



Photo: Geralt

If you're spending money on text ads in a cost-per-click (CPC) or pay-per-click (PPC) campaign with Google, here are seven best-practice tips to help you succeed.

1. Write 3-4 ads per ad group. Check them on a weekly basis to see what is performing the best. Pause the under-performing ads and enter a new one for each ad you pause.
2. Ensure your ads are rotating and optimized correctly. Do this by clicking on Settings > Ad Rotation and choose the "Optimize. Prefer best performing ads" item.
3. Add extensions at the campaign level by choosing Ads & Extensions from the left tool bar. Then click the Extensions tab. Complete the Sitelinks, Callout, Structured Snippets, and Call extension information. Add additional extensions if you have the information, such as Location and Price. See the example below on what Ad Extensions look like.
4. Avoid the use of broad-match keywords. Rather, use exact match or phrase match on your keyword terms. Learn more about [match types](#).
5. Bidding is also key to successful campaigns. Find this under Settings > Bidding. It's important to understand the various bid types, and how each impacts your campaign. You can learn more about bidding strategies in this [AdEspresso guide](#). But, for now, simply use either maximize clicks or maximize conversions method.
6. In Devices the left toolbar, you can create ads for computers, mobile phones, and tablets. You can adjust bids based on where you want your ads to appear most. After your ads have been running for 20+ days, view this data. You can adjust the bid percentage by increasing the ones driving leads, and decreasing the devices that aren't driving leads.
7. Location targeting is going to be your ace in the hole. Click on Settings > Location

7 Awesome Google Ads Best Practices for Success

Options (you may need to expand the options list to see this element). Within the Target section, be sure to have “People in your targeted locations” chosen.

What are Google Ads’ match types?

There are four Google Ads match types. The default is the broad match, which is the least effective of all the types; even when used properly, with a (+) in between keywords, it may not produce the best results. At the bare minimum, you want to choose the phrase match.

1. Broad Match = reaches the most users by showing you ad whenever any variation of your keyword is used in search.
2. Phrase Match = narrows your reach by showing your ad only when the search term contains your keyword phrase.
3. Exact Match = narrows the reach even more by only showing your ad when the search term is exactly the same as your keyword.
4. Negative Match = prevents your ad from showing when a word or phrase you specify is part of a search term.

Ad Extension Example

Adding extensions to your ad does not cost any more than not having them there. You can see by adding them, your ad is much more robust. Plus, searchers can click on additional services you offer or products you sell.

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Final URL	https://Penheel.com	
Headline 1	7 Google Ads Best Practices	3
Headline 2	Maximize Ad Impact	12
Headline 3	Choose the Right Bid Strategy	1
Path	penheel.com/ Google-Ads /	
Description 1	Using Google Ads for brand awareness, to increase leads, or to boost sales conversions?	3
Description 2	From rotation, extensions, bidding, and more, these tips help you to reach your goals.	4

Add Sitelink Extensions

Add Sitelink Description

Sitelink 1	CPA Marketing Consultant	1
Sitelink 2	Marketing Strategist	5
Sitelink 3	Social Media Pro	9
Sitelink 4	Speaker + Trainer	8

Add Callout Extensions

Callout 1	Sharing: Video Tips	6
Callout 2	Marketing Resources	6
Callout 3	How-To eBooks	12
Callout 4		25

Add Call Extension

Phone Number	201.785.7840	3
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Add Message Extension [?](#)

Add Location Extensions

Show Advertiser Rating

Add Structured Snippets Extension

Header: Courses

Value 1	Social Media	13
Value 2	Google Analytics	9
Value 3	Google Ads	15

Add Price Extension

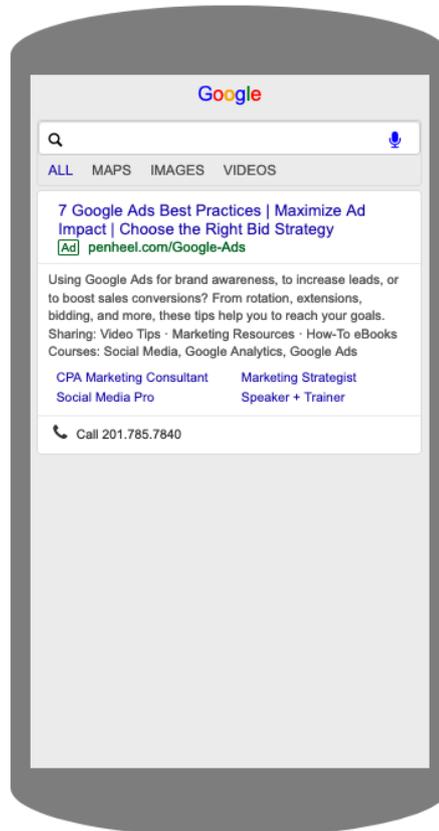
7 Google Ads Best Practices | Maximize Ad Impact | Choose the Right Bid Strategy

[Ad](#) penheel.com/Google-Ads ^{201.785.7840}
 Using Google Ads for brand awareness, to increase leads, or to boost sales conversions? From rotation, extensions, bidding, and more, these tips help you to reach your goals.

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 Courses: Social Media, Google Analytics, Google Ads

CPA Marketing Consultant
 Social Media Pro

Marketing Strategist
 Speaker + Trainer



Google Ad Extension Example

Now that you have these seven best practices, do you need to adjust your Google Ads campaigns?

Need Help?

If you need help, give us a call or complete the following form.

We specialize in online advertising for CPAs, accountants, and small business owners.

First Name (required)

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Last Name (required)

Email (required)

Phone (required)

Company (required)

Website (required)

Tell us about what you would like to promote in your campaign, the goals, and budget.

Enter the combination of letters and numbers you see below into the box:

V 3 W4

Send