

How to Optimise Your Google Ads Account

What's Covered?

Things change very quickly in the Google Ads auction process. User behaviour changes, new competitors enter the market and the macro-environment continuously impacts online advertising performance. In order for your account to run as efficiently and effectively as possible, you need to adjust your account to reflect such developments. This can be done through the management and optimisation of 4-5 main areas which will be covered in the session:

Keywords and Negative Keywords

Your Keyword and Negative Keyword lists need to be maintained to ensure that they reflect the actions and behaviours taking place in the auction process. The session will cover how to expand your keyword targeting, help to reduce wasted spend through Negative Keyword management and identify high/low performing keywords.

Bid Adjustments

There will always be devices, demographics and Audience lists which outperform others. This session will show you how to analyse this information and make data-driven bid adjustments to take advantage of these targeting options.

Bidding and Bidding Strategies

It isn't efficient to set and forget when it comes to your bidding strategies. Automated bidding strategies still require manual effort to ensure that they are working with the right data and guidance to be bidding in accordance with your business goals. How to identify the most suitable strategy and how to optimise its implementation will be covered in this session.

Ad Copy and Ad Extensions

You never get a second chance to make a first impression, so it's important that your Ad Copy and Ad Extensions offer a fantastic initial encounter to new potential customers. This session will explore how to best optimise your ad copy to ensure it reflects relevant keywords, interests and intent of your audience. It will also include how to understand the Ad Strength rating for Responsive Search Ads.

Display Campaigns - if applicable to your business

When it comes to Display Campaigns, your targeting methods are crucial in ensuring your ads are being shown to a relevant audience in order to reduce your wasted spend and improve performance. This session will cover how to optimise your Display targeting, and how to revise your Display assets.

There will also be time and plenty of opportunity for attendees to ask specific account management and optimisation questions.



Key Takeaways

- ✦ How to manage your Keyword and Negative Keyword lists.
- ✦ How best to optimise your bidding/bidding strategies in line with your business objectives.
- ✦ How to implement bid adjustments based on high performing device, demographics and Audiences.
- ✦ How to optimise your Ad Copy and Ad Extensions to ensure it best fits the interests and intent of your target audience.
- ✦ How to optimise your Display Campaigns to ensure they are targeting the right audience with the right messaging (if applicable for your business).
- ✦ How to make sense of Google Ads 'Recommendations' tab and how to use it to identify relevant opportunities for your account.

Who Is This Training For?

Businesses wanting to bring their Google Ads account management and optimisation in-house, OR, businesses who are already running Google Ads campaigns and want to learn how improve their performance.

Skill Level Requirements

Participants should already have a basic knowledge of how to create new campaigns and be familiar with the Google Ads platform.

Other Information

- ✦ Duration: 2 hours
- ✦ Suitable for both groups and individuals
- ✦ Deliverable in-person or virtually

