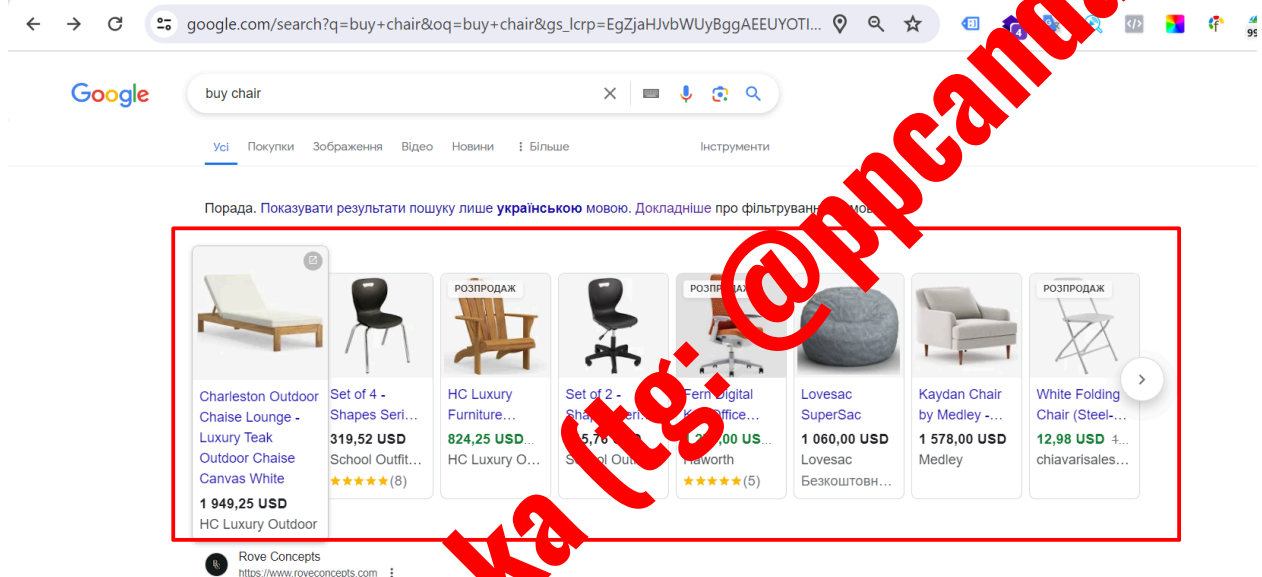


Set up shopping and PMax campaigns (this is the basis for e-commerce)

A Shopping ad is an ad type that features detailed information about specific products that you sell. They let you promote your online and local inventory, boost traffic to your website or local shop and find better qualified leads.

Performance Max is an automated campaign that does most of the work for you.



Google Analytics 4

The screenshot shows the Google Analytics 4 'Conversion goals' section. At the top, a date range is set to 'All time' (Sep 11, 2022 - May 8, 2024). Below this, there are several conversion goal categories: 'Customer acquisition', 'Purchase', 'Add to cart', and 'Submit lead form'. Each category has a table of conversion actions. The 'Purchase' table shows a conversion action for 'Holzsch.com (web) purchase' with a conversion value of 0.00. The 'Submit lead form' table shows a conversion action for 'BRO - Lead (generate lead)' with a status of 'Needs attention'. A tooltip for 'Needs attention' is visible over this row, indicating that the conversion tag is inactive. The tooltip text includes: 'Tag inactive', 'Last activity: Feb 6, 2024 (92 days ago)', 'Last conversion recorded: Aug 3, 2023 (279 days ago)', and 'Conversion tag is inactive.' A large red watermark '@ppcandann' is overlaid diagonally across the image.

Incorrectly configured analytics. No information about the value of the transaction has been received in the account for the entire time. Campaigns are not collecting information about what happens when a consumer clicks on an ad, goes to the site, and takes an action to learn. Throughout the entire time, the campaigns did not learn from the information about the value of purchases, because it did not get into the account.

Recommendations: set up Google Analytics 4. Until the transaction value is configured, you cannot use some of the bidding strategies.

Add new keywords

Add new relevant keywords, you can ensure that your ads are shown to people who are actually interested in what you have to offer. This increases the chances of people clicking on your ads and converting into customers.

Relevant keywords can help you boost conversions by ensuring that your ads are seen by people who are already interested in what you have to offer. This can lead to more sales, leads, or other desired actions.

Using negative keyword lists

Increased ad relevance: Your ads will only show to users who are searching for terms that are relevant to your products or services. This can lead to a higher click-through rate (CTR) and improved ad rank.

Budget savings: You won't be spending money on clicks from users who are not interested in what you have to offer. This can help you save money and improve your return on investment (ROI).

Reduced irrelevant traffic: You'll see fewer clicks from users who are not interested in your products or services. This can help you save time and resources.

Improved campaign performance: By using negative keyword lists, you can improve the overall performance of your Google Ads campaigns. This can lead to more conversions, sales, and revenue.

Edit, remove or apply negative keyword lists below. [Learn more about creating negative keyword lists](#)

Negative keyword list	Keywords	Campaigns
BRO - General negative keyword list	493	3
BRO - No target negative keyword list	33	2

1 - 2 of 2

Recommendations for using negative keyword lists:

Target words and phrases that accurately represent what you DON'T offer.

Regularly analyze your campaign performance to identify areas for improvement.

Make necessary adjustments to your negative keyword list based on the data.

Create separate lists for different campaign types, ad groups, or keywords. This allows for better ad targeting and increased relevance.

Use all types of assets

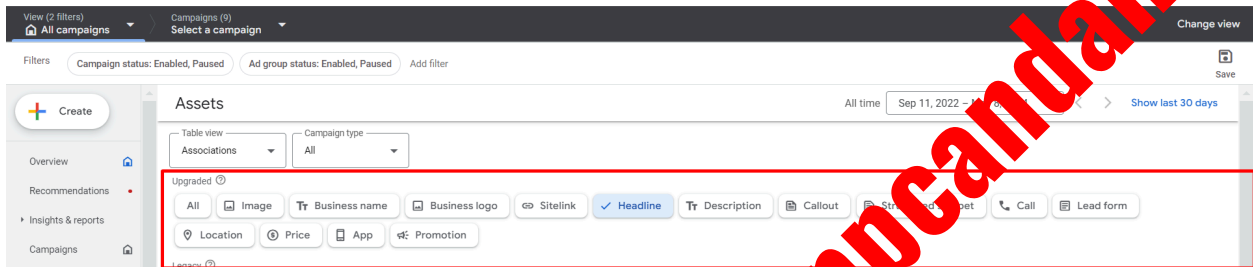
Different types of assets can appear in different places across the Google Ads network, allowing you to reach a wider audience with your message.

You can use different types of assets to create more relevant ads for your keywords and target audience.

Adding images, videos, and other visual elements to your ads can make them more appealing and lead to more clicks.

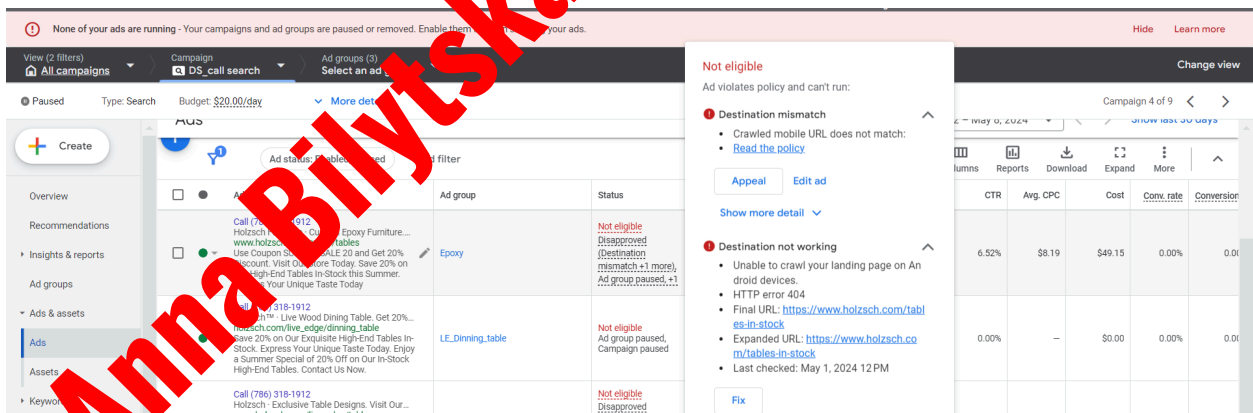
Using different types of assets can help you create more persuasive ads that are more likely to lead to conversions.

By tracking the performance of different types of assets, you can gain valuable insights into what works best for your audience.



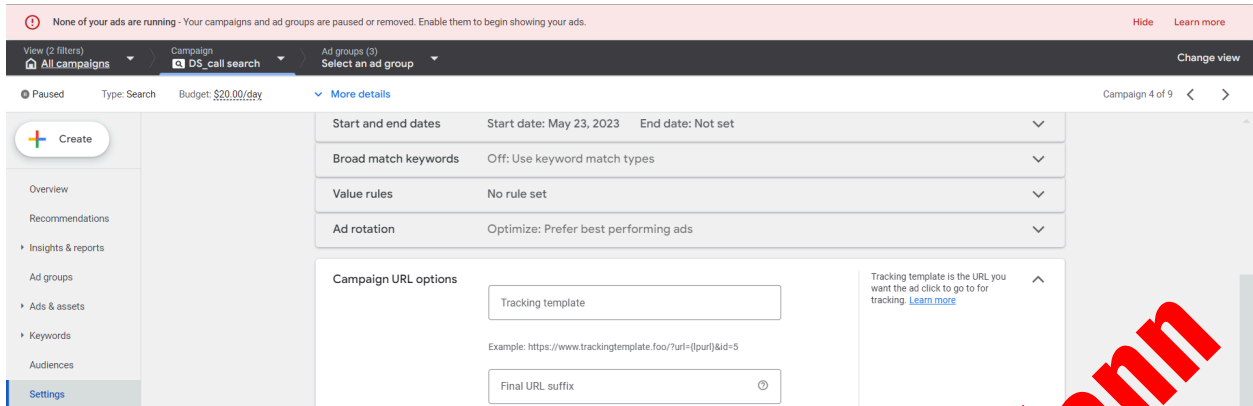
Fix disapproved ads

A disapproved ad won't show because it violates the Google Ads policies. Find out why an ad was disapproved by hovering your cursor over the "Status" column. This will display information about the policy violation impacting your ad. Click "Read the policy" under the disapproval reason to learn how to fix your ad.

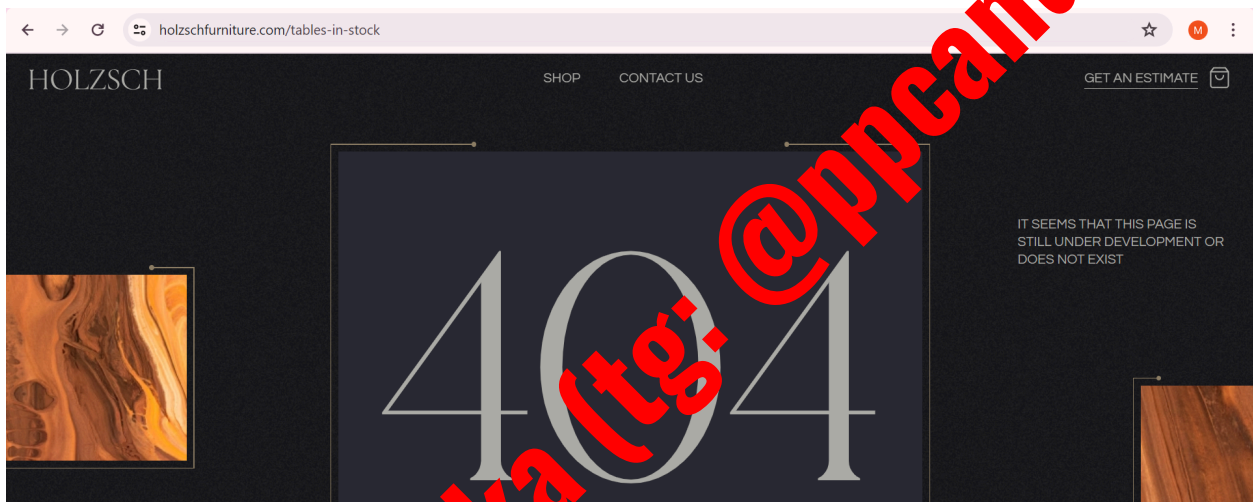


Use UTM parameters

You can use UTM parameters to track the performance of your marketing campaigns. Specifically, you can see where traffic is coming from, which campaigns are driving the most clicks and which channels are most effective.



Fix 404 errors



Optimizing your Google Ads account:

Involves:

- Setting up conversion tracking
- Creating effective ad copy
- Choosing the right keywords
- Setting bids and budgets
- Optimizing your landing pages
- Tracking and measuring results

Conversion tracking:

Essential for measuring the success of your campaigns

Allows you to track how many people convert after clicking on your ads

Ad copy:

Should be clear, concise, and persuasive

Should use relevant keywords

Should be tested and optimized

Keywords:

Should be relevant to your products or services

Should be targeted to your ideal customer

Should be monitored and adjusted regularly

Bids and budgets:

Should be set based on your goals and budget

Should be monitored and adjusted regularly

Landing pages:

Should be relevant to your ads

Should be designed to convert visitors into customers

Should be tested and optimized

Tracking and measuring results:

Essential for determining the success of your campaigns

Allows you to identify what's working and what's not

Helps you make necessary adjustments to improve your results

Tips:

Use negative keywords

Use ad extensions

Use remarketing

Use Google Analytics

By following these tips and using the right tools, you can optimize your Google Ads account for profit and improve your results.