

7 money wasting settings you can change NOW

Why do thousands of businesses use Google Ads? Because it delivers measurable results for almost any industry. From accounting and lawyers to plumbing and healthcare, businesses big and small are setting up on the best billboard online: the top of Google results.

But Google Ads default settings will benefit Google - not business.

Managing over \$10 million dollars of Google Ads media, I've audited and managed quite a few accounts, and I'd like to share with you some common settings that when not setup correctly, can lead to a lot of wasted money and investment, and drive up the cost of leads.

By applying these simple fixes to your Google Ads account, you can boost campaign performance and reduce spend. So grab a cuppa, open up your Google Ads account, and keep reading..

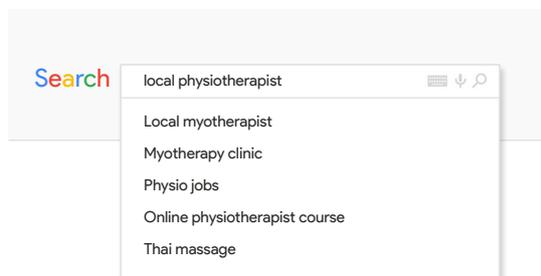


1 Using the right match type settings

What is a keyword match type?

A keyword match type is the parameters used around your keyword that trigger what your ad will show for.

For example, if you are using the keyword match type “broad match” and you are bidding on “**local physiotherapist**” - your ad could appear when users type into Google:



Wow, that's a lot of irrelevant clicks!

So if you are bidding \$1 per click, and someone clicks your ad for each of these, that's \$5 wasted as none of these will be people interested in visiting a local physiotherapist.

A quick review of your keywords tab can show you the type of “keyword match type” you are using. See below, if your keywords appear as shown here, you could be wasting money.

<input type="checkbox"/>	Keyword	Status	Max. CPC	Policy details
<input type="checkbox"/>	local physiotherapist	Campaign paused	AS2.01	Eligible
<input type="checkbox"/>	physiotherapist near me	Campaign paused	AS2.01	Eligible
Total: All enabled keywords				
Total: Ad group				

2 Negative Keywords

Choosing what not to target can be just as important as the keywords themselves.

It's likely your Google Ads campaigns are generating clicks from keywords that are just not relevant to your business.

Examples of common search queries that generated wasted clicks are “**free**” and “**jobs**”.

By adding these as negative keywords, you are excluding your ads from showing in the Google Ads auction when these terms are used, and preventing wasted clicks and spend!

Make sure your Google Ads campaigns are using negative keywords to stop wasted clicks and keep your ads showing only when you want them to!

3 Conversion Tracking

Google Ads will generate calls and sales for your business - But wouldn't you like to know which keywords were leading to those calls? Which time of day they called? And most importantly, how much each lead cost?

Knowing you got calls to your business is good, but knowing which keywords generated those calls is even better, and will allow you to optimise for those keywords.

Take the below example; with conversion tracking installed you can see that **"tours to machu picchu"** has lead to a conversion.

Keyword	Campaign	Ad group	Status	Max. CPC	Conversions	Cost / conv.	Impr.
I: All enabled keywords					1.00	A\$212.26	528
+machu +picchu +tours	Peru	machu picchu tours	Eligible	A\$5.00	0.00	A\$0.00	174
+peru +travel	Peru	peru trip travel	Eligible	A\$2.91	0.00	A\$0.00	95
'peru tours'	Peru	peru tours	Eligible	A\$5.00	0.00	A\$0.00	51
+peru +tours	Peru	peru tours	Eligible	A\$4.25	0.00	A\$0.00	82
+machu +picchu +travel	Peru	machu picchu trip travel	Eligible	A\$4.00	0.00	A\$0.00	23
'peru travel'	Peru	peru trip travel	Eligible	A\$3.42	0.00	A\$0.00	33
'tours to machu picchu'	Peru	machu picchu tours	Eligible	A\$7.00	1.00	A\$10.01	10
+peru +tour +companies	Peru	peru tours company	Eligible	A\$8.00	0.00	A\$0.00	17
'machu picchu travel'	Peru	machu picchu trip travel	Eligible	A\$4.01	0.00	A\$0.00	7
+trips +to +machu +picchu	Peru	machu picchu trip travel	Eligible	A\$4.00	0.00	A\$0.00	11
+machu +picchu +tours +from +australia	Peru	peru machu picchu tour australia	Eligible	A\$4.00	0.00	A\$0.00	6
+peru +holiday +packages	Peru	peru packages	Eligible	A\$2.53	0.00	A\$0.00	3

Without conversion tracking installed, you cannot optimise your campaign specifically for high converting keywords and could continue to waste money bidding dollars on keywords that are not generating calls or sales!

The most common tracking setup is for:

- Form Fills
- Email Clicks
- Call Tracking



Pro tip: Setup call tracking within Google Ads using Call Extensions to see how many people click to call your phone number from a Google Ad directly!

4 Ad Scheduling

Did you know you can set the hours and days you'd like your Google Ads to show? And exclude those that you don't?

This is called Ad Scheduling.

Ad Scheduling is a very powerful setting to reducing wasted money. You can exclude times that you know your customers won't be online - Such as 3am, or weekends.

But you could also look at switching off ads when you can't answer the phone or get back to your new leads. If you are a locksmith and don't operate after hours, you may want to switch off the ads to stop those looking for after hours locksmiths clicking on your ads, and increasing your wasted spend!



Ad scheduling allows you to set the days and times you'd like your ad to show



Pro tip: Look at your dimensions report to find out how many clicks you are getting at selected times of the day that don't lead to an enquiry and exclude your Google Ads from showing at those times!

5 Geographic Targeting Settings

Clicks that are generated from areas you cannot service are wasted clicks.

Let's say you are based in Sydney, Australia. And you only service the Sydney and Greater Sydney area.

It would make sense to only show our Google Ads to those who could realistically become customers.



This is where Geographic Targeting comes in.

With Google Ads Geo Targeting settings, you can include and exclude locations you want and don't want your Google Ads to show in. With the help of Geo targeting, you can ensure you Ads are displaying for the right targeted location and you are getting clicks from potential customers in areas you can service!

6 Ad Extensions

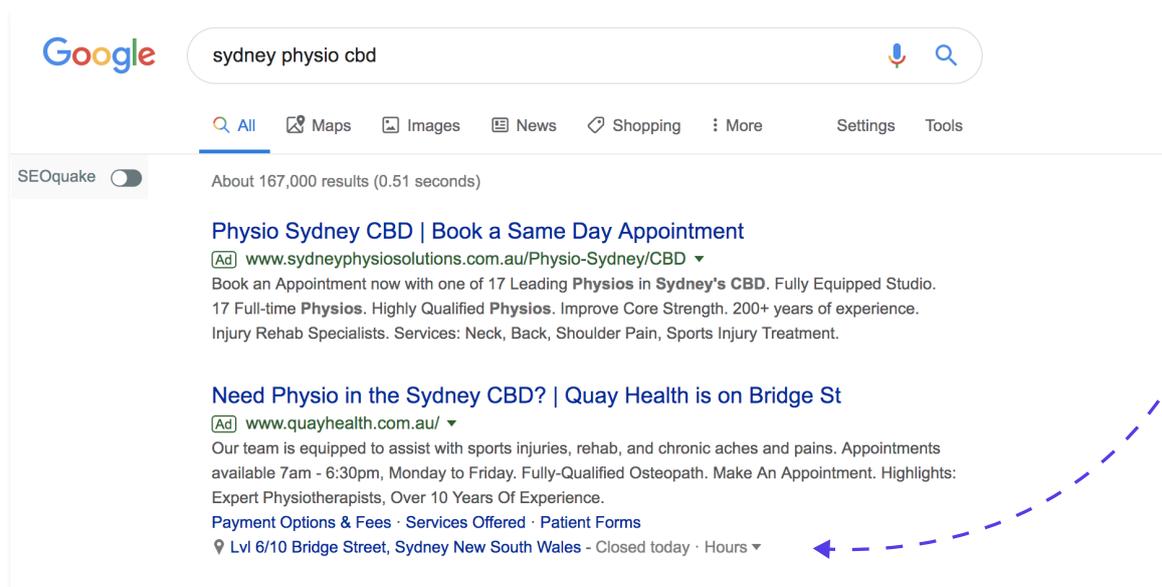
The features can be used to gain more real estate on the page, and increase your Click through Rate (the number of clicks compared to the number of times your ads show.)

Google reports suggest that using Ad Extensions can improve your CTR substantially, and increase the changes of clicks as they appear more “trustworthy” with features such as call details, opening hours and other services.

These can be locations, ratings or prices that can help your customers get more information about your company before clicking through to your website.

The most popular Ad Extensions are:

- Call Extensions
- Sitelinks
- Call outs
- Location Extensions



The screenshot shows a Google search for "sydney physio cbd". The search results include two ads. The first ad is for "Physio Sydney CBD | Book a Same Day Appointment" with a location extension showing "Lvl 6/10 Bridge Street, Sydney New South Wales". The second ad is for "Need Physio in the Sydney CBD? | Quay Health is on Bridge St" with a location extension showing "Lvl 6/10 Bridge Street, Sydney New South Wales". A dashed blue arrow points from the list of popular ad extensions to the location extensions in the search results.



Pro tip: Go to your Ads & Extensions settings and you can see the various Ad Extensions types that could work for your business!

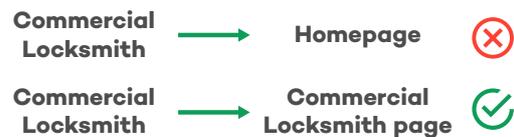
7 Land your traffic on the most relevant page of your website

Think landing your traffic on your homepage so they can “find their own way around” is a good idea? Think again.

Make sure your clicks are not bouncing straight off your website and back to Google Ads, to click on a competitor ad who does land users on the most relevant page.

You are paying per click, each click counts!

If you are a locksmith and offer residential and commercial locksmith services, make sure you are landing your clicks on the most relevant page, for those keywords.



Pro tip:

The expectation is that when they land on your website they are greeted with:

- Information relevant to the keyword you bid on that answers their problem
- A strong message
- A call to action

Bonus Tip: Quality Score

Quality score is a vital factor in determining where your Ad shows in the Google Ads Search Results.

The two main factors (of many factors) that determine where you show in the Google Ads Search Results is Max CPC & Quality Score

This is called Ad Rank

To beat your competitors in the Google Ads auction, we need to either increase bids or beat on Quality Score. And bids cost money!

Fortunately, improving quality score is easier than it seems. You see, Quality Score is a fancy way of saying “relevance”. It doesn’t only have an influence on how much you pay, but also where your ads shown in the Google Ads Search Positions.

You can see your Quality score within your Google Ads keyword columns - Use this a guide of how your Ads are performing.

Some ways you can improve your Quality Score are:

- Personalised Ad Copy to the keywords you are bidding on
- Relevant landing pages to the keywords
- Using Ad Extensions
- Proper Campaign Management

By working on these metrics, you can pump up your Quality Score. The result? Higher Ad Positions without throwing a lot of extra money at your campaign.

Keen to get started and implement?

We are here to help you. Our Advantage Google Ads Blueprint is the perfect online course for beginners looking to get started with Google Ads. With our step-by-step blueprint, you'll learn how to attract the right customer with in-depth videos covering the tools, techniques and strategies for achieving Google Ads results that will grow your business.

Over 4 weeks, you'll learn how to:

- ✓ Set up your Google Ads (the clever way).
- ✓ Attract your ideal customers.
- ✓ Manage ad budgets with ease.
- ✓ Reduce your overall Google Ads costs.
- ✓ Discover winning strategies used by experts.

Plus, you'll get 6 months of access to our online Facebook support community and our jargon-busting Google Ads glossary. It's a compass, map and crew for navigating the land of Google ads, so you will never feel lost again.

Register Your Interest Online at
<https://clickacademy.io>

