

CHRIS CARDELL'S

BREAKTHROUGH

2022

CHRIS CARDELL'S  
**BREAKTHROUGH**  
2022

# Your Google Breakthrough

The Demise of Facebook??

The rise of Google

And what it means for you

324



188



# Your Google Breakthrough



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**BREAKTHROUGH**  
2022

# Your Google Breakthrough

Without Google –  
What else is there:

# Your Google Breakthrough

**Why Online Marketing = GOOGLE in 2022**

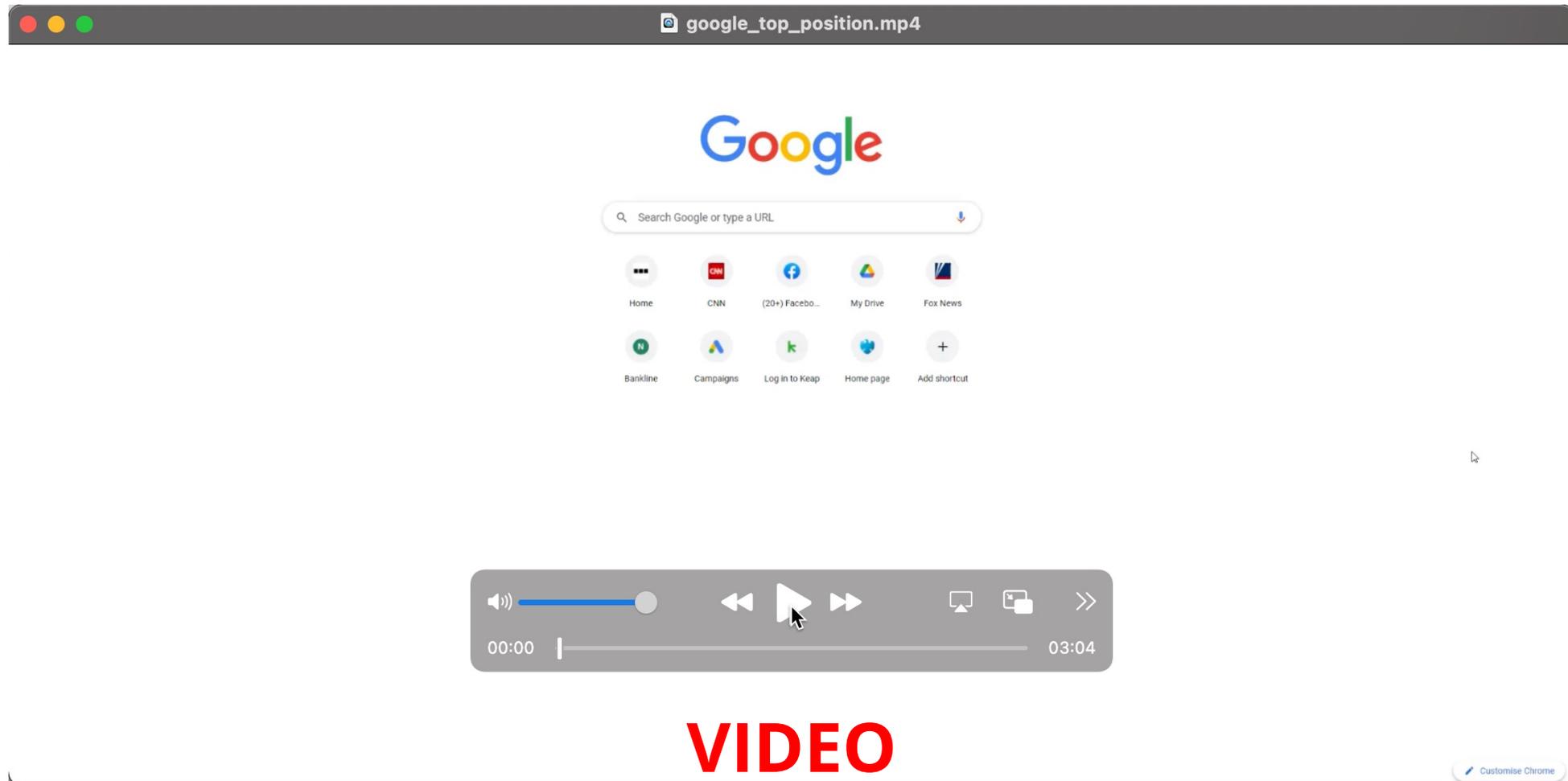


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**BREAKTHROUGH**  
2022

# The 6 Google Breakthroughs of 2020 to 2022

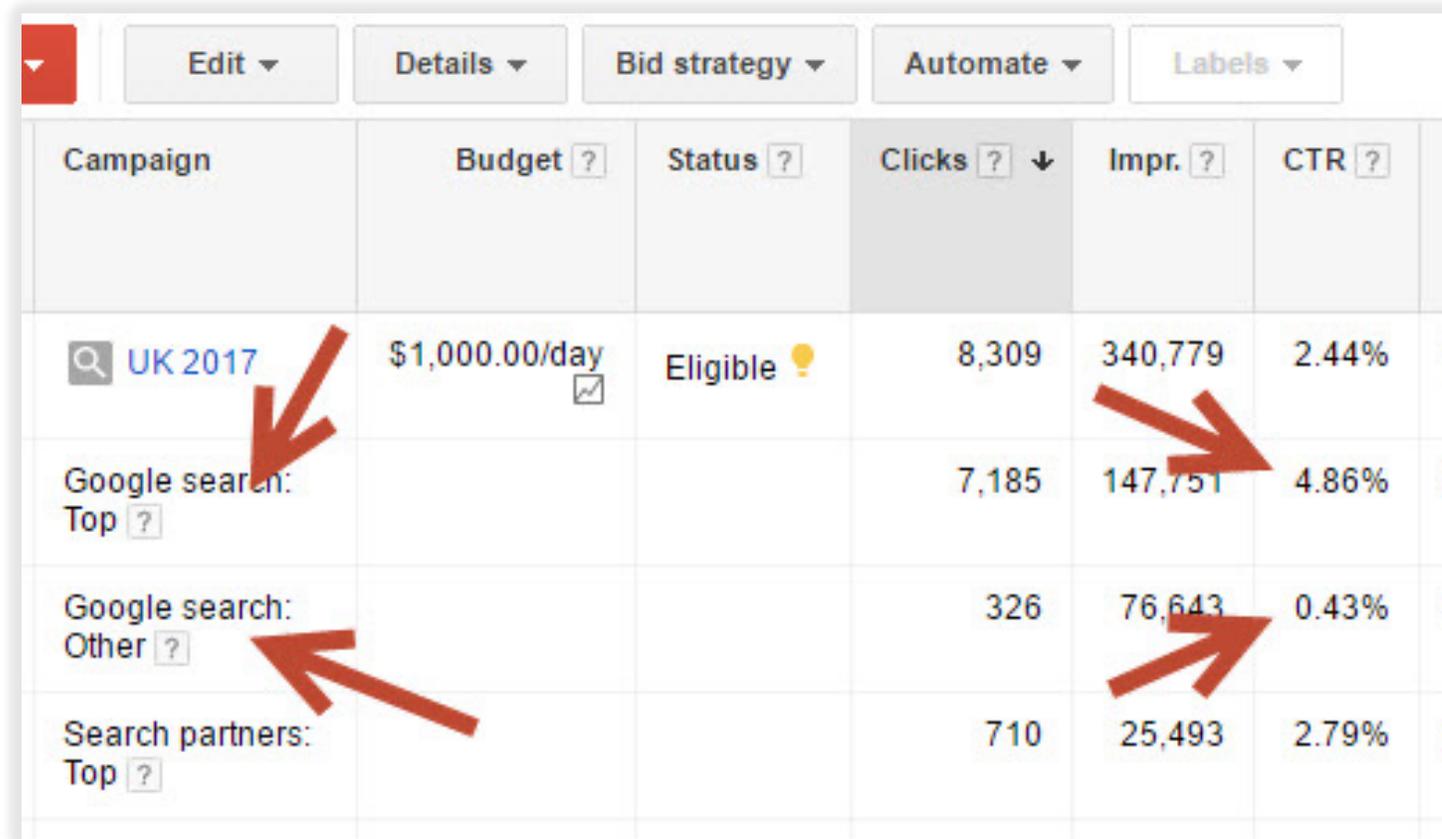
# The 6 Google Breakthroughs of 2020 to 2022

## 1 Top Positions and owning your Market



# The 6 Google Breakthroughs of 2020 to 2022

## 1 Top Positions and owning your Market

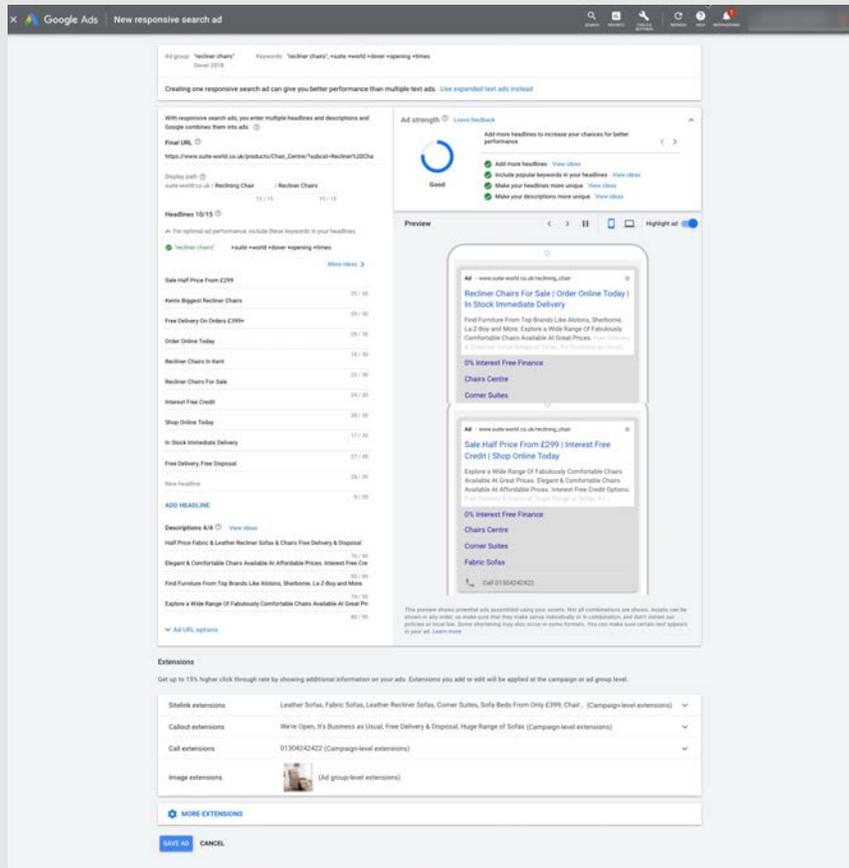


A screenshot of a Google Ads performance table. The table has columns for Campaign, Budget, Status, Clicks, Impr., and CTR. The 'Clicks' column is sorted in descending order. Red arrows point to the 'UK 2017' campaign, the 'Google search: Top' row, the 'Google search: Other' row, and the 'Impr.' values for the 'Google search: Top' and 'Google search: Other' rows.

Campaign	Budget	Status	Clicks	Impr.	CTR
UK 2017	\$1,000.00/day	Eligible	8,309	340,779	2.44%
Google search: Top			7,185	147,751	4.86%
Google search: Other			326	76,643	0.43%
Search partners: Top			710	25,493	2.79%

# The 6 Google Breakthroughs of 2020 to 2022

## 2 Intelligent Ads



With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads. ?

**Final URL** ?  
[https://www.suite-world.co.uk/products/Chair\\_Centre/?subcat=Recliner%20Chairs](https://www.suite-world.co.uk/products/Chair_Centre/?subcat=Recliner%20Chairs)

**Display path** ?  
 suite-world.co.uk / Reclining Chair /

**Headlines 12/15** ?  
 ^ Ideas based on your website and existing ads

+ Recliner Chairs Manual + Chair Centre + Suite World

[More ideas >](#)

**Sal - Recliner Chairs** 22 / 30

**Half Price Recliner Chairs** 26 / 30

**Free Delivery On Orders £399+** 29 / 30

**Order Online Today** 18 / 30

**0% Finance** 10 / 30

**Flexible Payments** 17 / 30

**Interest Free Credit** 20 / 30

**Immediate Delivery** 18 / 30

**Free Delivery, Free Disposal**

**Free Delivery, Free Disposal** 18 / 30

**Shop Recliner Sofas Online** 28 / 30

**Half Price Sale From £299** 26 / 30

**In Stock For Pre-Xmas Delivery** 25 / 30

**New headline** 30 / 30

**ADD HEADLINE** 0 / 30

**Descriptions 4/4** ? [View ideas](#)

**Half Price Fabric & Leather Recliner Sofas & Chairs Free Delivery & Disposal** 76 / 90

**Elegant & Comfortable Chairs Available At Affordable Prices. Interest Free Cre** 90 / 90

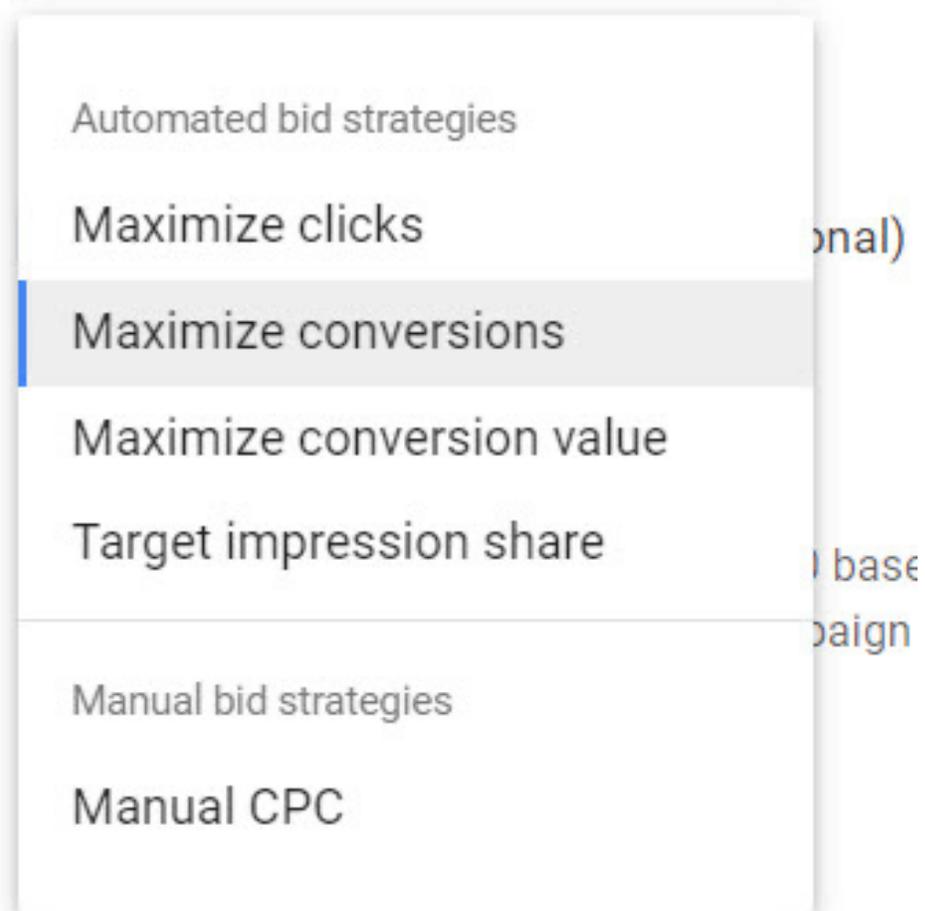
**Find Furniture From Top Brands Like Alstons, Sherborne, La-Z-Boy and More.** 74 / 90

**Explore a Wide Range Of Fabulously Comfortable Chairs Available At Great Pri** 80 / 90

[Ad URL options](#)

# The 6 Google Breakthroughs of 2020 to 2022

## 3 Paying for Results - The Beginning of the End of Pay per Click



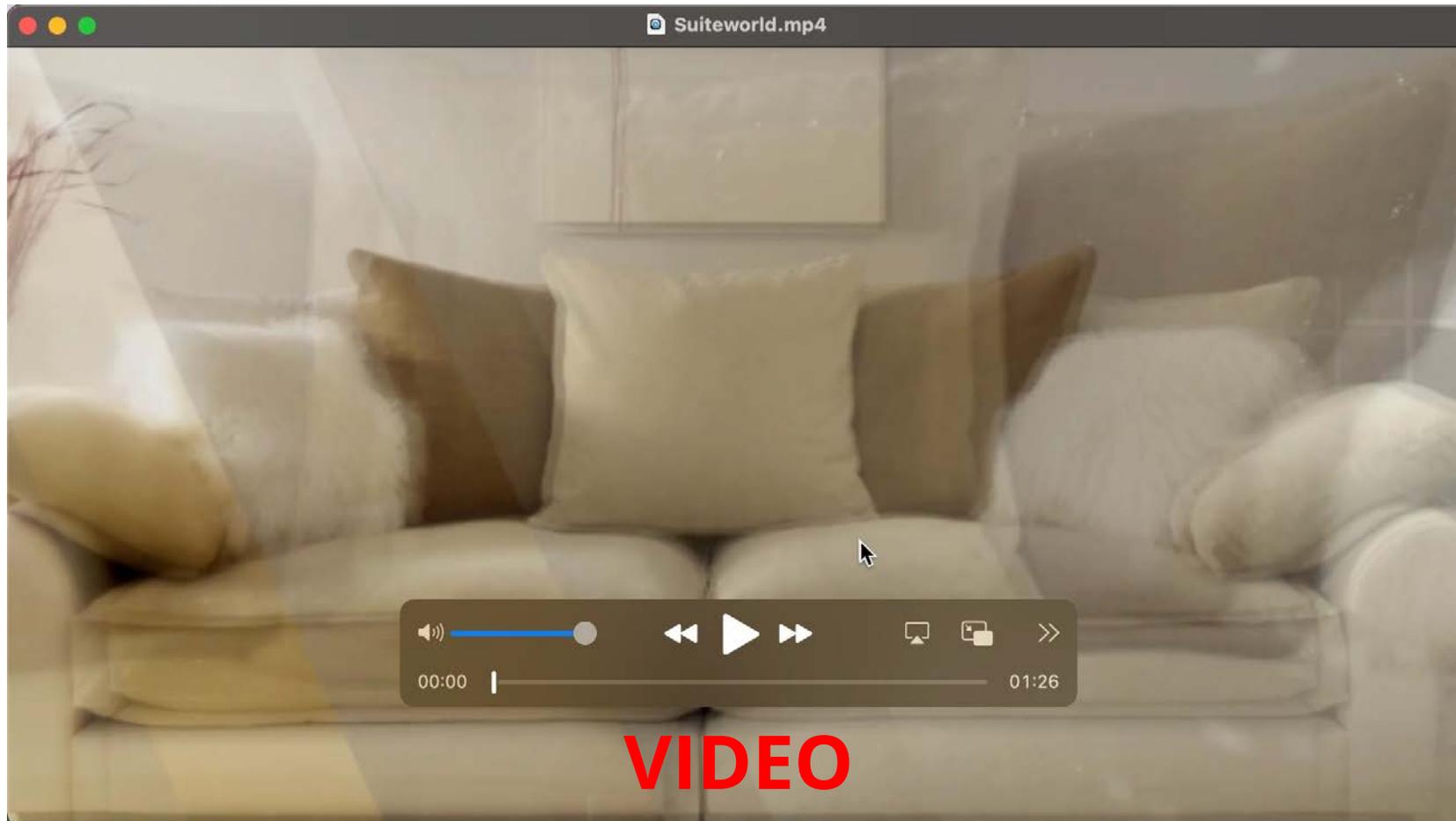
# The 6 Google Breakthroughs of 2020 to 2022

## 4 The Power of Remarketing

The screenshot shows a web browser window with the URL `britishvethospital.com`. The page features the **british VET** logo and contact information: `+971 54 313 4050`, `CALL FREE: 800 VET`, and `Call +971 (4) 383-9438 24/7`. A navigation menu includes `Home`, `myVET.club`, `Pet Relocation`, `Pet Boarding`, `Tele-Consultations`, `Gift Vouchers`, `Join our Team`, and `Contact Us`. The main heading is **BRITISH veterinary hospital, your pets' first choice for veterinary care**, with a subtext: `Experienced team of qualified vets & nurses run to the standards and clinical excellence and ethics set by the UK's Royal Veterinary College`. A video player is embedded, showing a dog and a cat with the text `YOU CAN UPGRADE TO RECEIVE DISCOUNTS`. A call-to-action button `Call +971 (4) 383-9438` is visible. The video player controls show a duration of `00:00` to `01:11`. A large red **VIDEO** label is overlaid on the player. At the bottom, a dark blue bar contains the text `Call today +971 (4) 383-9438`.

# The 6 Google Breakthroughs of 2020 to 2022

## 5 YouTube



# The 6 Google Breakthroughs of 2020 to 2022

## 5 YouTube

The screenshot displays the Google Ads interface for video campaigns. The table below summarizes the data shown in the interface.

Campaign	Budget	Status	Campaign type	↓ Impr. <>	Views <>	View rate <>	Avg. CPV <>	Cost <>	Earned views <>	View-through conv. <>	Shop visit (data driven) <>
YouTube INTENT	£100.00/day	Limited by budget	Video	358,420 (-7.50%)	151,684 (-6.82%)	42.32% (+0.74%)	£0.02 (+7.38%)	£3,039.56 (+0.06%)	7 (-30.00%)	0 (0.00%)	0.00 (0.00%)
YouTube IN-Market	£50.00/day	Limited by budget	Video	165,252 (-9.93%)	60,458 (-13.18%)	36.59% (-3.61%)	£0.03 (+15.08%)	£1,518.54 (-0.09%)	8 (-42.86%)	0 (0.00%)	0.00 (0.00%)
YouTube Remarketing	£100.00/day	Eligible	Video	33,005 (-12.23%)	3,974 (-16.25%)	12.04% (-4.57%)	£0.28 (+23.79%)	£1,098.26 (+3.67%)	3 (-40.00%)	0 (0.00%)	0.00 (0.00%)
Total: All enabled campaigns				556,677 (-8.53%)	216,116 (-8.88%)	38.82% (-0.38%)	£0.03 (+10.51%)	£5,656.36 (+0.70%)	18 (-37.93%)	0 (0.00%)	0.00 (0.00%)
Total: Account	£1,165.10/day			9,934,512 (-9.99%)	236,823 (-8.58%)	35.55% (-1.79%)	£0.02 (+10.05%)	£31,193.13 (-2.68%)	36 (-41.94%)	50 (-21.88%)	197.11 (-49.24%)
Total: Video campaigns				556,677 (-8.53%)	216,116 (-8.88%)	38.82% (-0.38%)	£0.03 (+10.51%)	£5,656.36 (+0.70%)	18 (-37.93%)	0 (0.00%)	0.00 (0.00%)

Reporting is not carried out in real time. Time zone for all dates and times: (GMT) United Kingdom Time. Learn more  
Some inventory may be provided through third-party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
© Google, 2022.

# The 6 Google Breakthroughs of 2020 to 2022

## 5 YouTube



# The 6 Google Breakthroughs of 2020 to 2022

## 6 The Power behind every successful Google Campaign – Your Landing Page

# DEVELOPING PEOPLE TO BUILD BETTER BUSINESSES



**MAKE KINDNESS YOUR  
AUTHENTIC LEADERSHIP  
PRINCIPLE**

**ENGAGEMENT IS ABOUT  
PEOPLE – NOT  
TECHNOLOGY**

**DON'T FEAR THE TOUGH  
CONVERSATIONS**

Talk to us today  
+44 7860 237 010



REQUEST A CALLBACK

# DEVELOP YOUR PEOPLE FOR A BETTER ORGANISATION

GIVING YOUR LEADERS, MANAGERS AND TEAMS WHAT THEY NEED TO SUCCEED

## REQUEST A CALL BACK

Simply fill in your information below, and we will be in touch to organise a call

Enter your name

Enter your email address

Enter your telephone number

YES PLEASE!



Call Us Now +44 7860 237 010

Talk to us today  
+44 7860 237 010



REQUEST A CALLBACK

# DEVELOP YOUR PEOPLE FOR A BETTER ORGANISATION

GIVING YOUR LEADERS, MANAGERS AND TEAMS WHAT THEY NEED TO SUCCEED

REQUEST

Simply fill in your info  
in touch

**110% Increase**

YES PLEASE!



# 12 Advanced Google and YouTube Strategies for 2022

**1 If using cost per click, move to Maximise Conversions.**

Once you get 50 conversions, move to CPA bidding.

# 12 Advanced Google and YouTube Strategies for 2022

**2 For Ecommerce Maximise Conversion Value then  
Target ROAS**

# 12 Advanced Google and YouTube Strategies for 2022

**3 Don't increase budgets by more than 20% at a time.**

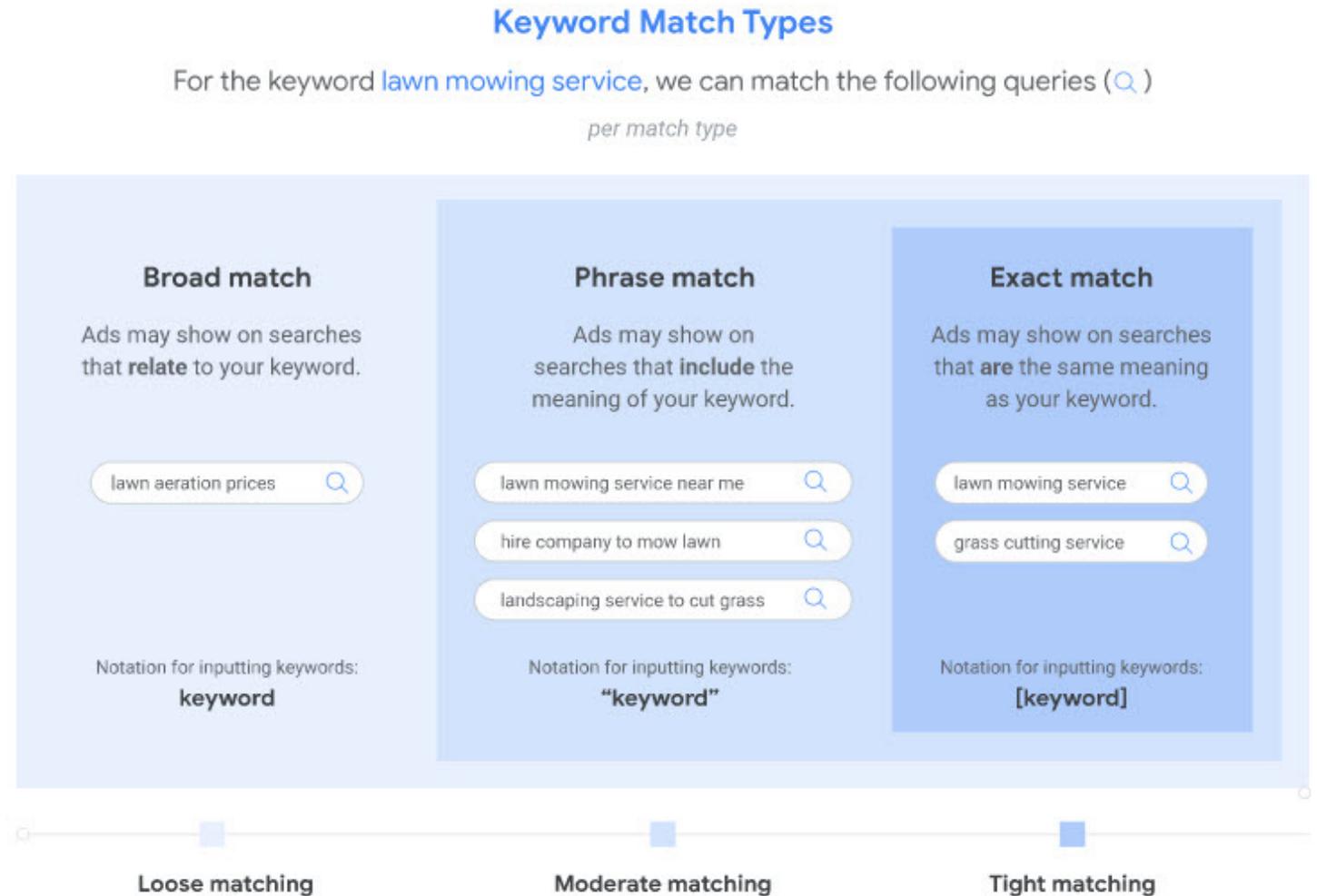
# 12 Advanced Google and YouTube Strategies for 2022

**4 Combine Campaigns where possible to build larger audiences.**

# 12 Advanced Google and YouTube Strategies for 2022

## 5 Match Types

Test phrase match, then expand to broad match. Aim for broad match to work if possible.



# 12 Advanced Google and YouTube Strategies for 2022

## 6 Set up and monitor impression share once per week

	Search impr. share	Search lost IS (rank)	Search lost IS (budget)	i
	10.99%	69.72%	19.29%	
✓	—	—	—	
	—	—	—	
	—	—	—	
	13.32%	71.51%	15.16%	

# 12 Advanced Google and YouTube Strategies for 2022

**7 Get a third party to track your conversion tracking**

# 12 Advanced Google and YouTube Strategies for 2022

**8 On YouTube, consider combining audiences for UK and national campaigns**

# 12 Advanced Google and YouTube Strategies for 2022

**9 If you can give value to a conversion, consider testing ROAS bidding in Search.**

## 12 Advanced Google and YouTube Strategies for 2022

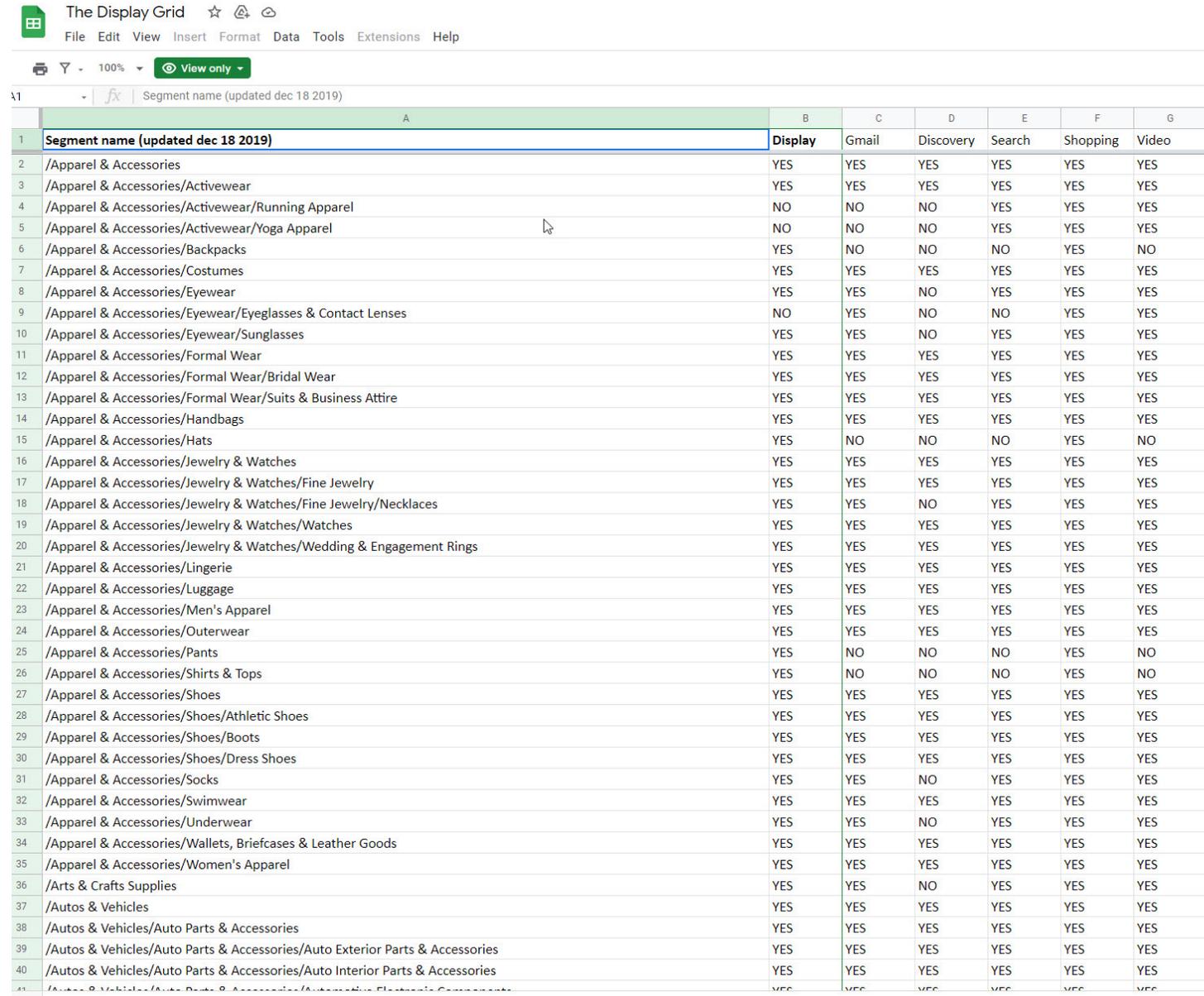
**10 If you're on a limited budget, condense your spend into a shorter period of time and spend more to get to 30 to 50 conversions**

## 12 Advanced Google and YouTube Strategies for 2022

**11 Once Search is profitable take some of the profits and test Custom Intent campaigns on YouTube and Display.**

# 12 Advanced Google and YouTube Strategies for 2022

12 Check out In Market audiences on [www.thedisplaygrid.com](http://www.thedisplaygrid.com) and if you're category is there, test In Market ads on YouTube and Display.



The Display Grid

File Edit View Insert Format Data Tools Extensions Help

100% View only

	A	B	C	D	E	F	G
1	Segment name (updated dec 18 2019)	Display	Gmail	Discovery	Search	Shopping	Video
2	/Apparel & Accessories	YES	YES	YES	YES	YES	YES
3	/Apparel & Accessories/Activewear	YES	YES	YES	YES	YES	YES
4	/Apparel & Accessories/Activewear/Running Apparel	NO	NO	NO	YES	YES	YES
5	/Apparel & Accessories/Activewear/Yoga Apparel	NO	NO	NO	YES	YES	YES
6	/Apparel & Accessories/Backpacks	YES	NO	NO	NO	YES	NO
7	/Apparel & Accessories/Costumes	YES	YES	YES	YES	YES	YES
8	/Apparel & Accessories/Eyewear	YES	YES	NO	YES	YES	YES
9	/Apparel & Accessories/Eyewear/Eyeglasses & Contact Lenses	NO	YES	NO	NO	YES	YES
10	/Apparel & Accessories/Eyewear/Sunglasses	YES	YES	NO	YES	YES	YES
11	/Apparel & Accessories/Formal Wear	YES	YES	YES	YES	YES	YES
12	/Apparel & Accessories/Formal Wear/Bridal Wear	YES	YES	YES	YES	YES	YES
13	/Apparel & Accessories/Formal Wear/Suits & Business Attire	YES	YES	YES	YES	YES	YES
14	/Apparel & Accessories/Handbags	YES	YES	YES	YES	YES	YES
15	/Apparel & Accessories/Hats	YES	NO	NO	NO	YES	NO
16	/Apparel & Accessories/Jewelry & Watches	YES	YES	YES	YES	YES	YES
17	/Apparel & Accessories/Jewelry & Watches/Fine Jewelry	YES	YES	YES	YES	YES	YES
18	/Apparel & Accessories/Jewelry & Watches/Fine Jewelry/Necklaces	YES	YES	NO	YES	YES	YES
19	/Apparel & Accessories/Jewelry & Watches/Watches	YES	YES	YES	YES	YES	YES
20	/Apparel & Accessories/Jewelry & Watches/Wedding & Engagement Rings	YES	YES	YES	YES	YES	YES
21	/Apparel & Accessories/Lingerie	YES	YES	YES	YES	YES	YES
22	/Apparel & Accessories/Luggage	YES	YES	YES	YES	YES	YES
23	/Apparel & Accessories/Men's Apparel	YES	YES	YES	YES	YES	YES
24	/Apparel & Accessories/Outerwear	YES	YES	YES	YES	YES	YES
25	/Apparel & Accessories/Pants	YES	NO	NO	NO	YES	NO
26	/Apparel & Accessories/Shirts & Tops	YES	NO	NO	NO	YES	NO
27	/Apparel & Accessories/Shoes	YES	YES	YES	YES	YES	YES
28	/Apparel & Accessories/Shoes/Athletic Shoes	YES	YES	YES	YES	YES	YES
29	/Apparel & Accessories/Shoes/Boots	YES	YES	YES	YES	YES	YES
30	/Apparel & Accessories/Shoes/Dress Shoes	YES	YES	YES	YES	YES	YES
31	/Apparel & Accessories/Socks	YES	YES	NO	YES	YES	YES
32	/Apparel & Accessories/Swimwear	YES	YES	YES	YES	YES	YES
33	/Apparel & Accessories/Underwear	YES	YES	NO	YES	YES	YES
34	/Apparel & Accessories/Wallets, Briefcases & Leather Goods	YES	YES	YES	YES	YES	YES
35	/Apparel & Accessories/Women's Apparel	YES	YES	YES	YES	YES	YES
36	/Arts & Crafts Supplies	YES	YES	NO	YES	YES	YES
37	/Autos & Vehicles	YES	YES	YES	YES	YES	YES
38	/Autos & Vehicles/Auto Parts & Accessories	YES	YES	YES	YES	YES	YES
39	/Autos & Vehicles/Auto Parts & Accessories/Auto Exterior Parts & Accessories	YES	YES	YES	YES	YES	YES
40	/Autos & Vehicles/Auto Parts & Accessories/Auto Interior Parts & Accessories	YES	YES	YES	YES	YES	YES
41	/Autos & Vehicles/Auto Parts & Accessories/Automotive Electronic Components	YES	YES	YES	YES	YES	YES

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