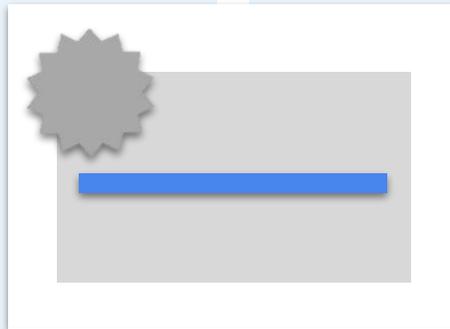
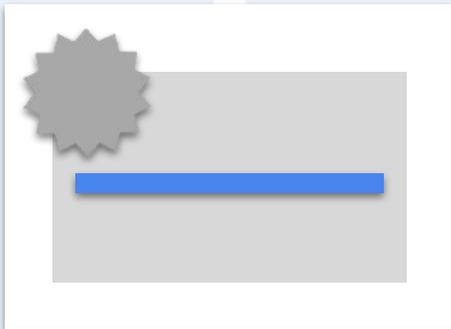


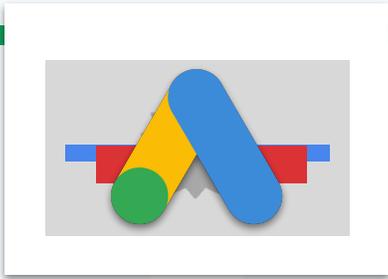
Complete Campaign Build Guide To Launch The
Perfect Customer Clicking Campaign



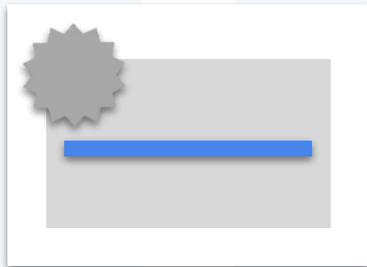
ACT
Marketing
Consulting

Google Search Ads Playbook





Welcome to your Google Ads Playbook! This guide and checklist is designed to help you kick start your campaign building and side step common beginner mistakes.



How To Use

On each page you'll find boxes where you can enter and save your information. It's important that you manually save this PDF everytime you modify a page to insure your changes aren't lost.



Formula Overview

As you build out your first few campaigns keep this guide handy to ensure you always use the proper campaign settings and formulas.



Accelerate Your Results

Check out the [Google Ads Campaign Builder](#) to accelerate your builds and optimization 🔥 Our agency developed this tool to quickly deploy high converting ad campaigns.

[Click Here Now](#)

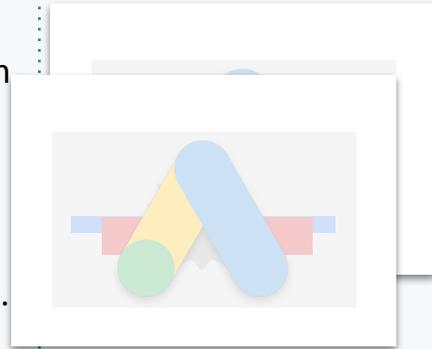




Campaign Structure

When designing your new ads campaign, it's vital you pay attention to every detail of your campaign settings. One wrong click and your ads can show up in the wrong country or your budget drained by random clicks. Below is a detailed table of our recommend campaign settings for your first few campaigns.

You can always change your settings AFTER you've got data to guide you.



Campaign Structure: Campaign Type

Campaign Goal	Create campaign without a goal's guidance
Campaign Type	Search
Results From Campaign	Website Visits

Campaign Structure: General Settings

Campaign Name	Create campaign without a goal's guidance
Networks	Search Network Include Search Partners Include Display Network
Results From Campaign	Website Visits





Campaign Structure: More Settings

Start And End Dates	Start Next Monday or Thursday Set End Date Two Weeks Out
Campaign URL Options	Skip
Dynamic Search Ads Setting	Skip
Ad Schedule	Only Set For Phone Calls & Store Hours Maximum of 6 Time Blocks Per Day

Campaign Structure: Targeting And Audience Segments

Locations	Enter Another Location > Advanced Search: Targeting ONE Country: Enter All States, Territories, Provinces Targeting ONE State: Enter All Counties Targeting Local Area: Enter All Zip Codes
Location Options: Target	Presence: People In or Regularly In Your Targeted Locations
Location Options: Exclude	Skip
Languages	Same Language As Your Keywords
Audience Segments	Skip





Campaign Structure: Budget And Bidding

Budget	\$5 - \$24 per day \$5 per day is \$155 per month \$10 per day is \$310 per month \$24 per day is \$750 per month \$48 per day is \$1500 per month
Bidding	'Or Select Bid Strategy Directly (not recommended) > Manual CPC

Campaign Structure: More Settings

Conversions	Skip
Ad Rotation	Do Not Optimize: Rotate Indefinitely

Campaign Structure: Ad Extensions

Set these up once your campaign has been completed.

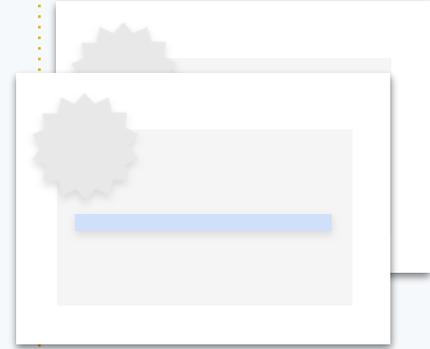




Ad Group Targeting

Ad groups are all about grouping closely related keywords together. You **NEED** your keyword groups to be very similar so you can write ads specific to the keywords in your ad groups.

Start off with 3-5 ad groups per campaign with 3-7 keywords per ad group. For your match types use “Phrase Match” and [Exact Match] only. [Click Here To Build Your Campaigns In Record Time: Google Ads Campaign Builder](#)



Ad Group Targeting: Bid

Your starting bid should be \$2 to \$3 per click. Below is average cost per click data by industry from WordStream.com. See their blog for the latest numbers.

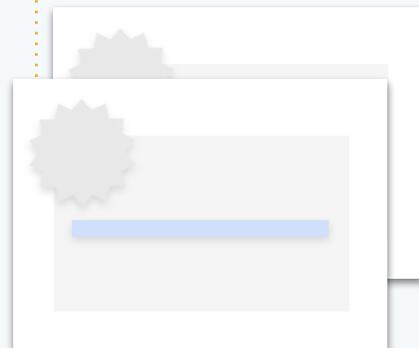
Arts & Entertainment	\$1.60	Furniture	\$2.14
Animals & Pets	\$2.89	Health & Fitness	\$3.97
Apparel / Fashion & Jewelry	\$2.61	Home & Home Improvement	\$5.75
Attorneys & Legal Services	\$8.67	Industrial & Commercial	\$4.14
Automotive – For Sale	\$2.32	Personal Services	\$3.46
Automotive Service & Parts	\$3.19	Physicians & Surgeons	\$3.63
Beauty & Personal Care	\$3.74	Real Estate	\$1.40
Business Services	\$4.90	Restaurants & Food	\$1.77
Career & Employment	\$3.90	Shopping, Collectibles & Gifts	\$2.23
Dentists & Dental Services	\$6.49	Sports & Recreation	\$1.73
Education & Instruction	\$4.18	Travel	\$1.40
Finance & Insurance	\$5.16		



Ad Group Targeting: Keyword Formulas

Skip the hours of keyword research and grouping with these formulas. All you need to do is modify the keywords below based upon your business type and offer.

Once you have our first few campaigns, you can take a deeper dive into your niche using the keyword tool to find even more keyword opportunities.



Ad Group Targeting: Services Business Keyword Formulas (Seed Keywords)

Location + Service

City + Service

Seattle PPC Management
Seattle Chip Repair
Seattle Teeth Cleaning

Service + Near Me

Chip Repair Near Me
Teeth Cleaning Near Me
Bike Shop Near Me

Location + Profession

Location + Profession

PPC Agency Seattle
Seattle PPC Agency
Seattle Marketing Agency
Marketing Agency Seattle

Near Me

Bike Shop near me
LockSmith near me

Best + Service

Best + Service

Best PPC Management
Best Chip Repair

Top + Profession

Top PPC Agency Seattle
Top Phoenix Dentists

Best + Product + Shopper

Best Mountain Bike Sale
Best Bike Discount





Ad Group Targeting: eCom Business Keyword Formulas (Seed Keywords)

Best + Product

Best + Product
Best Mountain Bikes
Best Trail Bikes

Top + Product
Top Children's Mountain Bikes
Top Mountain Bikes For Men

Best + Product + Shopper
Best Mountain Bike Sale
Best Mountain Bike Discount

Attribute + Product

Specific Descriptive Keywords

Attribute + Product
Mountain Bikes
Trial Bikes
Beach Cruiser Bike

Prospect + Product
Kids Mountain Bikes
Professional Street Bike
Bikes For Triathlons

Shopper + Product

Specific Buyer Search Phrases

Price + Product
Mountain Bikes Under 700
Kids Bikes Under 500
Trial Bikes Under 3000

Buy + Product
Beach Cruiser Discount
Buy Mountain Bike
Kids Bikes On Sale
Overstock Road Bikes





Ad Group Targeting: Keyword Formulas

Choose ONE of the following groups based upon your type of business.

Ad Group Targeting: Services Business Keyword Formulas

Ad Group 1:
Location + Service

Ad Group 2:
Location + Profession

Ad Group 3:
Best + Service

Ad Group Targeting: eCom Business Keyword Formulas

Ad Group 1:
Best + Product

Ad Group 2:
Attribute + Product

Ad Group 3:
Shopper + Product

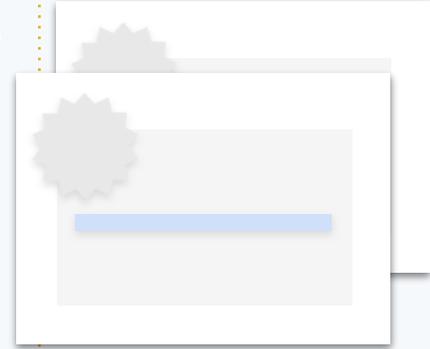




Keyword Research

Use the keyword formulas provided as your 'seed keywords' when using the keyword planner to find more keywords for your campaigns. You only need 2-3 keywords to get started.

Filter through ALL the results keyword planner provides to you. Use the following pages to organize the keywords you find into tightly related groupings for your ad groups. [Click Here To Build Your Campaigns In Record Time: Google Ads Campaign Builder](#)



Ad Group Targeting: Keyword Plan



Google Search Ads Playbook



Ad Group Targeting: Keyword Plan





BONUS: Negative Keywords

Information

Seekers
How To
Tutorial
Explained
FAQ
What + is
Where + is
Scam
Legit
Fraud
Review
Reviews
Support
Order + tracking

Bargains

Free
Cheap
Coupon
Discount
Drop Shipping
China
Used
Overstock

Media

Film
Films
Movie
Movies
Graphic
Graphics
Icon
Icons
Image
Images
J-peg
J-pegs
Jpg
Jpgs
Png
Pngs
Pdf
Pdfs
Doc
Docs
Word doc
Word docs
Logo

Retailers

Amazon
Walmart
Etsy
ebay
Google
Wish
The Home Depot
Costco
Walgreens
Target
CVS
Lowe's
Albertsons
Apple
Best Buy
TJX
Ace Hardware
Macy's
Kohl's
PetSmart
Menards
Ross
Wayfair
O'Reilly
Gap
AutoZone
Sherwin-Williams

Nordstrom
Bed Bath & Beyond
J.C. Penney
Bass Pro
Staples
Williams-Sonoma
Big Lots
Ulta Salon
Foot Locker
Ikea
Office Depot
Academy Sports
Burlington
Camping World
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Petco
Michaels
Dillard's
Guitar Center
GameStop
American Eagle
Lululemon
Sears

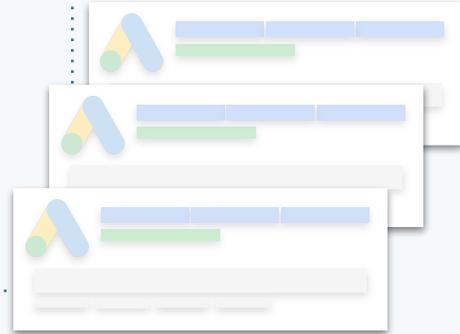




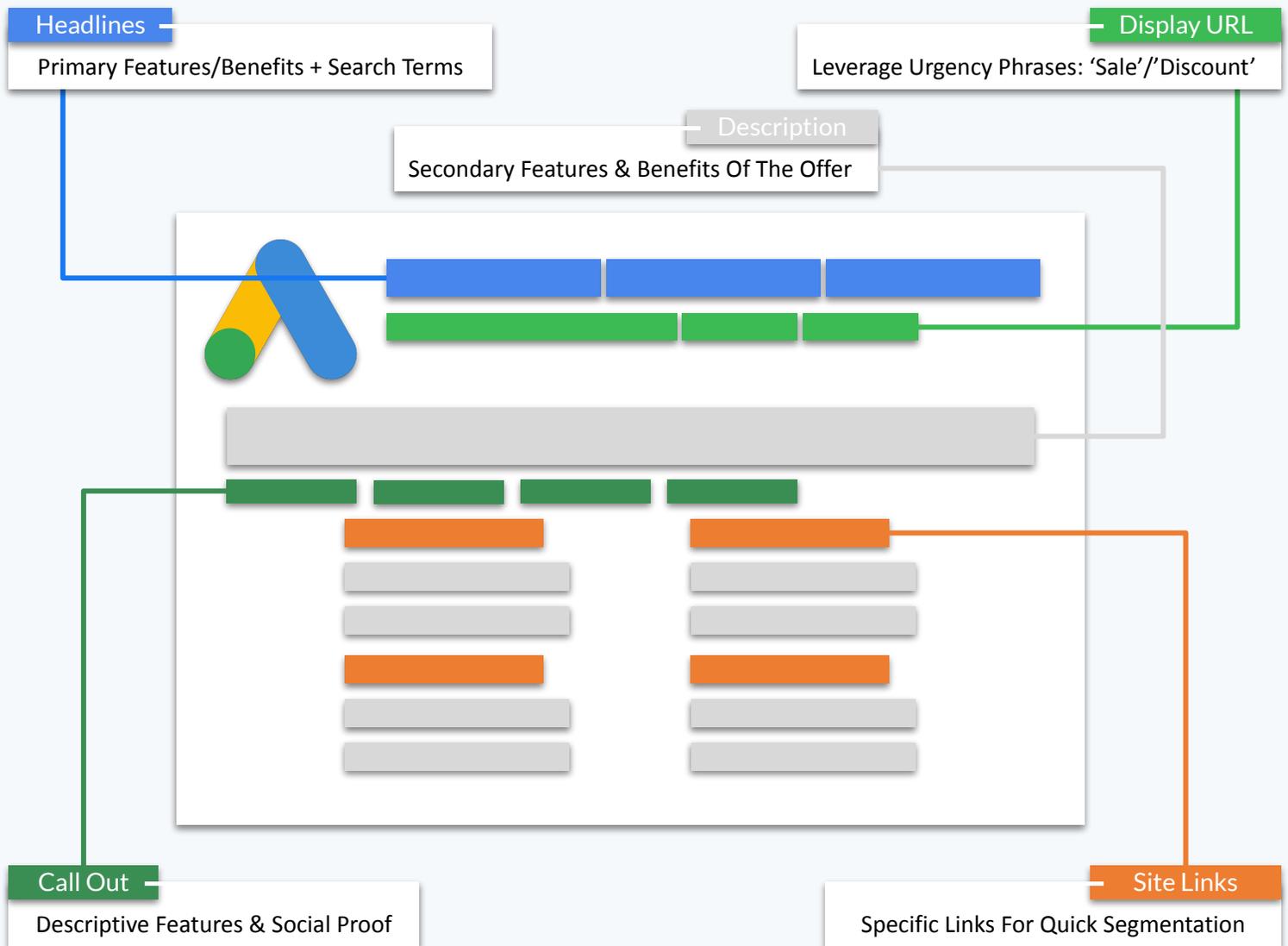
Ad Copy Craft

Effective ads enter the conversation in your prospects minds using keywords and speaking to the key features and benefits of your offer they care about.

The longer you run ads, the more important your ad copy will become. [Click Here For Advanced Ad Formulas & Strategies](#)



Ad Copy Craft: Ad Anatomy



Google Search Ads Playbook



Ad Copy Craft: Copywriting

Use the diagram below to map out your 'perfect ad'. Then use the following pages to write out another 3 ideal ads.

When creating your ads in Google, you'll be required to use 5 headlines. Mix and match your headlines to meet the minimum to make a total of at least 3 unique ads. You can reuse the same descriptions for each. The headlines will make the biggest difference.

			30
			15
			90
			90
			25
	25		35
			35
	25		35
			35
	25		35
			35



Google Search Ads Playbook



Ad Copy Craft: Ad Group 1

			30
			15

			30
			15

			30
			15



Google Search Ads Playbook



Ad Copy Craft: Ad Group 2

			30
			15

			30
			15

			30
			15



Google Search Ads Playbook



Ad Copy Craft: Ad Group 3

			30
			15

			30
			15

			30
			15



Google Search Ads Playbook



Ad Copy Craft: Ad Group 4

			30
			15

			30
			15

			30
			15



Google Search Ads Playbook



Ad Copy Craft: Ad Group 5

			30
			15

			30
			15

			30
			15



Google Search Ads Playbook



Ad Copy Craft: Ad Group 6

			30
			15

			30
			15

			30
			15



Google Search Ads Playbook



Ad Copy Craft: Ad Group 7

			30
			15

			30
			15

			30
			15

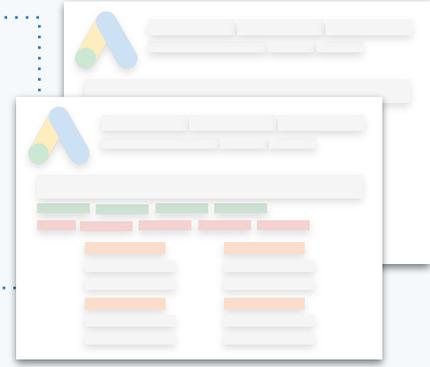


Google Search Ads Playbook



Extension Allocation

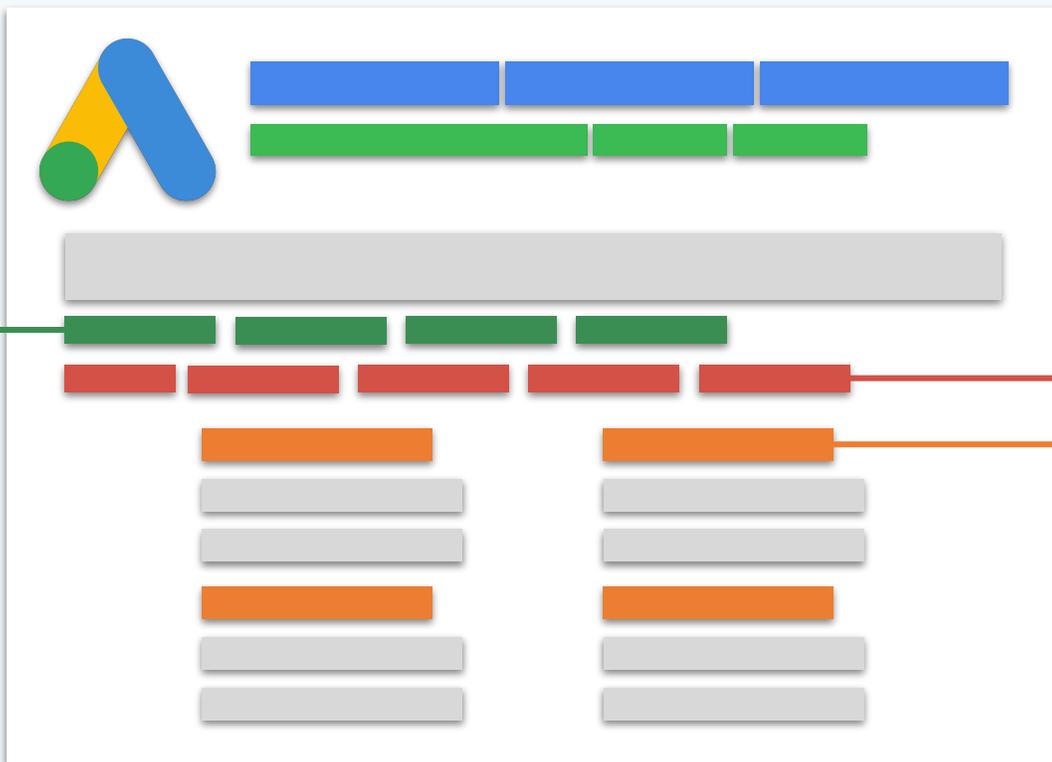
Ad extensions give you an opportunity to provide more information and opportunities to click your ads to your potential customers. When creating your extensions there is no penalty to creating more and you don't pay more to have them. Google will decide when they show and optimize them for you. All you have to do is create some.



Extension Allocation: Ad Anatomy

Start with Site Links, Call Out, and Structured Snippet extensions. Create Site Links at the campaign level so your links are focused on ONE offer. For best results create Call Out and Structured Snippet extensions at the ad group level to ensure they are HIGHLY relevant to your keywords.

Structured Snippet
Features, Offer Types, Menu, etc.



Call Out

Descriptive Features & Social Proof

Site Links

Specific Links For Quick Segmentation





Extension Allocation: Site Links

Site Links allow you to give customers the opportunity to navigate to different pages on your site. It's a great way to segment people based upon the specifics of what they are looking for. You need at least 4 for them to potentially show. Create Site Links for each one of your campaigns.



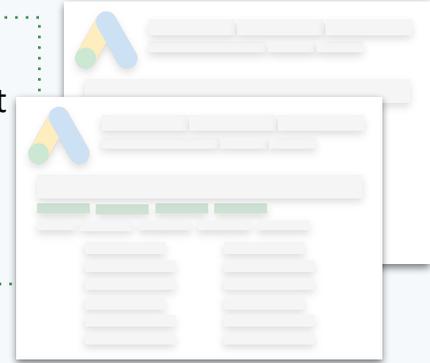
Extension Allocation: Site Link Planner

 25 35 35 25 35 35 25 35 35 25 35 35 25 35 35 25 35 35 25 35 35 25 35 35



Extension Allocation: Call Out

Call Outs are added to the end of your description. Normally you'll put features, social proof, and benefits to buying from you. You need at least 4 for them to potentially show. Create Call Outs for each one of your ad groups so they can be highly targeted to keywords and ad copy.



Extension Allocation: Call Out Planner

Ad Group 1

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25

Ad Group 2

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25

Ad Group 3

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25



Google Search Ads Playbook



Ad Group 4

				25
				25

Ad Group 5

				25
				25

Ad Group 6

				25
				25

Ad Group 7

				25
				25



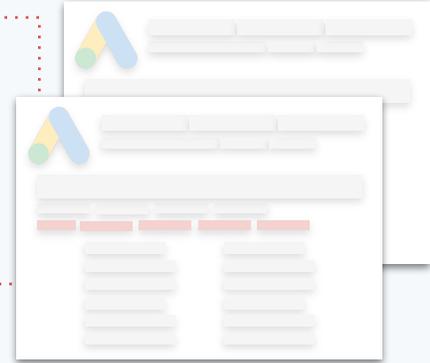
Google Search Ads Playbook



Extension Allocation: Structured Snippet

Structured Snippets allow you to list out features or services you offer. Create Structured Snippets for each one of your ad groups so they can be highly targeted to keywords and ad copy.

Use the dropdown menu for to select your title.



Extension Allocation: Structured Snippet Planner

Ad Group 1

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25
	<input type="text"/>	<input type="text"/>	<input type="text"/>	25

Ad Group 2

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25
	<input type="text"/>	<input type="text"/>	<input type="text"/>	25

Ad Group 3

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25
	<input type="text"/>	<input type="text"/>	<input type="text"/>	25



Google Search Ads Playbook



Ad Group 4

				25
				25

Ad Group 5

				25
				25

Ad Group 6

				25
				25

Ad Group 7

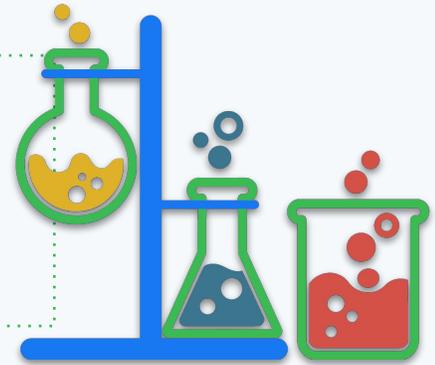
				25
				25





Experiment Cycle

Once your campaign is running wait 7 days or at least 1,000 impressions before you start making changes. Your goal is to find the best keyword and ad copy combinations. If a keyword or ad is under performing, just pause it and move on with the ones that are working.



Experiment Cycle: Optimize Setup - Campaigns

Recommend columns for your campaigns view. Remember to save them as a preset for easy future reference. Definitions provided by the [Google Ads Glossary](#)

Performance

Clicks	When someone clicks your ad, it's counted here.
Cost	Cost is the sum of your spend during this period.
Impr.	An impression is counted each time your ad is served. Impressions help you understand how often your ad is being seen.
CTR	Click Through rate (CTR) measures how often people click your ad after it's shown to them, which can help you understand the effectiveness of your ad.
Avg. CPC	Average cost-per-click (Avg. CPC) is the amount you've paid for your ad divided by its total clicks. If your ad receives 2 clicks, one costing \$0.20 and one costing \$0.40, your average CPC for those clicks is \$0.30.



Google Search Ads Playbook



Conversions

Conversions	"Conversions" shows the number of conversions you received after ad interactions (such as text ad clicks or video ad views) from all actions you've included in this column.
Cost/ conv.	Cost per conversion ("Cost/conv.") shows the average cost of a conversion. It's your cost divided by your conversions.
Conv. rate	Conversion rate ("Conv. rate") shows how often, on average, an ad interaction leads to a conversion. It's "Conversions" divided by the interactions with your ad.
CTR	Click Through rate (CTR) measures how often people click your ad after it's shown to them, which can help you understand the effectiveness of your ad.

Competitive Metrics

Search impr. Share	<p>"Search impression share" is the impressions you've received on Google search sites divided by the estimated number of impressions you were eligible to receive.</p> <p>Eligibility is based on your current ads' targeting settings, approval statuses, bids, and quality. Impression share data is updated daily.</p>
Search lost IS (rank)	<p>"Search lost impression share (rank)" estimates how often your ad didn't show on Google search sites due to poor Ad Rank.</p> <p>Ad Rank determines your ad position and whether your ad is able to show at all. It's calculated using your bid, ad and website quality, context of the search, Ad Rank Thresholds, and the expected impact of extensions and other ad formats.</p>
Search lost IS (budget)	"Search lost impression share (budget)" estimates how often your ad didn't show on Google search sites due to low budget.





Experiment Cycle: Optimize Setup - Ad Groups

Recommend columns for your ad groups view. Remember to save them as a preset for easy future reference. Definitions provided by the [Google Ads Glossary](#)

Performance

Clicks	When someone clicks your ad, it's counted here.
Cost	Cost is the sum of your spend during this period.
Impr.	An impression is counted each time your ad is served. Impressions help you understand how often your ad is being seen.
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Competitive Metrics

Search impr. Share	<p>"Search impression share" is the impressions you've received on Google search sites divided by the estimated number of impressions you were eligible to receive.</p> <p>Eligibility is based on your current ads' targeting settings, approval statuses, bids, and quality. Impression share data is updated daily.</p>
Search lost IS (rank)	<p>"Search lost impression share (rank)" estimates how often your ad didn't show on Google search sites due to poor Ad Rank.</p> <p>Ad Rank determines your ad position and whether your ad is able to show at all. It's calculated using your bid, ad and website quality, context of the search, Ad Rank Thresholds, and the expected impact of extensions and other ad formats.</p>
Search Top lost IS (rank)	<p>Search lost top impression share (rank) estimates how often your ad didn't show anywhere above the organic search results due to poor Ad Rank.</p> <p>Ad rank determines your ad position relative to other ads and whether your ad is able to show at all. It's calculated using your bid, ad and website quality, context of the search, Ad Rank thresholds, and the expected impact of extensions and other ad formats.</p>
Search exact match IS	<p>"Search exact match impression share (IS)" is the exact match impressions you've received divided by the estimated number of exact match impressions you were eligible to receive on Google search sites.</p> <p>Exact match impressions are those that matched your keywords exactly, or were close variants of your keyword.</p>





Experiment Cycle: Ad Groups

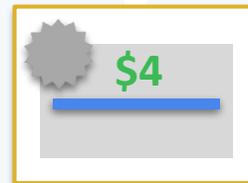
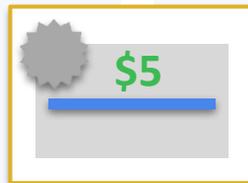
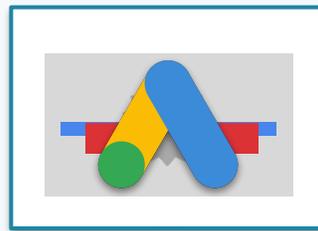
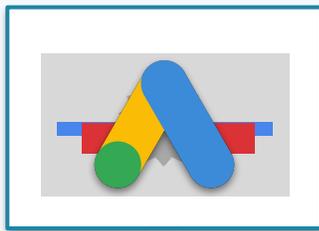
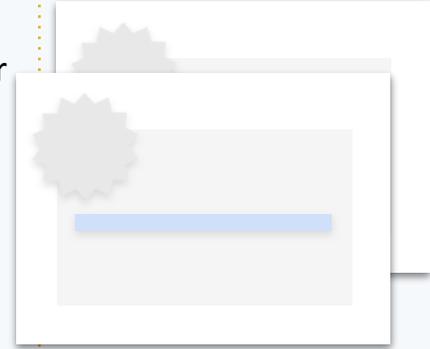
Once your ad groups have more than 1000 impressions each, you can start to determine which ones should be paused or broken out into their own campaigns.

Ad groups that have poor click through or conversion rates compared to others should be paused immediately.

Ad groups that have spent the majority of your campaigns budget need their own campaign. In this situation you'll need to create two separate campaigns so you can properly test your ad groups without one ad group taking up all the budget. Follow these steps:

- 1) Pause all but the budget hogging ad group
- 2) Copy the campaign
- 3) In the copy, enable all ad groups and delete the budget hog

Now you have two campaigns; one that only has the ad group that took up most of the budget and a second new one with the ad groups that didn't get a chance to perform.





Experiment Cycle: Locations

Depending upon your budget it could take 3 to 6 months before your campaign has enough data to optimize your location settings. The more local your business; the more critical this optimization will be.

To properly optimize your locations it's VITAL your campaign already have the individual states, territories, provinces, cities, or zip codes specified. Google will not segment your location data for you.

Use the 'Bid adj.' column to increase and decrease your bids based upon the locations performance. For locations that are over performing, you may want to create a campaign just for them.

 Example - *When we work with realtors we'll create a separate campaign for each city they service because location plays a major role in their business. For a ecommerce that ships worldwide that would make no sense so we make a separate campaign for each country they ship too.*

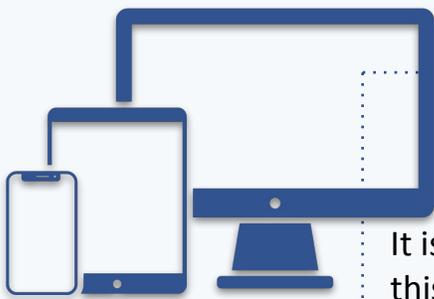


Experiment Cycle: Devices

Are mobile visitors converting? This is your number one question for choosing which device your ads show up on.

It is possible to create campaigns that only show on one device. To do this simply enter '-100%' to the device you don't want your ads to show up on.

Depending on your business it may make sense to create a campaign for desktop and a campaign for Mobile/Tablet.





Google Ads Campaign Builder

The Most Effective PPC Campaign Builder To Quickly Deploy High Converting Google Search Ads And Double Your ROAS

ACT Campaign Builder

SKAG - Single Keyword Ad Groups

Keyword Settings

Keyword	Broad First Page Bid
1 Keyword 1	\$1.00
2 Keyword 2	\$2.00
3 Keyword 3	\$3.00
4 Keyword 4	\$4.00
5 Keyword 5	\$5.00
6 Keyword 6	\$6.00
7 Keyword 7	\$7.00
8 Keyword 8	\$8.00
9 Keyword 9	\$9.00
10 Keyword 10	\$10.00
11 Keyword 11	\$11.00
12 Keyword 12	\$12.00
13	\$0.10

Campaign Settings

Campaign Name: K1 Campaign

Match Types & Bidding

Default Max CPC: \$2.00 Average 1st Page Bid: \$7.00

Match Types	Staggered Bidding	
Broad	Yes	10.00% \$6.68
Broad Modifier	Yes	5.00% \$7.42
Phrase	Yes	3.00% \$7.81
Exact	Yes	15.00% \$8.05

Ad Groups - Spliced Keyword Preview

Ad Group	Exact	Bid	Phrase	Bid	Broad Modified	Bid	Broad	Bid
1 B2-Keyword 1	[Keyword 1]	\$ 1.15	"Keyword 1"	\$ 1.03	+Keyword +1	\$ 1.05	Keyword 1	\$ 1.00
2 B2-Keyword 2	[Keyword 2]	\$ 2.30	"Keyword 2"	\$ 2.06	+Keyword +2	\$ 2.10	Keyword 2	\$ 2.00
3 B2-Keyword 3	[Keyword 3]	\$ 3.45	"Keyword 3"	\$ 3.09	+Keyword +3	\$ 3.15	Keyword 3	\$ 3.00
4 B2-Keyword 4	[Keyword 4]	\$ 4.60	"Keyword 4"	\$ 4.12	+Keyword +4	\$ 4.20	Keyword 4	\$ 4.00
5 B2-Keyword 5	[Keyword 5]	\$ 5.75	"Keyword 5"	\$ 5.15	+Keyword +5	\$ 5.25	Keyword 5	\$ 5.00
6 B2-Keyword 6	[Keyword 6]	\$ 6.90	"Keyword 6"	\$ 6.18	+Keyword +6	\$ 6.30	Keyword 6	\$ 6.00
7 B2-Keyword 7	[Keyword 7]	\$ 8.05	"Keyword 7"	\$ 7.21	+Keyword +7	\$ 7.35	Keyword 7	\$ 7.00
8 B2-Keyword 8	[Keyword 8]	\$ 9.20	"Keyword 8"	\$ 8.24	+Keyword +8	\$ 8.40	Keyword 8	\$ 8.00
9 B2-Keyword 9	[Keyword 9]	\$ 10.35	"Keyword 9"	\$ 9.27	+Keyword +9	\$ 9.45	Keyword 9	\$ 9.00
10 B2-Keyword 10	[Keyword 10]	\$ 11.50	"Keyword 10"	\$ 10.30	+Keyword +10	\$ 10.50	Keyword 10	\$ 10.00
11 B2-Keyword 11	[Keyword 11]	\$ 12.65	"Keyword 11"	\$ 11.33	+Keyword +11	\$ 11.55	Keyword 11	\$ 11.00
12 B2-Keyword 12	[Keyword 12]	\$ 13.80	"Keyword 12"	\$ 12.36	+Keyword +12	\$ 12.60	Keyword 12	\$ 12.00

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