



Search Advertising Tips From Experts

**30 Irresistible Search Marketing
Tips You Should know to Stay
Ahead of Your Competition.**

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1. Implement Google Tag Manager (GTM) to track conversions, GA4, retargeting & more
2. Set goals for your campaigns
3. Make sure conversion tracking is set; set primary and secondary conversion actions
4. Always use tracking templates so you know what keywords are driving conversions
5. Connect GA4 to Google Ads for more data on how paid traffic interacts with your site
6. Make sure your landing page is optimized to convert - Google shares paid search landing page best practices for free online
7. Start with Exact Match when you have a small budget
8. Always apply audiences to your campaigns
9. Use customer lists to your advantage - upload customer lists & use to fuel audiences
10. Utilize ad extensions - they're free and improve your Quality Score
11. Turn off display network on your search campaigns
12. Use the keyword planner tool to further your keyword research
13. Use competitor ads as inspiration for your own ad copy
14. Add "Top" & "Best" & numbers to your ads to stand out from your competition
15. Take advantage of all headlines and description lines in responsive search ads
16. Ads are set at the ad group level - make sure your ads are relevant to the ad group theme
17. Offer deals & promotions in your ad copy
18. If you're going to test into display - start with display retargeting
19. Use experiments - Google will do A/B testing for you
20. Break out campaigns by geo when you want to control spend across geo locations
21. Go to Tools & Settings -> Shared Library -> Negatives Keyword Lists to add negatives
22. Divide your monthly budget by the # of days in the month to set your daily budget
23. Start with Manual CPC or Maximize Clicks before you move to a Maximize Conversions bidding strategy
24. You should know: A keyword is what your bidding on, a search query is what a user types into a search engine
25. Use machine learning to your advantage - by giving campaigns the best inputs it can maximize performance. Inputs are things like conversions, conversion value, ad copy, etc
26. You can use the search volume & forecast tool to plan out future months
27. If Google Ads are not set up / done properly you can waste a lot of money
28. Google will assign you a Google rep - meet with them to learn what they have to say but don't implement everything they tell you to unless it aligns with the goals of your business
29. Review metrics like click through rate(CTR), cost per click(CPC), cost per lead(CPL) and conversion rate (CVR) to understand performance
30. Keep display image ads simple and make sure it only has one clear call to action (CTA)