

30 DAYS TO GOOGLE ADS PROFITS



SEMINAR TWO:
Advanced PPC Strategies
to Double or Triple Your
Response

MAIN COURSE PAGE AND MEMBERS' PRIVATE GROUP

**All the course information, slides and
Seminar recordings are here:**

UK:

<https://www.cardellmedia.com/ultimate-google-mastery-hub/>

USA and Australia:

<https://www.cardellmedia.com/ultimate-google-mastery-hub-gl/>

The VIP Inner Circle Private Members Facebook Group is here:

<https://www.facebook.com/groups/CardellVIP/>

Mobile Bidding

MOBILE BID ADJUSTMENTS

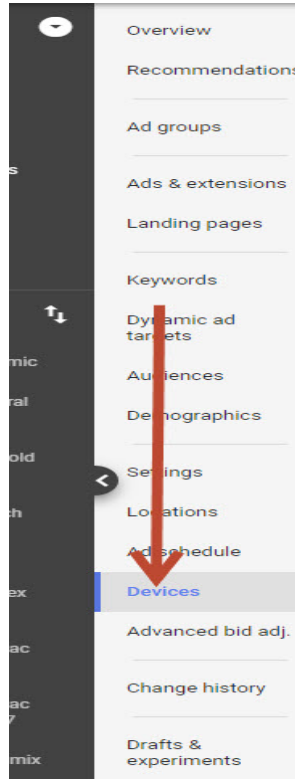
The screenshot shows a mobile advertising dashboard with a top navigation bar containing icons for SEARCH, REPORTS, TOOLS & SETTINGS, a refresh icon, a help icon, a notification bell, and the text 'adv'. Below this, a secondary navigation bar includes a search icon, a 'SEGMENT' button (highlighted with a red arrow), and icons for COLUMNS, REPORTS, and DC. A dropdown menu is open from the 'SEGMENT' button, listing various bid adjustment categories: Segment, None, Time, Click type, Conversions, Device, Network (with search partners), and Top vs. Other. A red arrow points to the 'Conversions' option. The background shows a table with columns for 'Search loss IS (budget)', 'Conv. v', and other metrics.

Search loss IS (budget)	Segment	Conv. v		
0.00%	None			
0.00%	Time	44,04		
0.00%	Click type	24,72		
0.00%	Conversions			
0.00%	Device			
0.00%	Network (with search partners)	13,39		
0.00%	Top vs. Other	10,49		
0.00%	< 10%	> 90%	0.00%	83

MOBILE BID ADJUSTMENTS

<input type="checkbox"/> ● Campaign	Con rate	Avg. pos.	Avg. cost	Cost	Conversion:	Cost / conv.	Conv. rate	S impr. :
Total: Campaigns ?	6%	0.5	£0.65	£20,810.28	844.32	£24.65	2.64%	5%
<input type="checkbox"/> ● 🔍 UK All Search 2018	2%	1.9	£1.13	£9,491.55	363.60	£26.10	4.31%	6%
Computers	0%	2.2	£1.76	£4,860.70	142.87	£34.02	5.17%	6%
Mobile phones	6%	1.8	£0.83	£4,145.74	199.94	£20.74	4.01%	6%
Tablets	0%	2.0	£0.72	£485.11	20.80	£23.32	3.07%	7%

MOBILE BID ADJUSTMENTS



MOBILE BID ADJUSTMENTS

● Enabled	Status: Eligible	Type: Search	Budget: £1,350.00/day	More details	
<h2>Devices</h2>					
▼ Level: Campaign ADD FILTER					
<input type="checkbox"/>	Device	Level	Added to	Bid adj.	A
<input type="checkbox"/>	Mobile phones	Campaign	UK All Search 2018	- <input type="checkbox"/>	M
<input type="checkbox"/>	Computers	Campaign	UK All Search 2018	- <input type="checkbox"/>	M
<input type="checkbox"/>	Tablets	Campaign	UK All Search 2018	- <input type="checkbox"/>	M
Total: Campai... ?					

MOBILE BID ADJUSTMENTS

Overview ● Enabled Status: Eligible Type: Search Budget: £1,350.00/day [More details](#) ▾

Recommendations **Devices**

Ad groups ⌵ Level: Campaign [ADD FILTER](#)

<input type="checkbox"/>	Device	Level	Added to	Bid adj.	Ad group bid adj.
<input type="checkbox"/>	Mobile phones	Campaign	UK All Search 2018	Bid adjustment ⓘ Decrease ▾ <input type="text" value="50"/> %	
<input type="checkbox"/>	Computers	Campaign	UK All Search 2018		
<input type="checkbox"/>	Tablets	Campaign	UK All Search 2018		
		Total: Campai... ⓘ			

Example: a £10.00 bid will become £5.00.
To remove a bid adjustment, leave this field blank.

[CANCEL](#) [SAVE](#)

| MOBILE BID ADJUSTMENTS

Google Mastery Golden Tip

**Your Mobile Conversion Rate Should NOT Be Lower than
your Computer Conversion Rate**

AD POSITION IS VITAL

AD POSITION IS VITAL

Google car insurance

All News Shopping Images Videos More Settings Tools

About 1,480,000,000 results (0.50 seconds)

MoneySuperMarket Car Insurance | Compare Cheap Quotes Here
[Ad](#) www.moneysupermarket.com/Cheap/Car-Insurance
Compare Over 110 **Car Insurance** Brands and You Could Save up to £222 With Us! Our Price Index...
Fully Comprehensive Cover - from £489.68/yr - Get a Quote Today - More

Compare The Market™ Car | Compare Cheap Car Insurance
[Ad](#) www.comparethemarket.com/
★★★★★ Rating for comparethemarket.com: 4.9 - 582 reviews
Whether Rain or Shine, We'll Have You Covered. Get A Free Quote In Minutes. Get 2 For 1 Meerkat Meals & Meerkat Movies When You Buy Today! Get Your Quote Now. Compare 120 Brands. 50% Could Save Up To £219. Quick & Easy Quotes. Quotes Tailored By You.
Fully Comprehensive - from £54.25/mo - Car Insurance - More



Compare Your Car Insurance | With A Quote From Direct Line
[Ad](#) www.directline.com/
We're Not On Comparison Sites, So Come Direct To Get A **Car Insurance** Quote!

GoCompare™ Car Insurance | You Could Save Up To £247
[Ad](#) www.gocompare.com/
Compare **Car Insurance** Deals Today! Now Easier With Defaqto Star Rating. Clear & Unbiased. Associate Member of BIBA. **Insurance** coverage: Young Drivers' **Insurance**, Learner Driver **Insurance**.

Compare Cheap Car Insurance Quotes at Gocompare.com
<https://www.gocompare.com/car-insurance/>
★★★★★ Rating: 4.6 - 10,194 votes
You could save up to £247 on **car insurance** with Gocompare.com. Save time and money by comparing some of the cheapest **car insurance** quotes from over ...


Compare Cheap Car Insurance Quotes - MoneySuperMarket
<https://www.moneysupermarket.com/car-insurance/>
★★★★★ Rating: 4.5 - 33,336 reviews
It doesn't take long to compare **car insurance** quotes from over 110 leading brands and save up to £222*. Save on your **car insurance** and Get Money Calm.
[Car Insurance Companies](#) [Car Insurance for Provisional](#) [Car Insurance Groups](#)

AD POSITION IS VITAL

Campaign	Budget [?]	Status [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	
 UK 2017	\$1,000.00/day <input checked="" type="checkbox"/>	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%	\$

4.86%

0.43%



| AD POSITION IS VITAL

ADWORDS SUCCESS is all about getting your Ads top of the page


- They can get **10 TIMES** as many clicks as the ads at the bottom of the page

THE IMPORTANCE OF QUALITY SCORE AND CLICK-THROUGH RATES

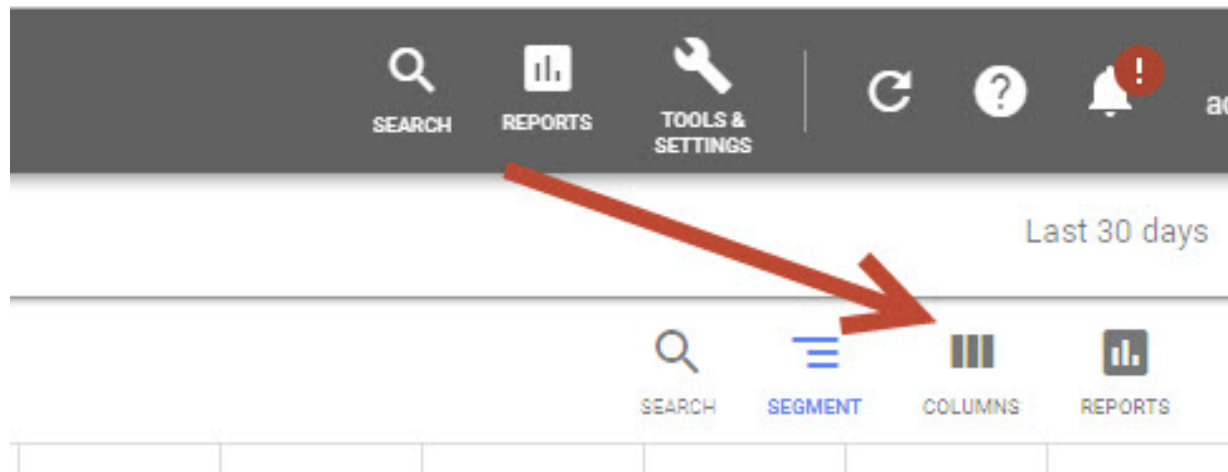
- It's not a straightforward auction
- Google rewards you for more people clicking on your ad (your 'click-through rate' or 'CTR')
- The higher your click-through rate, the higher your Quality Score
- Your position on the page = Cost per Click x Quality Score
- There are many ways to increase your Quality Score and most of your competitors won't have a clue

QUALITY SCORE

<input type="checkbox"/>	● Keyword	Status <small>?</small>	Max. CPC <small>?</small>	Clicks <small>?</small>	Impr. <small>?</small>	↓ Qual. score <small>?</small>
Total - all account <small>?</small>				60	4,416	--
<input type="checkbox"/>	● "getting more customers"	Eligible	\$1.50 <input type="checkbox"/>	0	2	7/10
<input type="checkbox"/>	● "getting customers"	Eligible	\$1.50 <input checked="" type="checkbox"/>	1	108	6/10
<input type="checkbox"/>	● "need more customers"	Eligible	\$1.50 <input type="checkbox"/>	0	4	6/10
<input type="checkbox"/>	● "find customers"	Eligible	\$1.50 <input checked="" type="checkbox"/>	1	90	6/10
<input type="checkbox"/>	● "getting new customers"	Eligible	\$1.50 <input checked="" type="checkbox"/>	0	7	6/10



QUALITY SCORE



QUALITY SCORE

238 614 adwordsman

SEARCH REPORTS TOOLS & SETTINGS

AUCTION INSIGHTS Last 30 days Jun 8 - Jul

Modify columns for campaigns

Recommended columns

- Performance
- Viewability
- Conversions
- Budget simulator
- Attribution
- Attributes
- Competitive metrics
- Google Analytics
- Call details
- Message details
- YouTube Earned actions
- Change History
- Reach metrics
- Gmail Metric
- Custom columns

Your columns

Drag and drop to reorder

- Campaign
- Budget
- Status
- Impr.
- interactions
- Interaction rate
- Avg. pos.
- Avg. cost
- Cost
- Conversions
- Cost / conv.
- Conv. rate
- Search impr. share
- Search exact match IS
- Search lost IS (rank)

QUALITY SCORE

All campaigns

SEARCH REPORTS TOOLS & SETTINGS

DISPLAY/VIDEO KEYWORDS NEGATIVE KEYWORDS SEARCH TERMS

Modify columns for keywords

Performance

Viewability

Conversions

Attribution

Attributes

Bid simulator

Competitive metrics

Google Analytics

Call details

Message details

YouTube Earned actions

Gmail Metric

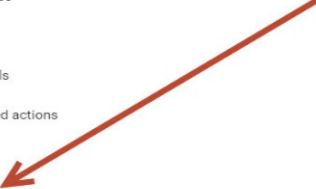
Quality score

Custom columns


Your columns





Drag and drop to reorder


- Keyword
- Campaign
- Ad group
- Status
- Max. CPC
- Impr.
- Interactions
- Interaction r
- Avg. cost
- Cost
- Conversions



QUALITY SCORE

Quality score 

<input type="checkbox"/> Quality Score 	<input type="checkbox"/> Quality Score (hist.)	<input type="checkbox"/> Exp. CTR 	<input type="checkbox"/> Exp. CTR (hist.)
<input type="checkbox"/> Landing page exp. 	<input type="checkbox"/> Landing page exp. (hist.)	<input type="checkbox"/> Ad relevance 	<input type="checkbox"/> Ad relevance (hist.)

Custom columns 

QUALITY SCORE

Quality Score	Exp. CTR	Landing page exp.	Ad relevance
3/10	Below average	Below average	Above average
3/10	Below average	Below average	Above average
5/10	Average	Below average	Above average
5/10	Average	Below average	Above average
5/10	Below average	Average	Above average
3/10	Below average	Below average	Above average
5/10	Average	Below average	Above average
7/10	Average	Average	Above average
8/10	Average	Above average	Above average
5/10	Average	Below average	Above average

THE IMPORTANCE OF QUALITY SCORE AND CLICK-THROUGH RATES

- It's not a straightforward auction
- Google rewards you for more people clicking on your ad (your 'click-through rate' or 'CTR')
- The higher your click-through rate, the higher your Quality Score
- Your position on the page = Cost per Click x Quality Score
- There are many ways to increase your Quality Score and most of your competitors won't have a clue

| QUALITY SCORE

- 1) Click-Through Rate (CTR)**
- 2) Relevance of your Ad to the Keyword**
- 3) Landing Page Relevance**
- 4) Website Quality**

| THE MAGIC OF CLICK-THROUGH RATE (CTR)

When you get more people to click on your ad, your Click-Through Rate and Quality Score go up, and you get a snowball effect.

Click Through Rate is the most important component of your Quality Score.

THE CTR SNOWBALL EFFECT

- 1) Using the strategies outlined in this training, your Click-Through Rate increases
- 2) This brings more visitors to your website
- 3) Because your CTR has increased, Google puts you higher up the page - this brings even more clicks
- 4) Because you're higher up and getting more clicks, your CTR increases and Google moves you higher

| THE CTR SNOWBALL EFFECT

- 5) Using the strategies outlined in this training, your Click-Through Rate increases
 - 6) Meanwhile, you're continuing with the strategies I recommend (such as split-testing), so your CTR keeps on increasing
 - 7) This brings you more visitors
 - 8) Google puts you higher up (and/or you're now able to spend more to go even higher)
- ...and so the process continues.

| THE CTR SNOWBALL EFFECT

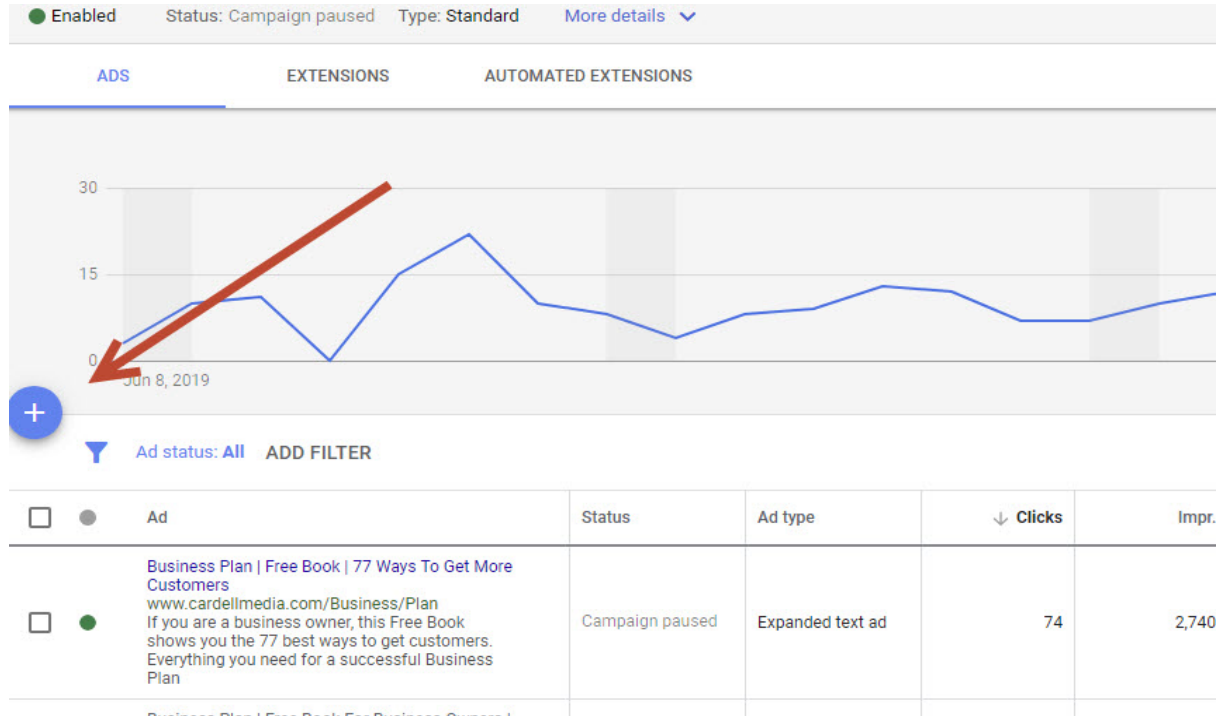
Using this process, it's not uncommon to go from a CTR of 1% to 4%, 5% or more.

| INCREASE YOUR CTR: 1. SPLIT TEST ADS

How do you increase your CTR?

- By continually testing two ads against each other and trying to beat your best-performing ad
- Google lets you run two or more ads together in the same ad group

INCREASE YOUR CTR: 1. SPLIT TEST ADS



INCREASE YOUR CTR: 1. SPLIT TEST ADS

New text ad

Ad group: UK Search Book > business plan
Keywords: +business +plan, [business plan]

New text ad +

Final URL
<https://www.cardellmedia.com/g2-free-book/>

Headline 1
Business Plan

Headline 2
Free Book

Headline 3
77 Ways To Get More Customers NEW

Display path
[www.cardellmedia.com / Business / Plan](http://www.cardellmedia.com/Business/Plan)

Description 1
if you are a business owner, this Free Book shows you the 77 best ways to get customers

Description 2
Everything you need for a successful Business Plan

Ad URL options

1 of 2 previews < >

Highlight ad

Mobile

Business Plan | Free Book | 77 Ways To Get More Customers

www.cardellmedia.com/Business/Plan

If you are a business owner, this Free Book shows you the 77 best ways to get customers. Everything you need for a successful Business Plan Get More Customers. Grow Your Business. Marketing That Works. Market Effectively. Type...

[Grow your Business](#)

[Marketing Ideas](#)

[Marketing Plan](#)

[Chris Cardell](#)

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

SAVE AND CREATE EXTENSIONS CANCEL

| INCREASE YOUR CTR: 1. SPLIT TEST ADS

On the second ad, you might...

- Write a different headline
- Change the copy
- Change the message subtly
- Change the message dramatically

| INCREASE YOUR CTR: 1. SPLIT TEST ADS

The goal is to beat your existing ad

- Once you beat it, get rid of that ad and try to beat the new one

| INCREASE YOUR CTR: 1. SPLIT TEST ADS

Capitalisation

- You can't use all capitals, but you can capitalise the first letter of each word
- Capitalisation can make a significant difference in your CTR

| INCREASE YOUR CTR: 1. SPLIT TEST ADS

[Marketing Communication](#)

Marketing Communication that Works
with Leading UK Marketing Expert

www.CardellMedia.co.uk

63 Clicks | 3.6% CTR | \$0.32 CPC

Served - 66.9% [\[more info\]](#)

[Edit](#) - [Delete](#)

[Marketing Communication](#)

Marketing Communication that works
with leading UK Marketing expert

www.CardellMedia.co.uk

22 Clicks | 2.5% CTR | \$0.33 CPC

Served - 33.1% [\[more info\]](#)

[Edit](#) - [Delete](#)

| INCREASE YOUR CTR: 1. SPLIT TEST ADS

**Expect to double or triple your CTR
through split-testing.**

| INCREASE YOUR CTR: 1. SPLIT TEST ADS

IMPORTANT NOTE

When split-testing, you need to receive at least 20 clicks on an ad before the results are reliable.

| INCREASE YOUR CTR: 2. WRITER BETTER ADS

- 1) Use the Keyword in the Headline**
- 2) If possible, use the Keyword in the ad**
- 3) Use the first line to capture Attention and Interest**
- 4) Use the second and third line to get desire and action**
- 5) Avoid hype or 'pushy' copy**
- 6) Look at the other search results when writing copy**
- 7) Test, Test, Test**

INCREASE YOUR CTR: 3. SEPARATE ADS FOR SEPARATE KEYWORDS

CTR is about Relevance

- The more relevant your ad to the Keyword, the higher your Click-Through Rate
- **Example: Leather Recliners**
 - If the ad specifically talks about leather recliners, it's more relevant for the person performing the search
- **Your competitors are not doing this!**
- The more specific you can be, the better you will do
- Most businesses should have 50 to 100 ads for different Keywords

INCREASE YOUR CTR: 3. SEPARATE ADS FOR SEPARATE KEYWORDS

CTR is about Relevance

- The more relevant your ad to the Keyword, the higher your Click-Through Rate
- **Example: Leather Recliners**
 - If the ad specifically talks about leather recliners, it's more relevant for the person performing the search
- **Your competitors are not doing this!**
- The more specific you can be, the better you will do
- Most businesses should have 50 to 100 ads for different Keywords

| INCREASE YOUR CTR: 4. DISPLAY URLS

Display URL

- This is the URL that people see in the ad
 - Example: **www.CardellMedia.com**
- **Google lets you change the URL**
 - The basic URL has to be the actual website you send people to
 - You can add an extension to the display URL
Example: **www.CardellMedia.com/MarketingPlan**
 - You can drop the “www” and replace it with something else
Example: **MarketingPlan.CardellMedia.com**
- **Test, Test, Test!**

INCREASE YOUR CTR: 4. DISPLAY URLS

Edit text ad ✦

Final URL
<https://www.cardellmedia.com/g2-free-book/> ⓘ

Headline 1
Business Plan Templates ⓘ

Headline 2 23 / 30
Free Book ⓘ

Headline 3 9 / 30
77 Ways To Get More Customers **NEW** ⓘ

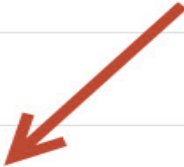
Display path ⓘ
cardellmedia.com / **Business-Plan** / **Template**

Description 1 13 / 15 8 / 15
If you are a business owner, this Free Book shows you the 77 best ways to get customers ⓘ

Description 2 87 / 90
How to create the best Business Plan Templates. **NEW** ⓘ

47 / 90

Ad URL options



| INCREASE YOUR CTR: 5. AD EXTENSIONS

Emergency Broadband cover - Lost your internet service?

Ad www.ccdsolutions.co.uk/ ▾

Need an internet backup option?

Online Backup - The Apple Iwatch Will Be - Cloud Hosting - Contact Us

Woodstock IT Services - woodstockit.co.uk

Ad www.woodstockit.co.uk/Computer_Repairs ▾

Local IT Support & PC Repair Specialists. Call Our Experts Now.

Business & Residential · Affordable & fast service · 100% Checkatrade rating

Contact Us - Computer Repairs - Residential IT Services - Business IT Services

PCWorld Computer Repairs - PCWorld.co.uk

Ad www.pcworld.co.uk/Knowhow-Repairs ▾

3.5 ★★★★★ rating for pcworld.co.uk

Knowhow™ Computer Repairs. Free Diagnosis @ Your Nearest Store

Currys PC World has 115,479 followers on Google+

Laptop Repairs - Desktop PC Repair - Your Nearest Service Bar

📍 26 Bracknell Buildings, Westmead, Farnborough, Hampshire - 0344 561 0000

INCREASE YOUR CTR: 5. AD EXTENSIONS

Overview
Recommendations
Ad groups
Ads & extensions
Landing pages
Keywords
Audiences
Demographics
Settings
Locations
Ad schedule
Devices
Advanced bid adj.
Change history
Drafts & experiments

Enabled Status: Eligible (Learning) Type: Search Budget: £50.00/day More details

ADS **EXTENSIONS** AUTOMATED EXTENSIONS

You could get more clicks by adding sitelink extensions.
Boost your ads and showcase your business by adding sitelink extensions at the account level.

ADD ACCOUNT LEVEL SITELINK EXTENSION

+ Extension type: Sitelink extension ADD FILTER

<input type="checkbox"/>	Extension	Added to	Level	Status	Clicks
Sitelink extension					
<input type="checkbox"/>	Grow your Business Marketing and Online Tips Business Strategies that work	Australia NZ Sear...	Ad group	Approved (limited): Legal: Russia	0
<input type="checkbox"/>	Marketing Ideas Marketing Tips and Advice Ideas to Grow Your Business	Australia NZ Sear...	Ad group	Approved (limited): Legal: Russia	0
<input type="checkbox"/>	Top Ways To Advertise Important Info For Business Owners Internet Advertising Tips	Australia NZ Sear...	Ad group	Approved (limited): Legal: Russia	0
<input type="checkbox"/>	Best Advertising Choices Why Most Advertising Fails Everything You Need To Know	Australia NZ Sear...	Ad group	Disapproved: Unacceptable spacing +1 more	0
<input type="checkbox"/>	Free Advertising Tips Create Ads That Work Proven Ways To Advertise	Australia NZ Sear...	Ad group	Approved (limited): Legal: Russia	0
<input type="checkbox"/>	Grow your Business Marketing and Online Tips Business Strategies that work	Australia NZ Sear...	Ad group	Approved (limited): Legal: Russia	0
<input type="checkbox"/>	Marketing Ideas Marketing Tips and Advice Ideas to Grow Your Business	Australia NZ Sear...	Ad group	Approved (limited): Legal: Russia	0
<input type="checkbox"/>	Business Ads That Work Why Most Advertising Fails Everything You Need To Know	Australia NZ Sear...	Ad group	Approved	0

INCREASE YOUR CTR: 5. AD EXTENSIONS

The screenshot shows the Google Ads interface. On the left is a dark sidebar menu with 'Ads & extensions' highlighted. The main content area shows a campaign overview with tabs for 'ADS', 'EXTENSIONS', and 'AUTOMATED EXTENSIONS'. The 'EXTENSIONS' tab is active, displaying a message: 'You could get more clicks by adding sitelink extensions. Boost your ads and showcase your business by adding sitelink extensions at the account level.' Below this is a blue button labeled 'ADD ACCOUNT LEVEL SITELINK EXTENSION'. A red arrow points from this button to a dropdown menu that lists various extension types: Sitelink extension, Callout extension, Structured snippet extension, Call extension, Message extension, Location extension, Affiliate location extension, Price extension, App extension, and Promotion extension. To the right of the dropdown is a table with columns for 'Added to' and 'Level'.

Extension	Added to	Level
Sitelink extension		
Callout extension		
Structured snippet extension		
Call extension		
Message extension		
Location extension		
Affiliate location extension		
Price extension		
App extension		
Promotion extension		

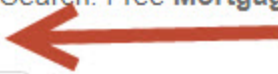
AD EXTENSIONS: SITE LINKS

Compare UK Mortgage Lenders | Mortgages Made Stress Free

Ad www.albanyparkfinance.co.uk/compare-rates/mortgage   020 3019 4201

We Compare The Whole UK Market For You. Jargon Free Process. Access Exclusive Int. Rates. Just Fill In Our Simple 30-Sec Form To Get Started. No Upfront Fees or Hidden Costs. Remortgages. Free No Obligation Quote. Hassle-free process. Whole of Market Search. Free **Mortgage** Advice.

[Buy To Let](#) · [Remortgage](#) · [Moving Home](#) · [First Time Buyer](#)



 Farnborough · Cody Technology Park, Hampshire, U...

AD EXTENSIONS: SITE LINKS



go tech ug



All

Images

News

Videos

Maps

More

Settings

Tools

About 76,700,000 results (0.47 seconds)

GoTechUG

<https://www.gotechug.com/>

GO Tech UG is a weblog that covers a wide range of digital content focused at taking you one step closer to your goal.

Sitelinks

About

He's passionate about technology, art and travelling. With his ...

Available for hire

... more than happy to put my knowledge, skill and experience ...

Blog

See how I re-created my blog with Elementor page builder and ...

[More results from gotechug.com »](#)

How To Create A Website With ...

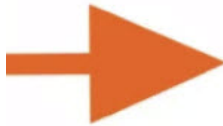
See how I redesigned my blog with Elementor page builder and ...

5 Great Ways To Make Money ...

5 Ways To Earn Money From Blogging ... Watch Video ...

How To Receive Online ...

Guide: How To Receive and Withdraw Online Payments In ...



AD EXTENSIONS – LOCATION EXTENSIONS

PCWorld Computer Repairs - PCWorld.co.uk

Ad www.pcworld.co.uk/Knowhow-Repairs ▾

3.5 ★★★★★ rating for pcworld.co.uk

Knowhow™ Computer Repairs. Free Diagnosis @ Your Nearest Store

Currys PC World has 115,489 followers on Google+

Laptop Repairs - Desktop PC Repair - Your Nearest Service Bar



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AD EXTENSIONS – CALL EXTENSIONS

Local Taxis In Petworth - A Local And Reliable Service

Ad www.petworthprivatehire.co.uk/ ▾ 07971 082333

Petworth Private Hire. Book Today.

Friendly Reliable Service · Quality Clean Vehicles · Professional Drivers

Magnum Cars & Carriages - magnumcarsguildford.co.uk

Ad www.magnumcarsguildford.co.uk/ ▾ 01483 270027

Premium Taxis-Free Wifi 01483270027 Guildford & adjoining villages

[Home](#) - [Book Now](#) - [About Us](#) - [Services](#)

AD EXTENSIONS – CALLOUTS

Woodstock IT Services - woodstockit.co.uk

Ad www.woodstockit.co.uk/Computer_Repairs ▾

Local IT Support & PC Repair Specialists. Call Our Experts Now.

Business & Residential · Affordable & fast service · 100% Checkatrade rating

[Contact Us](#) - [Computer Repairs](#) - [Residential IT Services](#) - [Business IT Services](#)



| INCREASE YOUR CTR: 6. NEGATIVE KEYWORDS

Example: BMW Dealership

- If you only sell brand-new BMWs, you don't want people who are searching for secondhand BMWs
 - You would add 'secondhand' as a Negative Keyword
- The Negative Keyword feature lets you choose Keywords you don't want your ad to appear for

INCREASE YOUR CTR: 6. NEGATIVE KEYWORDS

The screenshot displays the Google Ads interface for a campaign. On the left is a dark sidebar with navigation options. The main content area shows the 'Keywords' section, which is currently empty. The interface includes a top navigation bar with tabs for 'SEARCH KEYWORDS', 'NEGATIVE KEYWORDS', 'SEARCH TERMS', and 'AUCTION INSIGHTS'. Below the tabs is a table with a header row containing a checkbox, 'Negative keyword', an upward arrow, 'Added to', and 'Level'. A message below the table states 'You don't have any negative keywords yet' with a '+ NEGATIVE KEYWORDS' button. Three red arrows are overlaid on the image: one points to the 'Keywords' menu item in the sidebar, another points to the 'NEGATIVE KEYWORDS' tab, and a third points to the 'ADD FILTER' button.

All campaigns

Search campaigns

Display campaigns

Video campaigns

Smart campaigns

Enabled, Paused, and Removed

AUS Display

Australia NZ Search

10 reasons why billboards work

12 month marketing plan

Overview

Recommendations

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Devices

Change history

Enabled Status: Eligible Type: Standard More details

SEARCH KEYWORDS **NEGATIVE KEYWORDS** SEARCH TERMS AUCTION INSIGHTS

+ ADD FILTER

<input type="checkbox"/>	Negative keyword ↑	Added to	Level
You don't have any negative keywords yet			

+ NEGATIVE KEYWORDS

INCREASE YOUR CTR: 6. NEGATIVE KEYWORDS

Overview

Recommendations

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Devices

Change history

Enabled Status: Eligible Type: Standard More details

SEARCH KEYWORDS **NEGATIVE KEYWORDS** SEARCH TERMS AUCTION INSIGHTS

Add negative keywords

Add negative keywords or create new list Use negative keyword list

Negative keywords can prevent your ad from showing to people who search for or browse content related to those words

Add to Ad group Product Marketing

Negative keywords

Enter or paste your negative keywords, one per line

SAVE CANCEL

| INCREASE YOUR CTR: 6. NEGATIVE KEYWORDS

Most AdWords users underestimate the importance of Negative Keywords

- There are two benefits to using Negative Keywords:
 - 1) It will save you money in wasted clicks
 - 2) It will improve your CTR

| INCREASE YOUR CTR: 6. NEGATIVE KEYWORDS

How to find Negative Keywords

- Your own knowledge of your business
- The “Search Terms” button in your account

● Enabled

Status: Eligible

Type: Search

Budget: £50.00/day

[More details](#) ▾

[SEARCH KEYWORDS](#)

[NEGATIVE KEYWORDS](#)

[SEARCH TERMS](#)

[AUCTION INSIGHTS](#)

1 selected

Edit ▾

Label ▾

Search terms

Auction insights



Keyword

Ad group

Status

Conversion:

Total: All but removed keyw... ⓘ

130.40



+business
+plan
+business

business plan

Eligible

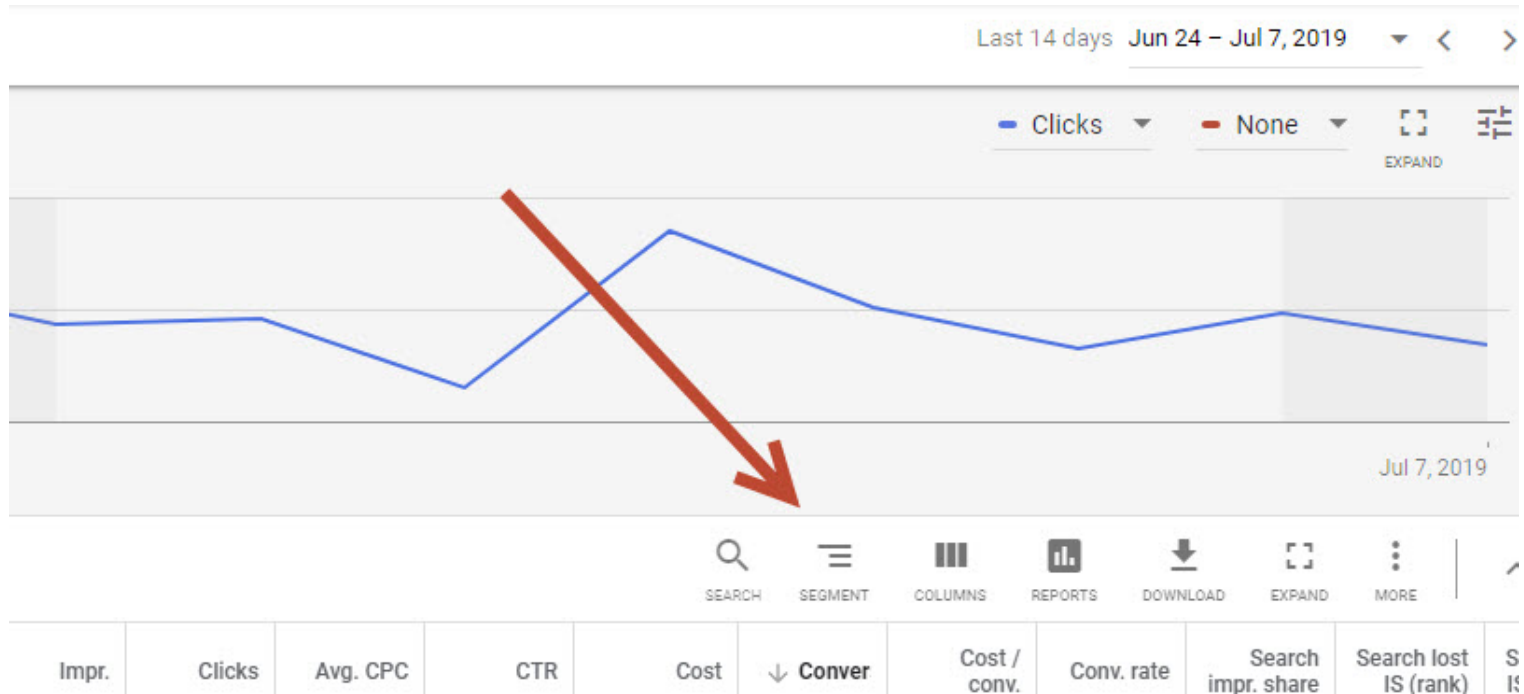
13.00

3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

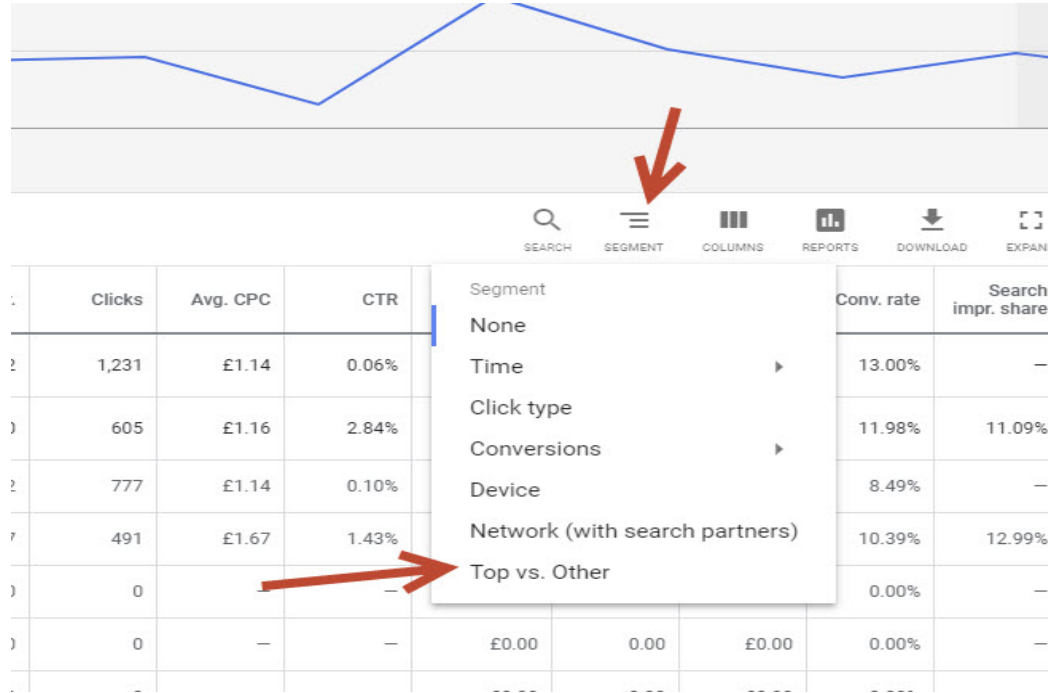
3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

1 Top vs Other



3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE



3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

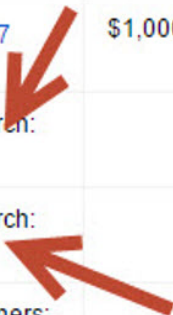


3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

Campaign	Budget ?	Status ?	Clicks ? ↓	Impr. ?	CTR ?	
 UK 2017	\$1,000.00/day <input checked="" type="checkbox"/>	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%	\$

4.86%

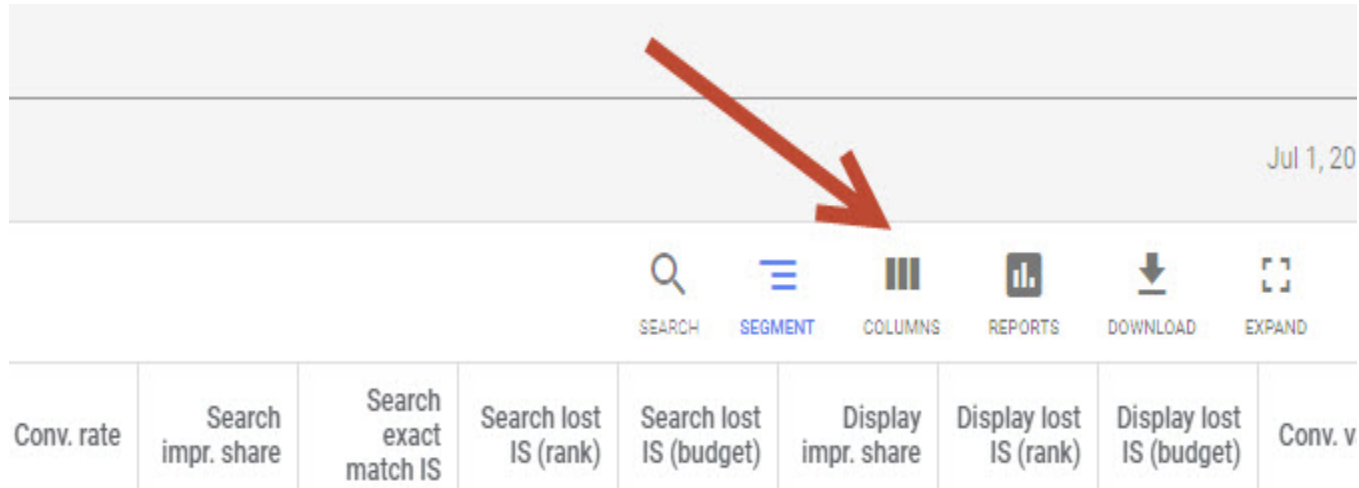
0.43%



3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

2. Impression Share

3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE



The image shows a screenshot of the Google Search Console interface. A red arrow points to the 'COLUMNS' menu icon, which is represented by three vertical bars. Below the icons, the text 'COLUMNS' is visible. The interface also shows a search bar, a 'SEGMENT' dropdown, and a 'REPORTS' icon. The date 'Jul 1, 20' is displayed in the top right corner. Below the navigation bar, a table of columns is visible, including 'Conv. rate', 'Search impr. share', 'Search exact match IS', 'Search lost IS (rank)', 'Search lost IS (budget)', 'Display impr. share', 'Display lost IS (rank)', 'Display lost IS (budget)', and 'Conv. v'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND			
Conv. rate	Search impr. share	Search exact match IS	Search lost IS (rank)	Search lost IS (budget)	Display impr. share	Display lost IS (rank)	Display lost IS (budget)	Conv. v

3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

The screenshot shows the Google Ads interface for 'All campaigns'. At the top, there are navigation icons for SEARCH, REPORTS, and TOOLS & SETTINGS. Below the header, the page is titled 'AUCTION INSIGHTS'. The main content area is a 'Modify columns for campaigns' panel. This panel has a search icon and a 'Your c' label with 'Drag an' below it. A list of column categories is shown, each with a dropdown arrow and a lock icon. A red arrow points to the 'Competitive metrics' category. The categories listed are: Performance, Viewability, Conversions, Budget simulator, Attribution, Attributes, Competitive metrics, Google Analytics, Call details, Message details, YouTube Earned actions, Change History, Reach metrics, Gmail Metric, and Custom columns.

Category	Lock Icon
Performance	🔒
Viewability	🔒
Conversions	🔒
Budget simulator	🔒
Attribution	🔒
Attributes	🔒
Competitive metrics	🔒
Google Analytics	🔒
Call details	🔒
Message details	🔒
YouTube Earned actions	🔒
Change History	🔒
Reach metrics	🔒
Gmail Metric	🔒
Custom columns	🔒

3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

Attribution

Attributes

Competitive metrics

Search impr. share

Search top IS

Search abs. top IS

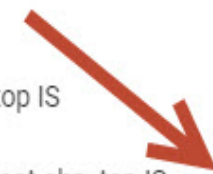
Search lost IS (rank)

Search lost top IS (rank)

Search lost abs. top IS (rank)

Search lost IS (budget)

Search lost top IS (budget)



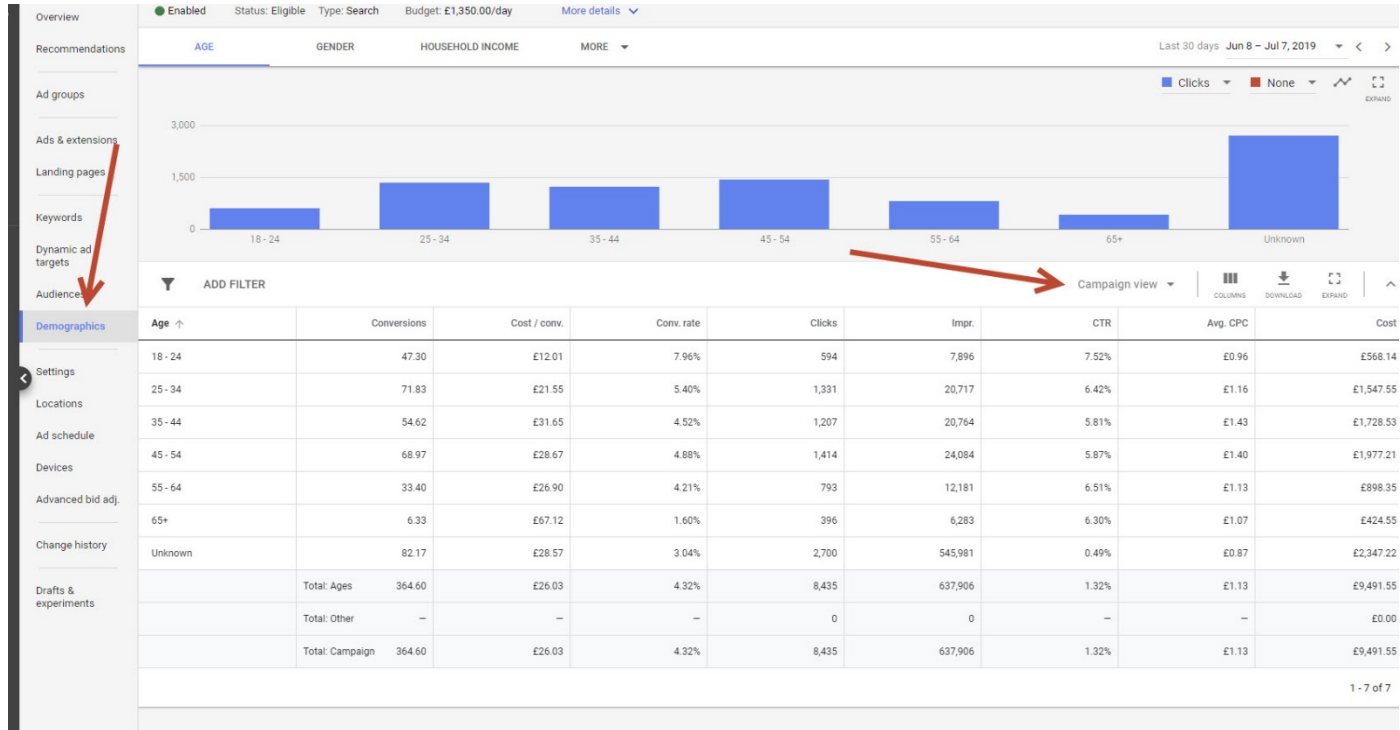
3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

Search impr. share	Search lost IS (rank)	Search lost IS (budget)
52.37%	47.63%	0.00%
46.29%	53.71%	0.00%
67.57%	32.43%	0.00%
—	—	—
—	—	—
78.86%	21.14%	0.00%
—	—	—
—	—	—

3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

3. Demographics

3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE



3 PROFIT CENTRES IN YOUR GOOGLE CONSOLE

Age ↑	Conversions	Cost / conv.	Conv. rate	
18 - 24	47.30	£12.01	7.96%	
25 - 34	71.83	£21.55	5.40%	
35 - 44	54.62	£31.65	4.52%	
45 - 54	68.97	£28.67	4.88%	
55 - 64	33.40	£26.90	4.21%	
65+	6.33	£67.12	1.60%	
Unknown	82.17	£28.57	3.04%	
	Total: Ages	364.60	£26.03	4.32%
	Total: Other	—	—	—
	Total: Campaign	364.60	£26.03	4.32%

SEMINAR 2 CHECKLIST

- 1) Check your Impression Share
- 2) Check your Top Vs Other Positions
- 3) Your driving focus with Adwords should be for your ad to appear in the Top positions
- 4) Get familiar with Quality Score and start monitoring the Quality Score of your Keywords

| SEMINAR 2 CHECKLIST

- 5) Obsess about Click-Through Rate
- 6) Set up Ad Extensions. Set up Site Extensions immediately!
- 7) Research negative Keywords and put them into your account
- 8) Check Mobile performance and adjust accordingly

ON SEMINAR 3

- **Tracking**
- **Bidding Options and Google's AI**
 - **Remarketing**
 - **Custom Intent Audiences**
 - **In Market Audiences**
 - **Google Shopping**

MAIN COURSE PAGE AND MEMBERS' PRIVATE GROUP

**All the course information, slides and
Seminar recordings are here:**

UK:

<https://www.cardellmedia.com/ultimate-google-mastery-hub/>

USA and Australia:

<https://www.cardellmedia.com/ultimate-google-mastery-hub-gl/>

The VIP Inner Circle Private Members Facebook Group is here:

<https://www.facebook.com/groups/CardellVIP/>

**IF YOU WANT US TO DO IT ALL
FOR YOU**

Internet@CardellMedia.com

(Course investment counts towards Management Fees)

30 DAYS TO GOOGLE ADS PROFITS

