign type (Search for beginners)
4. Set a **daily budget** (start small, e.g., £5–£10/day)
5. Select **locations** to target (e.g., cities or postcode areas)
6. Choose **languages** (English)
7. Select **bidding strategy** (Manual CPC for first campaigns)

6. Create Your First Ad Group

1. Name your ad group (e.g., "Birthday Cakes")
2. Add **3–5 keywords** related to this ad group
3. Write **2–3 ads** matching your keywords
4. Ensure **landing pages** match your ad's message

Example:

Ad Group	Keyword	Ad Headline	Description	Landing Page
Birthday Cakes	"birthday cakes Leeds"	"Delicious Birthday Cakes – Order Today"	"Custom cakes baked fresh daily. Delivery available."	www.leedsbakery.co.uk/birthday-cakes

7. Ad Extensions (Optional but Recommended)

Adding extensions improves your ad's visibility and click-through rate:

- **Call extension:** Add phone number
- **Location extension:** Show your business address
- **Sitelink extension:** Links to multiple pages (e.g., cakes, bread, gift orders)

8. Review and Launch

Before hitting **Publish**, check:

- Keywords match ad copy
- Ads link to relevant landing pages
- Daily budget is set appropriately
- Bidding strategy aligns with your goal

Once reviewed, click **Publish**. Your first Google Ads campaign is now live!

9. Quick Checklist: Account Setup

- Google account ready
- Google Ads login completed
- Billing information added
- Campaign goal and type chosen
- Ad groups, keywords, and ads created
- Extensions added (optional)
- Daily budget and bidding strategy set
- Review completed and campaign launched

Congratulations! Your ads can now appear on Google and start attracting real customers. The next step is **writing ads that win clicks**, ensuring your potential customers actually choose your business.

Chapter 10

Building Your First Campaign Step-by-Step

Now that your Google Ads account is set up, it's time to **build your first campaign in detail**. This chapter will walk you through each step, from choosing keywords to writing compelling ads, so your campaign is ready to attract real customers.

Step 1: Define Your Campaign Goal

Before adding keywords or writing ads, confirm your **goal**. This determines how your campaign is structured and measured.

Examples of goals for small businesses:

- **Leads:** Plumbing service enquiries
- **Sales:** Online cake orders
- **Brand awareness:** Local café promoting a new opening

Tip: Stick to one primary goal per campaign to keep things simple and trackable.

Step 2: Select Campaign Type

For beginners, **Search campaigns** are usually best because they target people actively searching for your product or service.

Steps:

1. Click **New Campaign**
2. Select your goal (e.g., Leads or Sales)
3. Choose **Search** as the campaign type
4. Confirm network options (for beginners, deselect "Display Network" to focus on searches)

Step 3: Set Your Budget and Bidding

1. **Daily budget:** Start small (£5–£10/day) to test performance
2. **Bidding strategy:** Manual CPC gives you control; automated strategies can come later

Tip: Consider the value of each lead or sale when setting bids.

Example:

- Each cake order is worth £30 profit
- Max CPC for "birthday cakes Leeds" = £2–£3 per click
- This ensures ad spend is profitable

Step 4: Choose Locations and Languages

- **Locations:** Target the areas where your customers are.
- **Languages:** English for UK businesses; add others only if necessary.

Example:

A dog grooming service in Bristol targets a 10-mile radius and English speakers.

Step 5: Create Ad Groups

Ad groups organise ads and keywords around a single theme or product.

Example Ad Group Setup:

Ad Group	Keywords	Ads
Birthday Cakes	birthday cakes Leeds, custom cakes Leeds, kids birthday cake	2–3 ads highlighting cakes, flavours, delivery options

Tip: Limit each ad group to 3–5 closely related keywords for relevance.

Step 6: Select Keywords

Keywords connect your ad to search queries. Choose **transactional keywords** for first campaigns, as they indicate buying intent.

Examples for a bakery:

- "birthday cakes Leeds"
- "custom cupcakes delivery"
- "wedding cakes Bristol"

Tip: Use the **Google Keyword Planner** to check search volume and suggested bids.

Step 7: Write Compelling Ads

Each ad should:

1. Match the keyword
2. Highlight your unique selling point
3. Include a clear call to action (CTA)

Example Ad for Birthday Cakes:

- **Headline:** "Delicious Birthday Cakes – Order Online Today!"
- **Description:** "Custom cakes baked fresh daily. Delivery across Leeds. Book online now."
- **Display URL:** www.leedsbakery.co.uk/birthday-cakes

Tip: Write 2–3 ads per ad group and let Google rotate them to see which performs best.

Step 8: Add Ad Extensions

Ad extensions give extra information and increase clicks. Useful extensions include:

- **Call extension:** Add a phone number
- **Sitelink extension:** Link to specific pages (e.g., cupcakes, sourdough, gift orders)
- **Location extension:** Show your shop address

Step 9: Review and Launch

Before publishing, check:

- Keywords match ad groups
- Ads match landing pages
- Daily budget and bids are correct
- Extensions are added where relevant

Once everything is reviewed, click **Publish**. Your first campaign is live!

10. Quick Checklist: First Campaign Launch

- Campaign goal confirmed
- Campaign type selected (Search recommended)

- Daily budget and bid strategy set

- Location and language targeting applied

- Ad groups and keywords organised

- 2–3 ads per ad group written

- Ad extensions added

- Review completed and campaign published

Congratulations! You've launched your first Google Ads campaign. The next step is **monitoring and optimising your campaign**, so you can get the most out of every click.

Chapter 11

Monitoring and Optimising Your Campaign

Launching your first Google Ads campaign is just the beginning. To get real results, you need to **monitor performance and make improvements regularly**. This chapter will guide you through the key metrics, how to interpret them, and practical actions to optimise your ads.

1. Why Monitoring Matters

Google Ads is not a "set it and forget it" tool. Regular monitoring allows you to:

- See which ads and keywords are performing
- Adjust bids to maximise ROI
- Identify underperforming ads or keywords
- Make informed decisions about budget allocation

Without monitoring, even a well-planned campaign can waste money.

2. Key Metrics to Track

Here are the essential metrics for small business campaigns:

Metric	What It Means	Why It Matters
Clicks	Number of times people clicked your ad	Shows initial interest
Impressions	Number of times your ad was shown	Measures visibility
Click-Through Rate (CTR)	% of impressions that resulted in clicks	Indicates ad relevance
Cost Per Click (CPC)	Amount paid for each click	Helps manage budget
Conversions	Actions taken (form fills, calls, purchases)	Measures campaign effectiveness
Cost Per Conversion	Cost divided by conversions	Shows ROI
Quality Score	Google's rating of relevance	Impacts CPC and ad placement

Tip: Focus on **conversions and cost per conversion**, not just clicks, to assess real results.

3. Analysing Ad Performance

1. **CTR too low (<2% for Search ads)**
   - Ads may not be relevant or compelling
   - Action: Rewrite headlines, adjust ad copy, or refine keywords

2. **High CPC but low conversions**
   - You may be bidding on expensive keywords that don't convert
   - Action: Pause or adjust bids, add negative keywords

3. **Conversions low despite clicks**
   - Landing page may not match the ad or isn't persuasive
   - Action: Optimise landing page with clear CTA, trust signals, and relevant content

4. Using Negative Keywords

Negative keywords prevent your ads from showing for irrelevant searches.

Example:

A dog grooming service adds "DIY dog grooming" as a negative keyword. People searching this term are unlikely to book a professional service.

Tip: Regularly review search terms to add new negative keywords and avoid wasted clicks.

5. Adjusting Bids

Bids determine how often and where your ad appears. You can:

- **Increase bids** on high-performing keywords to get more clicks
- **Decrease bids** on low-performing keywords to save money

Example:

If "emergency plumber Leeds" drives many enquiries, consider raising the bid slightly to maintain top ad placement.

6. Split Testing (A/B Testing)

Testing different ad versions helps identify the most effective messaging.

Example:

- Ad 1: "Custom Birthday Cakes – Order Online Today!"
- Ad 2: "Delicious Birthday Cakes – Free Delivery in Leeds!"

Google Ads rotates both ads. Track which ad gets more clicks and conversions, then favour the better-performing one.

7. Optimising Landing Pages

Even the best ads fail if the landing page doesn't convert. Focus on:

- Relevant headline matching ad copy
- Clear call-to-action (CTA)
- Fast loading times
- Mobile-friendly design

Example:

A local bakery's ad for "wedding cakes" should land on a page specifically showing wedding cakes, not a generic homepage.

8. Review Frequency

For small campaigns:

- **Daily:** Check spend and ensure ads are running
- **Weekly:** Review CTR, CPC, and conversions; adjust bids and keywords
- **Monthly:** Analyse trends, test new ads, and refine campaigns

Consistency is key — small, regular adjustments improve performance more than occasional major changes.

9. Quick Checklist: Monitoring & Optimisation

- Track CTR, CPC, conversions, and cost per conversion
- Review search terms for negative keyword opportunities
- Adjust bids based on performance
- Run A/B tests on ad copy
- Optimise landing pages for relevance and conversion
- Schedule weekly and monthly reviews

10. Summary

Monitoring and optimising is an ongoing process:

- Ads need attention to stay effective
- Use metrics to make informed decisions
- Small changes can lead to significant improvements in ROI

In the next chapter, we'll explore **advanced tips for scaling your campaigns**, helping your small business get even more value from Google Ads.

Chapter 12

Scaling Your Campaigns for Growth

Once your first Google Ads campaign is running and you've mastered monitoring and optimisation, the next step is **scaling your campaigns**. Scaling means expanding your reach, increasing conversions, and ultimately growing your business without wasting money.

1. Know When to Scale

Before scaling, ensure your campaign is:

- Generating consistent conversions
- Achieving an acceptable cost per conversion
- Well-structured with relevant keywords and ads
- Targeting the right audience

Scaling too early can lead to wasted spend and poor ROI.

Tip: Aim for **steady performance over several weeks** before increasing budgets or expanding keywords.

2. Increase Your Budget Gradually

Start by increasing your daily budget **incrementally**.

Example:

- Current budget: £10/day
- Increase by 20–30% once results are consistent
- Monitor performance closely for 1–2 weeks before further increases

Rapid jumps in budget can destabilise campaigns and reduce performance.

3. Expand Your Keyword List

Once you have top-performing keywords, consider:

- Adding **related long-tail keywords**
- Exploring **location-specific variations**
- Testing new search terms identified in search term reports

Example:

A bakery in Manchester finds "birthday cakes Manchester" works well. Next, try:

- "custom birthday cakes Manchester"
- "kids birthday cake delivery Manchester"
- "personalised birthday cakes Manchester"

4. Create New Campaigns for Other Products or Services

Scaling isn't just about increasing budgets — it's also about **targeting new opportunities**.

Example:

A dog grooming service successfully runs a campaign for adult dogs. Next, launch a separate campaign targeting **puppies or senior dogs**, using age-specific keywords and ad copy.

5. Use Geographic Expansion

If your business serves a wider area than originally targeted:

- Gradually expand your location targeting
- Start with nearby towns or districts
- Monitor conversion rates to ensure new areas are profitable

Example:

A local florist in Bristol initially targets a 5-mile radius. Once successful, expand to 10–15 miles to reach more customers.

6. Experiment with Advanced Bidding Strategies

Once your campaigns perform consistently, consider:

- **Enhanced CPC (ECPC):** Adjusts manual bids to get more conversions
- **Target CPA (Cost Per Acquisition):** Automatically sets bids to achieve a target cost per conversion
- **Maximise Conversions:** Google optimises bids to get the most conversions for your budget

Advanced bidding strategies can save time and improve performance but should be used **only after gaining experience** with manual CPC.

7. Leverage Remarketing Campaigns

Remarketing lets you show ads to people who have **already visited your website**.

Benefits:

- Encourages repeat visits
- Increases conversion rates
- Often lower cost per conversion than new audiences

Example:

Someone browsed your bakery's website but didn't order a cake. A remarketing ad can remind them of your custom cake services.

8. Optimise Ad Scheduling

Analyse your campaign performance by time of day or day of week:

- Increase bids or focus budgets during **peak conversion times**
- Reduce bids or pause campaigns during low-performing periods

Example:

A café may find most online orders happen between 8 am and 11 am. Focus ad spend during these hours for better ROI.

9. Monitor Performance Closely

Scaling increases your spend, so monitoring is more important than ever:

- Keep tracking CTR, CPC, conversions, and cost per conversion
- Adjust keywords, ads, and bids based on performance
- Pause underperforming elements to maintain efficiency

10. Quick Checklist: Scaling Your Campaigns

- Confirm campaigns are consistently profitable
- Increase budget gradually
- Expand keywords carefully, focusing on long-tail and location variations
- Launch new campaigns for additional products or services
- Explore advanced bidding strategies once ready
- Implement remarketing campaigns to recapture visitors
- Optimise ad scheduling for peak performance
- Monitor performance daily and weekly to maintain ROI

11. Summary

Scaling your Google Ads campaigns is about **smart growth**, not just spending more. By increasing budgets gradually, expanding keywords, targeting new audiences, and using advanced strategies like remarketing and bid optimisation, you can grow your business while maintaining control of your advertising spend.

The next chapter, **Chapter 13 – Common Mistakes to Avoid**, will help you sidestep costly errors and ensure your campaigns remain efficient and profitable.

Chapter 13

Common Mistakes to Avoid

Even experienced advertisers can make errors that reduce campaign performance or waste money. In this chapter, we'll highlight the most common mistakes small business owners make with Google Ads and how to avoid them.

1. Ignoring Your Goals

One of the biggest mistakes is running ads **without a clear goal**.

- **Problem:** Ads may get clicks, but if they don't generate leads, sales, or relevant traffic, your budget is wasted.
- **Solution:** Always define your campaign goal (leads, sales, awareness) and align keywords, ad copy, and landing pages accordingly.

Example:
A local bakery ran ads for "cakes," but their website showed general recipes instead of ordering options. Result: clicks, but no sales.

2. Targeting Too Broadly

Targeting everyone can waste money on clicks from people unlikely to convert.

- **Problem:** Ads shown outside your service area or to irrelevant audiences
- **Solution:** Use location targeting, demographic filters, and negative keywords to narrow your audience.

Example:
A plumber in Birmingham targeting "emergency plumber UK" received clicks from across the country but no local jobs. Narrowing to Birmingham and nearby towns solved this.

3. Overloading Ad Groups with Keywords

Too many unrelated keywords in a single ad group lowers relevance and Quality Score.

- **Problem:** Ads are less targeted, CTR drops, CPC rises
- **Solution:** Keep ad groups focused on 3–5 closely related keywords, grouped by theme or product.

Example:
A bakery combined "birthday cakes" and "wedding cakes" in one ad group. Splitting them improved relevance and conversions.

4. Neglecting Negative Keywords

Not using negative keywords leads to **irrelevant clicks**.

- **Problem:** Paying for clicks from people who aren't your customers
- **Solution:** Regularly add negative keywords based on search term reports.

Example:

A dog groomer added "DIY dog grooming" and "dog grooming jobs" as negatives to avoid wasting clicks.

5. Weak Ad Copy

Ads that don't grab attention or explain benefits will underperform.

- **Problem:** Low CTR and poor conversion rates
- **Solution:** Match ad copy to keywords, highlight benefits, and include a clear CTA.

Example:

Weak ad: "We do cakes."

Improved ad: "Custom Birthday Cakes – Freshly Baked & Delivered in Leeds!"

6. Ignoring Landing Pages

Even a well-written ad can fail if the landing page doesn't convert.

- **Problem:** Users click the ad but leave without action
- **Solution:** Ensure landing pages are relevant, fast-loading, mobile-friendly, and include a clear CTA.

Example:

A florist's ad linked to the homepage instead of the "wedding bouquets" page. Conversions improved after linking directly to the relevant page.

7. Focusing Only on Clicks

Clicks are good, but **conversions are what matter**.

- **Problem:** Spending on clicks that don't generate leads or sales
- **Solution:** Track conversions, cost per conversion, and ROI rather than just clicks.

Example:
A café had high clicks for "coffee near me" but low table bookings. Adjusting targeting and ad copy improved conversions.

8. Setting and Forgetting Campaigns

Google Ads needs regular attention.

- **Problem:** Unchecked campaigns can overspend or underperform
- **Solution:** Monitor performance weekly, adjust bids, pause underperforming keywords, and test new ads regularly.

9. Overcomplicating Early Campaigns

Beginners often try to run multiple campaign types, advanced bidding strategies, and large keyword lists immediately.

- **Problem:** Confusion, wasted spend, and poor performance
- **Solution:** Start simple: one Search campaign, focused keywords, manual CPC, small budget. Expand gradually once results are consistent.

10. Quick Checklist: Avoiding Common Mistakes

- Define campaign goals before creating ads
- Target the right audience and location
- Keep ad groups focused on 3–5 related keywords
- Add negative keywords to prevent irrelevant clicks
- Write compelling, relevant ad copy with clear CTA
- Optimise landing pages for conversions
- Track conversions, not just clicks
- Monitor campaigns regularly
- Start simple and scale gradually

11. Summary

Avoiding these common mistakes saves time, money, and frustration. By staying focused on goals, targeting the right audience, writing strong ads, and monitoring performance, your small business can get the most out of Google Ads.

In the next chapter, **Chapter 14 – Measuring Success and Reporting**, we'll explain how to track results, make sense of analytics, and report on your campaign's effectiveness so you can make data-driven decisions.

Chapter 14

Measuring Success and Reporting

Running Google Ads without measuring success is like sailing without a compass. To improve performance and justify your spend, you need to track the right metrics, understand what they mean, and report on them effectively. This chapter will show you how.

1. Why Measuring Success Matters

Tracking performance allows you to:

- See if your campaign is achieving its goals
- Identify which ads, keywords, and audiences work best
- Optimise budget allocation
- Make informed decisions about scaling or pausing campaigns

Example:
A local bakery might discover that ads for "birthday cakes" convert well, while "cupcakes" bring clicks but few sales. They can then adjust focus and budget accordingly.

2. Key Metrics to Monitor

For small businesses, the most important metrics are:

Metric	What It Tells You	Why It Matters
Clicks	Number of times users clicked your ad	Indicates initial interest
Impressions	Number of times your ad was shown	Measures visibility
CTR (Click-Through Rate)	% of impressions that resulted in clicks	Shows ad relevance
Conversions	Number of completed actions (sales, form fills, calls)	Measures effectiveness
Cost per Conversion	Cost divided by conversions	Shows ROI
Quality Score	Google's rating of relevance and quality	Impacts CPC and ad placement

3. Setting Up Conversion Tracking

Conversions are the ultimate measure of success. You can track:

- Website form submissions
- Phone calls from ads
- Online purchases
- Newsletter sign-ups

Steps:

1. Go to **Tools & Settings → Measurement → Conversions**
2. Click **New Conversion Action**
3. Choose the type of conversion (website, call, app)
4. Install the tracking code on your website or use Google Tag Manager

Tip: Start with the most important actions, e.g., "Contact Form Submitted" or "Order Completed."

4. Using Google Analytics for Insights

Linking Google Ads to Google Analytics provides:

- Detailed user behaviour
- Bounce rates
- Time spent on site
- Conversion paths

Example:

A plumber sees most conversions come from users visiting the "Emergency Call-Out" page. They can then optimise ads to drive traffic to this page specifically.

5. Creating Simple Reports

Regular reporting helps you make informed decisions. A small business report might include:

- Total spend
- Total clicks and impressions
- CTR
- Conversions and cost per conversion
- Top-performing keywords
- Underperforming keywords to pause

Tip: Keep reports simple and focused on actionable insights. Avoid overloading with data.

6. Analysing Trends Over Time

Look beyond daily fluctuations and review trends weekly or monthly:

- Identify high-performing days or times
- Spot seasonal patterns (e.g., increased cake orders before holidays)
- Measure campaign impact over weeks

Example:

A florist notes higher conversions around Valentine's Day and Mother's Day. Budget and bids can be increased during these periods for maximum impact.

7. Making Data-Driven Decisions

Use your reports to:

- Adjust bids for high- or low-performing keywords
- Pause ads or ad groups that don't convert
- Expand campaigns based on successful patterns
- Optimise landing pages for higher conversions

8. Quick Checklist: Measuring Success

- Set up conversion tracking for key actions
- Link Google Ads to Google Analytics
- Track clicks, CTR, conversions, and cost per conversion
- Create weekly and monthly reports
- Review trends and seasonality
- Make adjustments based on performance data

9. Summary

Measuring success is critical for ensuring your Google Ads campaigns are delivering value. By tracking the right metrics, analysing performance trends, and making data-driven decisions, your small business can continually improve ROI and grow with confidence.

The next chapter, **Chapter 15 – Advanced Tips and Tricks**, will share insider strategies and tips to get even more from your campaigns, helping you stay ahead of the competition.

Chapter 15

Advanced Tips and Tricks

Once you've mastered the basics of Google Ads, these **advanced tips and tricks** will help you refine your campaigns, increase ROI, and stay ahead of competitors. They are designed for small business owners who want to get the most out of their advertising budget.

1. Use Ad Scheduling (Dayparting)

Ad scheduling allows you to **show your ads only at specific times or days** when your audience is most likely to convert.

Example:
A local café finds most online orders occur between 8 am and 11 am. By scheduling ads to show during these hours, they reduce wasted clicks and maximise conversions.

2. Take Advantage of Location Bid Adjustments

Not all locations perform equally. Google Ads lets you **increase or decrease bids by location** to focus budget on profitable areas.

Example:
A plumber notices more leads come from the city centre than suburban areas. They increase bids for central locations and lower bids for outskirts.

3. Use Keyword Match Types Strategically

Google Ads offers several keyword match types:

- **Broad Match:** Shows ads for related searches (good for discovery, can be expensive)
- **Phrase Match:** Ads show for searches containing your phrase
- **Exact Match:** Ads show only for searches that exactly match your keyword
- **Broad Match Modifier:** Ads show for searches containing all the words (less flexible than broad)

Tip: For beginners, **start with Phrase and Exact Match** to control relevance and avoid wasting money.

4. Implement Remarketing Campaigns

Remarketing targets users who have already interacted with your website. It's an effective way to **convert warm leads**.

Example:

A florist who previously visited your website but didn't order can see ads for bouquets during seasonal campaigns like Valentine's Day.

Tip: Use tailored ads for remarketing to improve engagement.

5. Use Ad Extensions Effectively

Ad extensions increase visibility and CTR. Common extensions include:

- **Call Extensions:** Add phone numbers
- **Sitelink Extensions:** Link to multiple pages
- **Location Extensions:** Show business address
- **Promotion Extensions:** Highlight special offers

Example:

A bakery running "Mother's Day Special Cakes" can use a promotion extension to show discounts directly in the ad.

6. Optimise Landing Pages for Conversions

Even advanced campaigns fail without effective landing pages. Tips include:

- Matching headlines with ad copy
- Clear, prominent call-to-action buttons
- Simple forms with minimal fields
- Mobile-friendly design and fast loading speed

Example:

A dog groomer running ads for "puppy grooming" links directly to a booking page rather than the homepage to maximise conversions.

7. Use Negative Keywords Regularly

Advanced campaigns require regular pruning of irrelevant search terms to **avoid wasted spend**.

Example:

A plumbing service adds negatives like "DIY," "jobs," or "free" to avoid clicks from people not seeking paid services.

8. Monitor and Adjust Quality Score

Quality Score affects CPC and ad placement. Improve it by:

- Keeping ad groups tightly themed
- Writing relevant ad copy
- Using keywords in headlines and descriptions
- Optimising landing pages

Higher Quality Score = lower CPC and better ad positions.

9. Test Ads with A/B Experiments

Run A/B tests to see which ads perform best. Vary:

- Headlines
- Descriptions
- Calls to action
- Display URLs

Tip: Only test one variable at a time to understand what drives results.

10. Track ROI, Not Just Clicks

Focus on **actual returns from your campaigns**, not just traffic.

- Calculate ROI: (Revenue – Ad Spend) ÷ Ad Spend
- Pause underperforming ads
- Scale ads that deliver profitable results

Example:

A bakery discovers "wedding cakes" ads have high ROI while "cupcakes" ads bring clicks but low sales. They reallocate budget accordingly.

11. Quick Checklist: Advanced Tips

- Use ad scheduling for peak times
- Adjust bids by location for best performance
- Choose keyword match types carefully
- Implement remarketing campaigns
- Use ad extensions strategically
- Optimise landing pages for conversions
- Maintain negative keyword lists
- Monitor and improve Quality Score
- Run A/B ad tests
- Focus on ROI, not just clicks

12. Summary

Advanced strategies allow small businesses to **maximise results while controlling costs**. By using ad scheduling, remarketing, Quality Score optimisation, and careful testing, you can make your campaigns more efficient, more targeted, and more profitable.

The next and final chapter, **Chapter 16 – Your Google Ads Journey**, will wrap up the book with guidance on continuing learning, optimising campaigns over time, and making Google Ads a long-term growth tool for your business.

Chapter 16

Your Google Ads Journey

Congratulations! By now, you've learned how to set up, manage, and optimise Google Ads campaigns for your small business. But Google Ads is not just a one-time setup — it's a **journey of continuous improvement**. This chapter will guide you on how to keep learning, adapting, and growing with Google Ads.

1. Keep Learning and Staying Updated

Google Ads is constantly evolving. New features, tools, and strategies are introduced regularly.

- Subscribe to the **Google Ads Blog**
- Follow UK-based small business marketing blogs
- Attend webinars or workshops for practical tips

Example:
A local florist in London learned about seasonal ad extensions from a Google webinar, which improved CTR during Valentine's Day campaigns.

2. Treat Campaigns as Living Projects

Campaigns require ongoing attention:

- Monitor performance regularly
- Optimise bids, keywords, and ads
- Test new ad copy and strategies

Tip: Allocate time each week to review your campaigns. Even 30 minutes can make a significant difference in performance.

3. Set Clear Goals for Each Campaign

Always start with a measurable goal:

- Leads, sales, or phone calls
- ROI or revenue target
- Brand awareness or engagement

Example:
A Manchester bakery sets a monthly goal: generate at least 50 online cake orders from Google Ads. This allows the owner to measure success and adjust campaigns.

4. Learn from Data and Analytics

Data is your best guide:

- Review what works and what doesn't
- Look for patterns in keywords, ad copy, or demographics
- Use insights to expand successful campaigns

Example:
A dog grooming service notices puppy grooming ads perform better on weekends. Adjusting the schedule and budget maximises bookings.

5. Experiment and Innovate

Don't be afraid to try new ideas:

- Test new keywords
- Experiment with ad formats like responsive search ads or video
- Try remarketing or local campaigns

Tip: Small tests can uncover opportunities without wasting large amounts of budget.

6. Build a Sustainable Advertising Routine

- Weekly: Review performance, adjust bids, add negative keywords
- Monthly: Analyse trends, test new ads, and optimise landing pages
- Quarterly: Review overall strategy and budget allocation

Example:
A café in Bristol reviews campaigns weekly, launches seasonal campaigns quarterly, and adjusts ad extensions monthly. This keeps campaigns fresh and effective.

7. Scaling and Growth

Once campaigns are performing consistently:

- Gradually increase budget
- Expand keywords and locations
- Launch new campaigns for additional products or services
- Use remarketing to increase repeat business

Tip: Growth should be **controlled and data-driven** to maintain ROI.

8. Avoid Complacency

Google Ads is competitive. Even well-performing campaigns can decline over time if neglected. Stay proactive:

- Update ads to reflect seasonal promotions
- Refresh landing pages
- Review keywords and negative keywords

Example:
A florist who stopped updating ads saw CTR drop. After refreshing ad copy and adding seasonal keywords, performance returned to previous levels.

9. Celebrate Success and Learn from Challenges

Every campaign provides valuable insights:

- Celebrate conversions and increased ROI
- Analyse underperforming campaigns to improve
- Share learning with team members if applicable

Tip: Even mistakes are learning opportunities that guide future decisions.

10. Quick Checklist: Your Google Ads Journey

- Stay updated on Google Ads features and best practices
- Treat campaigns as ongoing projects
- Set measurable goals for every campaign
- Analyse data regularly to make informed decisions
- Test new keywords, ad formats, and strategies
- Maintain a weekly, monthly, and quarterly review routine
- Scale campaigns gradually based on data
- Refresh ads, landing pages, and campaigns to stay relevant
- Learn from successes and challenges

11. Your Google Journey Now Begins

Google Ads can be a powerful engine for small business growth when approached with **planning, patience, and persistence**. From launching your first campaign to optimising for conversions and scaling for growth, every step is part of a journey.

- Start simple
- Learn continuously
- Optimise constantly
- Grow strategically

With dedication, Google Ads can become a reliable tool for attracting customers, increasing sales, and building your business for the long term.

Your journey has just begun. Keep experimenting, learning, and improving — and watch your small business thrive online.