



14 Google Ads Hacks You Have to Start Using Today

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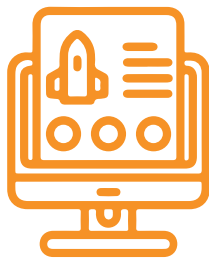
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1. Use a thematic account structure

Create campaigns and subsequent ad groups around a particular theme. As certain ad groups get traction (e.g. conversions, high conversion value, etc.), and chew up budget, break them out into their own new campaigns with more granular themed ad groups. If you think you have overlapping themes in the same campaign (e.g. Underwriting and Onboarding), break them out into their own campaigns with more relevant ad groups (e.g. Underwriting, Risk Management, etc.).



2. Don't put all your eggs in the PPC optimized landing page basket

Sometimes landing pages built specifically for the purpose of sending paid traffic to don't end up converting better than the full website. Test both right out of the gate. Always be sure that you have A/B tests planned and activated from the day you launch your campaigns. If you're building a PPC landing page, Unbounce is by far the best option in terms of functionality (for example, see item #4 on dynamic text insertion). If you are using your main website pages to send traffic to, don't forget to...



3. Use Google Optimize on your main website when sending traffic there

Just because you're not using a "PPC optimized landing page" doesn't mean you can't still A/B test. Google Optimize is a free tool from Google's marketing suite (Optimize, Data Studio, Tag Manager, Analytics) that is super easy to use and set up A/B tests, multivariate tests, and other experiments necessary to optimize campaign performance and collect data. Be sure to have accurate goal tracking in Google Analytics, because linking GA with Optimize is mandatory and will also be critical to measuring the success of your experiments.

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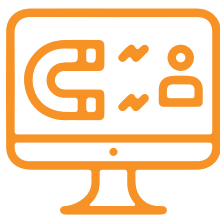
4. Use dynamic text insertion

Where applicable, use dynamic text insertion to create a hyper relevant LP experience. Landing page builders like Unbounce make this really easy to do. When you do use dynamic text be sure that your copy is grammatically correct both with and without the dynamic text just in case a user ends up seeing your landing page without the dynamic text being inserted.



5. Test buying keywords that are more top-of-funnel & sending traffic to ungated blogs

B2B buyers are as educated (and skeptical) as they've ever been. You don't always have to go for the "hard sell" and ask for a demo. Try giving away free content or "lightly" gated content (e.g. eBook's in exchange for an email) and build a relationship with your prospects before asking for their time.



6. Promote lead magnets through form extensions

Give users another way to interact with your ads and convert, just make sure you set up a zap with Zapier to push your leads to a Google Sheet or your CRM or else you'll have to manually download your leads and reach out to them. There isn't a native Google forms extension app available in Zapier, so you'll have to use a Webhook but it's pretty simple.

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7. Add audiences to your campaigns on observation



You can add all types of audience segments to your search campaigns to learn more about how different types of people engage with your campaigns without having to actually target them. If you add an audience to your campaign and set the targeting to “Observation”, Google will automatically start populating metrics on how each segment engages with your ads. You can then use this information for search, display, or video targeting in subsequent campaigns. This way, you can collect data to use to run higher performing campaigns later without having to experiment with real budget on audiences that may not convert.

8. Add a script that pauses keywords with 0 impressions



An important component of keeping Google Ads accounts healthy is to make sure your ad groups aren’t cluttered with non-performing keywords. More specifically, keywords that don’t generate any impressions. This should help to keep optimization scores higher and improve overall account performance.

9. Add the N-grams script



If you’re looking for opportunities to grow your account, n-grams are the perfect place to start. This script lets you split your queries into n-grams. According to Search Engine Journal “An n-gram is a phrase made of “n” words: a 1-gram is a single word, a 2-gram is a phrase made of two words, etc. For example, “this four word phrase” contains three 2-grams (“this four,” “four word,” “word phrase”) and two 3-grams (“this four-word” and “four word phrase”).”

Once the script runs, you’ll get a Google Sheet with tabs broken down by gram length that you can sort by the metrics that matter to you most (e.g. conversions, cost per conversion, etc.). This should help you identify tons of new variations of keywords to add to your account.

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10. Add image extensions to your search ads

Image extensions have long been a part of the Google Ads platform, but they are just now finally available to all advertisers, regardless of size. Add images to your ads to make them stand out more and make the most out of your available impressions.



11. Use Customer Match lists for targeting

Similarly to LinkedIn, advertisers on Google Ads have the ability to upload customer data to use for campaign targeting. You can create a csv with the following columns: First name, Last Name, Email, Country, Zip Code, and Phone Number. The more fields you provide, the more likely it will be that Google will match your data and be able to target your customers/prospects with ads. Once your csv is completed, upload it to the Audience Manager using the “Customer List” option.



12. Remove all mobile apps from display/video campaigns

Most ad dollars wasted on display and video campaigns through the Google ad network are due to irrelevant and accidental clicks on mobile apps. Unless you're running ads to promote mobile app downloads, you're best off excluding all app categories from your campaign during the set up process.

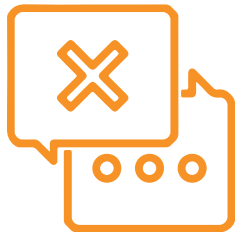
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13. Use Responsive text ads only in search campaigns

Google announced that expanded text ads will be sunsetted in the summer of 2022, so there's no use in waiting to make the full switch to Responsive search ads now. Responsive search ads allow advertisers to create a single ad with up to 15 headlines and 4 descriptions to create hundreds of combinations from a single ad. This makes accounts more manageable while giving advertisers tons of data in a much shorter time period than before.



14. Follow most account recommendations from Google

Google's Optimization Score is like an account-wide quality score. The higher your "Opti" score, the better your campaigns will likely perform. However, be careful not to just auto-apply account suggestions. Read through them carefully and make sure they're relevant to your specific business objectives. Sometimes there are suggestions that aren't totally applicable.

References

Access N-gram Script [here](#)

Pause zero impression keywords script [here](#)



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