



Galactic Fed

Google Ads Toolkit



Hi there,

Thank you for downloading Galactic Fed's Guide to Google Ads.

We've prepared it with 4 key goals in mind:



Help you better **understand how to run Google ads efficiently**



Help you **track and analyze results** to inform future campaigns



Help you audit and **optimize your campaigns**



Help you find a trusted paid media partner to **achieve new business heights**

Here's what you'll find here:



Google Ads Audit Checklist to and the most common issues solved to help you put your current efforts under the microscope and identify opportunities



Google Ads Keyword Research Template to illustrate how to conduct a research using Google Keyword Planner, allocate budget, and structure your campaigns



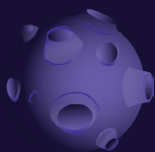
Google Ads Copy Template to help you keep track of your ads and make sure they follow the requirements



Google Ads Glossary to ensure you speak the same language as your paid media partner and/or resources you find online



List with Google Ads resources to take your efforts one step further



Alright, let's get the most out of your paid media budget.

BUCKLE UP!

★ Google Ads Audit Checklist

Google ads has a complex mechanism, and every single aspect must be optimized and implemented. Otherwise, you will be spending way more than you could have.

Before we start working with a new client, we conduct a 360-degree audit of their account to see how things could be improved. And before you start optimizing your campaigns, you should do that too. Here's how.

Below are some of the questions you should ask yourself when conducting the audit. Note, it's not necessary to answer every single question; rather identify if something is missing (e.g., no competitor campaign or device bid adjustments). That will be your action points for future campaign optimization.

1 GOOGLE SEARCH ADS

1. CAMPAIGNS

- A. How many active/paused/removed campaigns are there?
- B. Are there any brand, competitor, or non-brand campaigns in place?
- C. What are the goals of active campaigns?
 - » Do they use smart bidding, or should they?
- D. Is conversion tracking properly set up?
- E. Are the campaigns using SKAG format?
- F. Do Account/campaign settings exclude undesirable content?
- G. Are search partners enabled?

2. KEYWORDS

- A. What keyword match types are being used?
 - » Are there any broad match keywords?
- B. Are there any negative keywords/keyword lists in place?
 - » Have exact match keywords been excluded from phrase & broad match ad groups?
- C. How is the quality score for keywords in general?
 - » Are the keywords included in the ad copies? In both the headlines and the descriptions?

3. LOCATION

- A. What locations are being targeted?
- B. Are there any bid adjustments in place?
- C. Are you using advanced location targeting (people who live or show interest in a specific location etc.)
- D. Are any locations excluded?

4. AD SCHEDULE

- A. Is there any ad schedule in place? How is it set up?
- B. Are there any bid adjustments in place?



5. DEVICES

- A. What devices are you showing on?
- B. Are there any bid adjustments in place?

6. AUDIENCES

- A. Is there any form of the retargeting audience being used in any campaign? What kind of audience is being retargeted?
- B. Is the targeting setting set to “targeting” or “observation”?

7. ADS AND EXTENSIONS

- A. What types of ads are in place (i.e., Responsive Search Ads (RSA), Display Search Ads (DSA)?
- B. Do the RSAs have sufficient headlines (10-15) and descriptions (3-4)?
- C. How is the ad relevance score in general? Are ads aligned to the keyword?
- D. Are you using Dynamic Keyword Insertion (DKI) on your ads?
- E. Are you sufficiently covered in terms of ad extensions?
 - » 6+ sitelink extensions
 - » 5+ callout extensions
 - » 2+ structured snippets
 - » 1 call extension

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GOOGLE DISPLAY NETWORK



1. USAGE OF REMARKETING AUDIENCES?

- A. If yes, is the remarketing audience tiered out?

2. USAGE OF HIGH-PERFORMING ASSET DIMENSIONS ACCORDING TO GOOGLE?

3. ANY ADJUSTMENTS MADE TO DEMOGRAPHICS (AGE, GENDER, HHI)?

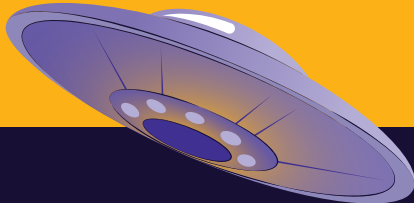
- A. Are there any trends in the data?

4. USAGE OF PLACEMENT EXCLUSIONS?

5. AD SCHEDULE

- A. Is there any ad schedule in place? How is set-up?
- B. Are there any bid adjustments in place?

6. DEVICES

- A. What devices are you showing on?
 - B. Are there any bid adjustments in place?
- 

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VIDEO/YOUTUBE CAMPAIGNS



1. DO YOU HAVE A LIST OF COMPETITORS CHANNELS?

2. USAGE OF SIMILAR AUDIENCES?

3. USAGE OF REMARKETING AUDIENCES?

4. USAGE OF TOPICS?

5. USAGE OF PLACEMENT EXCLUSIONS?

1. **ARE YOU USING TEXT, IMAGE, AND VIDEO AD ASSETS? MISSING ANY?**
2. **SHOULD LOW-PERFORMING ASSETS (HEADLINES, VIDEOS, IMAGES) BE PAUSED?**
3. **IS YOUR TARGET CPA TOO HIGH? IN OTHER WORDS, IS IT 2X HIGHER THAN YOUR CPA?**
4. **IS YOUR DAILY BUDGET HIGH ENOUGH? FOR EXAMPLE, GOOGLE RECOMMENDS THAT THE DAILY BUDGET FOR UNIVERSAL APP CAMPAIGN SHOULD BE AROUND 50X THE TARGET COST-PER-ACQUISITION**
5. **WHAT LOCATIONS ARE BEING TARGETED?**
 - A. Are there any bid adjustments in place?
6. **WHAT IS THE OPTIMIZATION GOAL? APP INSTALL VOLUME OR IN-APP ACTIONS?**
7. **DO THE AD GROUPS FOLLOW DIFFERENT AD THEMES? CAN THEY BE USED FOR CREATIVE TESTING PURPOSES?**

HOW TO GET THE MOST OUT OF YOUR GOOGLE ADS

To help you get started, here are the most common optimization settings that often get overlooked which leads to lower ad performance:

Ignoring Low Keyword Quality Score from Non-Related Ad Copy

Quality Score (QS) is one of the most important factors that go into CPA (cost per acquisition/action) as it directly influences ad rank and CPC (cost per click).

If you have a high amount of low-quality scores, it causes a significant increase to CPC and CPA.

How to optimize:

The main cause for this poor performance is most likely due to the keyword not matching the ad copy text. Always include targeted keywords in the ad headlines and descriptions.

No Placements Exclusions Added in the Account

It's important to exclude Display Ad Placements on sites/apps with high cost and 0 conversions. These may include ads appearing in foreign languages, unwanted mobile apps, and other unrelated placements.

How to optimize:

Recommend excluding any placements where target market users would not be visiting URLs/using apps, along with placements with a high CPA/no results.

Not utilizing Responsive Search Ads (RSAs)

Responsive search ads allow advertisers to enter multiple combinations of headlines and descriptions which Google's machine learning will then test and optimize for the best-performing combinations.

How to optimize:

It's recommended to add one RSA to each ad group to test multiple headlines and descriptions, optimize for the best one and drive down CPA.

Test at least 6-7 headlines and 3-4 descriptions, all with varying ad copy.

No Brand Campaign

Brand campaigns (where you bid on your own keywords) are usually the most profitable campaign in an account because they allow one to capture their search audience and not let a competitor steal the traffic.

How to optimize:

Build a branded campaign targeting searchers looking for your company to avoid traffic loss due to competitors activity.

Limited Ad Sizes Creative Assets

The more ad sizes you test and use, the more clear evidence you collect of what's working best in your niche.

It's also a great opportunity to diversify your ads portfolio and capture the attention of prospects that have already seen your ad in a different format.

How to optimize:

Test various sizes and formats before you commit to the winning ones.

Not Utilizing Negative Keywords

It's best practice to use negative keywords to filter undesirable traffic. Negative keywords are words that you want to be disassociated with your ads. In other words, your ad will not be shown for a search query containing its keywords, even if it was the highest bid.

How to optimize:

Add negative keywords from the Search Campaigns to filter out unrelated audiences.

Low Number of Ad Extensions - Sitelinks, Structured Snippets, and Callouts

Sitelinks are the most important ad extension - they allow you to increase real estate on Google results and direct traffic to alternate, relevant pages.

How to optimize:

Google recommends having a minimum of 4 active Sitelink Extensions per campaign before they will be granted significant impression volume. Typically, 6+ Sitelinks are recommended.

Additionally, Google recommends at least 2 Structured Snippets and 6 Callouts.

Adding more Sitelinks, Callouts, Structured Snippet, and App Extension (Android) will not only take up more real estate on the SERP page but also boost CTR, and Quality Score, and drive down CPA.

No Single Keyword Ad Groups (SKAGs)

A significant driver of a high-quality score (QS) is matching the keyword with the ad copy.

How to optimize:

Having 1-2 keywords per ad group makes the ad tailored exactly to the ad and drives a high QS, higher CTR, and lower CPC.

No Content Exclusions Added

Content exclusions allow you to opt out of showing your ads on content that doesn't fit your brand.

How to optimize:

Exclude certain areas to not allow your ads to show on sensitive websites such as "sexually suggestive", "tragedy and conflict", "profanity and rough language", etc.

Not utilizing Competitor Campaign

Competitor campaigns are often the breadwinner because they capture users at a time of high intent - when they're window shopping your competitors.

How to optimize:

Build one and target the brand names of your top competitors. Start with a smaller budget and increase as you get a better idea of which competitors' users bring you the best results.

Ad Scheduling is Broad and Very Few Bid Adjustments Made

An important component of Google Ads is managing the time of day, and day of the week, that your ads are showing.

How to optimize:

Set up a tiering system for ad schedules, for example, 12am-6am, 6am-12pm, 12pm-6pm, 6pm-12am, for every day of the week.

This will allow for tracking performance for each day and time segments and set bid adjustments accordingly.

No RLSA Audiences Added

RLSA, or Remarketing Lists for Search Ads, allows you to bid higher or lower on people who have visited your site already. For example, if someone reached the checkout page but didn't convert, you could pay 50% more for their clicks when they're searching for your keywords.

How to optimize:

The recommendation is to build out audiences in Google Analytics, apply as RLSA on all search campaigns, wait 3 weeks and see if they differ in performance in a statistically significant manner, then apply bid adjustments accordingly.



★ Google Ads Keyword Research Template

Duplicate it [here](#)

Before you start crafting your ads, you need to conduct a keyword research using [Google Keyword Planner tool](#). Log in to or create your Google Ads account, go to Tools and settings and then choose Keyword Planner in the dropdown menu.

You can by feeding it specific keywords or by letting it analyze your website and suggest relevant keywords. The tool will show all the information you need to fill in the template.

A quick overview:

Keyword - insert the keywords you want to use in your ads

Average Monthly Searches - add search volumes to estimate how many people you could reach

Competition - see how competitive (i.e. how popular the term is among advertisers) the keyword is

Bid (Low Range) - historically lower range that other advertisers have paid for this keyword

Bid (High Range) - historically higher range that other advertisers have paid for this keyword

Keyword	Avg. Monthly Searches	Competition	Bid (Low Range)	Bid (High Range)	Campaign / Ad Group	Landing Page	Budget
<input type="checkbox"/> "your brand name"	5,400	Low	\$9.10	\$25.08	Brand Exact		\$500
<input type="checkbox"/> hire developers	1,000	Medium	\$19.90	\$96.43	Hire Talent Broad Developers		\$2,000
<input type="checkbox"/> recruit developers	70	Medium	\$12.50	\$53.80	Hire Talent Broad Developers		
<input type="checkbox"/> hire software developer	880	Medium	\$25.21	\$96.55	Hire Talent Broad Developers		
<input type="checkbox"/> hire remote developers	390	High	\$23.95	\$94.76	Hire Talent Phrase Remote Developers		\$1,000
<input type="checkbox"/> hire devops	40	Medium	\$29.96	\$139.49	Hire Talent Phrase Devops		
<input type="checkbox"/> hire android developers	390	Medium	\$15.56	\$63.67	Hire Talent Phrase Android		
<input type="checkbox"/> "competitor 1"	22,200	Medium	\$12.42	\$75.00	Competitors "Competitor 1"		\$3,000
<input type="checkbox"/> "competitor 2"	18,100	Low	\$3.30	\$4.48	Competitors "Competitor 2"		
<input type="checkbox"/> "competitor 3"	14,800	Low	\$4.12	\$20.00	Competitors "Competitor 3"		
Total / Average:	57,870		\$15.60	\$66.93			\$6,500

Campaign / Ad Group - you will need to organize your keywords into campaigns (higher level) and groups (lower level). In our example, we did keyword research for a remote talent platform for developers. We had 3 Campaigns (Brand, Hire Talent, and Competitors) and several groups

Landing Page - provide to what page you want to lead people who click on your ad. It's recommended to use page that are directly related to the search inquiry and the intent behind it

Budget - split your budget among the campaigns based on bid ranges, importance of the keyword, and their potential

★ Google Ads Copy Template

Duplicate it [here](#)

It is rare (and not recommended) to run only one ad at a time. That's why you want to keep track of all your creatives.

Our template will help you stay organized and within copy requirements - you know how strict Google is.

You'll find all the instructions you need in the sheet. Have fun crafting your copy!

Campaign (name of your campaign)	Ad Group (part of your campaign)	Headline 1 (Max 30)		Headline 2 (Max 30)		Headline 3 (Max 30)		Headline 4 (Max 30)		Headline 5 (Max 30)		Headline 6 (Max 30)		Headline 7 (Max 30)	
		L	L	L	L	L	L	L	L	L	L	L	L	L	



★ Google Ads Glossary

Duplicate it [here](#)

Instructions:

In this glossary, we've compiled all the key terms you're likely to come across while working running ads on Google. The difference between "Dynamic ads" and "Search ads" may puzzle you now, but it's crucial to understand the capabilities of the platform to optimize your ROAS (another term you should know!).

Feel free to add your own entries as you expand your paid media expertise - this is your personal glossary copy.

Ad Group	An ad campaign is made up of one or more ad groups, and refer to ads that share a similar target/theme. Ad groups are compiled of similar keywords. For example, the ad group titled "beverages" could contain keywords like "coffee," "tea," hot chocolate," "soda," etc.
Ad Rank	This refers to the position of your ad against competing keywords on the search engine results page (SERP.) It is essentially how visible your ad is to the viewer, and is calculated by your bid amount and ad quality.
Ad schedule	This feature lets you set when your ads are being shown, to ensure you're reaching the right audience. You can see this to specific hours or days.
Ad Attribution	This is the process of pinpointing where your conversions or leads originated from, and can affect your overall conversion rate. For example, if you received a download on a free trial of your product, ad attribution would be the process of tracing the steps to identify where that conversion came from.
Automatic Bidding	This is an ad strategy that is meant to effectively increase the likelihood that a viewer will click on your ad. It allows the Google ad platform to bid on your behalf, within the ad campaign parameters you've set.
Banner ads	These popular types of ads are image based, rather than text, and are typically displayed at the top or side of a website. They are embedded as an image that by clicking, will lead to the web page being promoted.
Behavioral targeting	A common paid ads technique, this strategy uses users browsing data to show them related or relevant ads. This data can be things such as search terms, purchases made, or sites visited. It allows businesses to provide offers to those that have displayed related interests or habits.
Bid	Your bid refers to the amount you are willing to pay for a conversion or a click, and in the ads auction on Google, your bidding budget can determine the amount of people who see your ad.
Bounce rate	The bounce rate is the ratio of bounces to sessions (bounces/sessions). A bounce rate of 100% for a page means that users always bounced from that page. It's important to keep bounce rates as low as possible, as they are a strong signal to Google of our relevance to our users, and they directly affect rankings.
Broad match	When identifying keywords for your ad, broad match is the default keyword modifier, and will be assigned to any keyword to which you've not selected a modifier. It will show any variation, phrase, misspelling etc of the search keyword.

★ Google Ads Resources

[Google Ads: How to Get Started](#)

[Google Ads Campaign Types Explained](#)

[How To Use Google Ad Extensions](#)

[Google Ads Quality Score: What It Is and How To Improve It](#)

[7 Factors That Impact Your Google Ads Costs](#)

[How to Craft the Perfect Google Video Ad](#)

[5 Tips for Standout Google Display Ads](#)

[Why You Should Bid on Your Own Branded Keywords](#)

[Digital Marketing Trends 2023](#)



We hope this guide helps you significantly optimize your Google ads spendings and drive more conversions - just like we have for over 300 clients. If you have any questions, don't hesitate to reach out.

You can also start by getting a free [**Google ads marketing plan**](#) from us - no strings attached!

Good luck!

[**Galactic Fed**](#)