

# 7 **FAST & EASY** **CORE STRATEGIES** **TO *OPTIMIZE* YOUR** **Google Ads** **CAMPAIGNS**

The  
Google Ads  
Pay Per Click  
Check List  
For Your  
Success



ALYONA

CHIRINOS



## The Google Ads Pay Per Click Check List

Alyona Chirinos



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# About The Author

A top graduate in her class from the University of Phoenix in Information Technology obtaining the distinction of summa cum laude in her class, Alyona started her career as an Online Marketing Manager for a large conglomerate in education services in New York City back in early 2,000s.

As a visionary as to where the Internet was heading, she focused her initial efforts on learning all the intricacies of driving online targeted traffic to websites. Quickly, she realized the importance of pay per click marketing and how cost effective it was to drive relevant traffic to grow businesses.



Based on her expertise and deep understanding of Google Ads, she swiftly obtained the top level certification from Google as a Google Ads Certified Professional.

She considers herself to be an Online Business and Marketing Strategist. Her key focus is to help businesses grow by reaching more would-be customers online. Some of her clients have reached business growth of more than 400% with high double digit conversion rates.

Online marketing is about bringing products and/or services to market and strategically positioning those products and/or services to the right audience at a cost that makes financial sense. She believes that, when done correctly, pay per click advertising can help many businesses that are struggling to find more customers that would allow them to turn the business cycle upwards.

When asked what she likes most about pay per click marketing, she is quick to respond:

*"I enjoy seeing businesses grow when they start utilizing pay per click. It's an indescribable feeling when your clients call you all excited to express their appreciation for helping them grow their businesses.*

*When I hear their excitement, it motivates me to work even harder to help them achieve even higher levels of success. I always treat my clients' advertising budgets as if it were my own money at risk and strive to maximize it by squeezing every single drop of revenue out of it."*

And it's via her expertise and extensive pay per click experience that she's been able to apply those rare tweaks and changes to her clients' campaigns that has allowed her to reach high quality scores on a large number of targeted keywords. But most importantly, her optimization techniques are geared towards increasing ROI (Return On Investment) that has allowed her clients grow their businesses exponentially.

In 2008, Alyona became a managing partner of iFunnel Marketing, LLC, a company focused on pay per click management services. Her experience as a service provider has given her more in depth knowledge of various other niches in automotive, media and entertainment, education, software, healthcare, retail, technology, travel, home improvement, legal services, etc. just to name a few.

She works closely with Google as a Google Partner and is a constant contributor to many related topics of pay per click advertising on the web.



She has been actively involved in all new developments and quickly reacting to any market changes. It's with this keen approach to changes implemented by Google that she is able to keep her clients' accounts on top for their corresponding markets.

Alyona is married with two adorable children and a resident of the East Valley in Phoenix, Arizona. In her free time, she enjoys spending quality time with her family, go sight-seeing, bike riding, exercise, or just a quick trip to the swimming pool.

You can learn more about pay per click marketing by watching her "How To Videos" on her YouTube channel at: [Google Ads PPC Management Services](http://www.adwordsservices.com)



# Why PPC Is Still The Best Way To Drive Traffic

## **# 1: Speed**

You could be up and running with Google Ads in fewer than 30 minutes, of course depending on the complexity of your marketing campaign. The speed to bring to market your products and services is a key reason why more and more advertisers choose to use pay per click advertising.

In other words, when it comes to growing your business with more leads, more customers, more phone calls, there is nothing else that beats it. Pay per click marketing is by far the quickest form of advertising for any business whether be online or off line; try that with Yellow Pages or a newspaper ad.

## **# 2: Wide or Small Reach**

Depending on your business goals, you could spread a wide or small net to reach your customers. You can target your customers on a worldwide, national, or even local bases. You could even limit your marketing to only 20-mile radius around your business.

For example, let's suppose you run a Pet Grooming Service, a 15-20 mile radius around your store could be ideal to bring in more pet owners to get to know and use your services. You're in total control of your marketing goals, thus allowing you to grow your business as small or as big as you can sustain.

Besides geographic locations, you could also maximize your reach by getting customers via whatever device they use to connect to the Internet whether be on desktops, laptops, tablets, or mobile phones.

## **# 3: Control**

There is no lack of control in Google Ads. A well-thought through campaign is like a perfect delivery system. You know if a visitor types "this keyword" they will see "this ad" and will be directed to "this landing page" that converts at "this rate". It is as if you knew what is going to happen in the future.

Let's say that you do not like the outcome, you can always make changes to achieve the outcome you seek. Total control is in your hands; you just need to know how to use it.

## ***# 4: Measurable***

Nothing goes unnoticed here. You can measure every aspect of your marketing and this is what makes it so effective. You cannot improve what you don't measure. Conversely, if you measure, there is no way for you not to improve... only if you just choose to ignore it.

## ***# 5: Low Start Up Cost***

You can start running a PPC account with only a couple hundred dollars a month. You are in charge of your budget and you control how much money you want to invest, that's another beauty of it.

## ***# 6: Cost Effective***

You optimize your campaigns for positive ROI. You can see what makes you money and what does not, so you can optimize accordingly.

## ***# 7: Highly Targeted***

You can be as specific with keywords or as broad as you'd like. You can market only parts of your business and target only those customers. For example, if you have an e-commerce store where you sell all kinds of products you can have a campaign only for a few of them. You don't have to use PPC for all your products.

Maximize your ROI and concentrate your efforts on selling more of high demand products that yield highest returns are two very positive key elements to strive for.



## **# 8: Near To Real-Time Insights**

Any time of the day and any day of the week you can log in to Google Ads and see your insights they are available for you all the time. There could be up to 1 hour lag, but stats get updated throughout the day as traffic comes in.

## **# 9: Quality Traffic**

Search traffic is the best type of traffic you can get anywhere on the web that delivers constant results and great volume. In other words, you would be talking directly to your prospects that are actively searching for the products & services your company offers. In some cases, these consumers are ready to purchase with credit card in hand – that's a mouth watering scenario for any advertiser.

## **# 10: Highly Customizable**

Run your ads when you need them and schedule them to be offline when you do not. Every business is different and pay per click is highly customizable to meet all your business needs. Does your business slow down on Tuesdays afternoon? Then act accordingly to offer a special promotion via PPC and see your Tuesdays pick up.

## **# 11: Reliable**



Google Ads is there for you 24 by 7 every day of the week and works with no fail. Google is so swift in fixing any technical issues that you might think that it is infallible.

## **# 12: Account Access From Anywhere**

Tapping into your pay per click account from anywhere there is an Internet connection is awesome. Making an adjustment to your account on the fly while on the road is very possible. This freedom to update your account without being tied up to any physical location is another very inviting feature of advertising via the web.

# Optimizing Your Google Ads Campaign In 7 Easy Steps

These 7 steps are at the core of what is considered a well structured pay per click marketing campaign. They're the fundamental pillars to build a solid, high performing foundation.

So let's delve right into it:

## Step 1: Conversion Tracking

First of all let's make sure you have conversion tracking installed.

I know it might sound too obvious for some. If that is you, then skip to step number 2 right away.

However after seeing so many active campaigns with no tracking, I felt compelled to put it right up front as the first step. Having conversion tracking installed and active is a MUST.

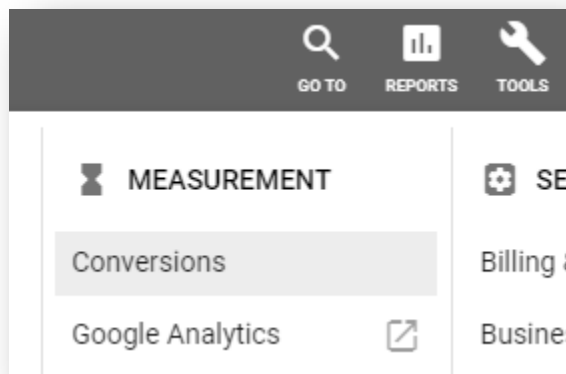
You see there is no way for you to improve your performance unless you track conversions. Failing to track conversions within a PPC marketing strategy is like trying to sail an oil tanker without some sort of GPS tracking system. It's this tracking that gives you a compass to navigate with. It's what points you whether you should delete or negate a keyword, adjust ads, improve your copy on your offer, etc.

Once you've installed conversion tracking, you will have access to a column that will report your conversions... here is an example below of how it would look in your Google Ads account.

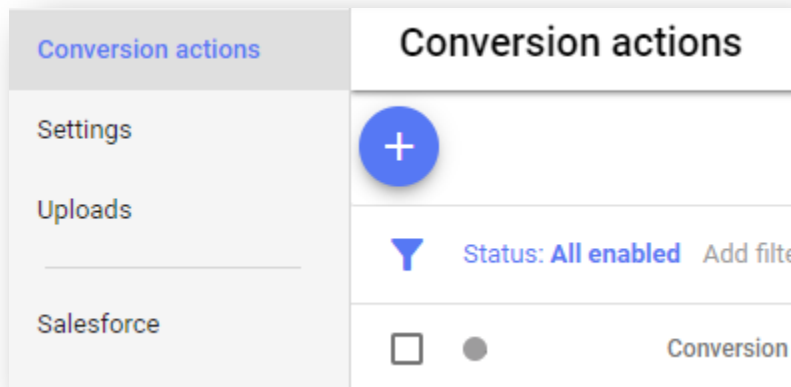
Converted clicks <small>?</small>	Click conversion rate <small>?</small>
275	47.17%
174	42.03%
141	46.08%



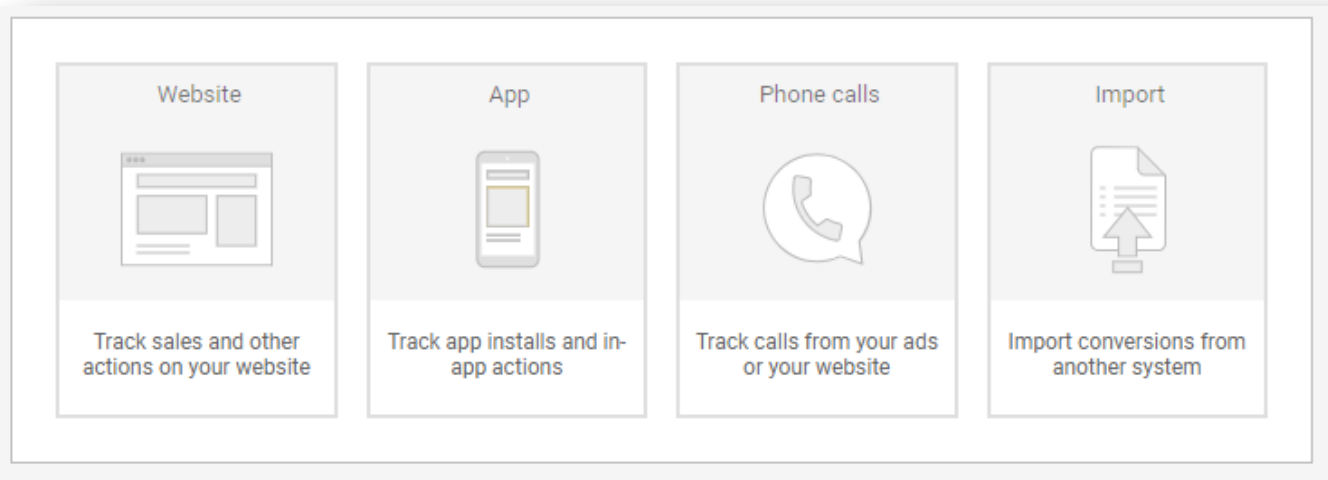
If you do not have conversion tracking installed go to Tools -> Conversions in your Google Ads account



On the following page, click on the blue round plus button as depicted below:



Click on Track sales and other actions on your website (see below). If you want to track phone calls or apps you would choose those, however I am not covering them here.



Enter a name, make it descriptive for yourself and set the rest like in this screenshot (see below) and click save and continue.

A screenshot of the Google Analytics conversion setup form. The form contains the following fields and values:

Name	Form Fill Out Lead
Value	No value tracked
Count	One conversion
Conversion windows	30-day conversion window, 30-day view-through conversion window
Category	Lead
Include in "Conversions"	Yes
Attribution model	Use "Last click" model

At the bottom of the form are two buttons: "Save and continue" (highlighted in blue) and "Cancel".

After that, you will be given a tracking code that you will need to add to your conversion/thank you page and you are done.

A screenshot of the "Install your tag" screen in Google Analytics. It provides instructions on how to install the tag and offers two options for tracking conversions.

**Install your tag**

Copy the tag in the box below and paste it between the <body></body> tags of the page you'd like to track. You can then use [Google Tag Assistant](#) plugin on Chrome to make sure your tag is correctly placed.

▼ **Choose whether to track conversions on a page load or a click**

☒ **Page load** Add the tag to the page a customer reaches after completing a conversion.

☐ Add a 'Google Site Stats' notification to the webpage. [Learn more](#)

This notification will appear only on the page to which you add the conversion tracking tag.

☐ **Click** Add the tag to a button on your website, such as a "Buy now" button.

**Tag for Form Fill Out Lead**

```
<!-- Google Code for Form Fill Out Lead Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1071463046;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "ffffff";
var google_conversion_label = "m5w3CKGZpGcQhvX0_gM";</pre><p>Save instructions and tag   Email instructions and tag</p></div><p><b>Done</b></p></div><div data-bbox="187 954 809 970" data-label="Page-Footer"><p>© Copyright 2008-2019 - All Rights Reserved | Alyona Chirinos - iFunnel Marketing, LLC. <a href="http://www.adwordsservices.com">www.adwordsservices.com</a></p></div>
```

Voilà mon ami! After you add your tracking code to your website, Google Ads will start reporting your conversions.

**Note:**

- You can track multiple conversion types depending on your business needs
  - **Micro conversions**  
Intermediate steps conversions, like when someone clicks on a button or comes to a certain page
  - **Macro conversions**  
It will be your KPI (Key Performance Indicator) – most common are:
    - Cost per conversion
    - Click through rate
    - Number of clicks
    - Conversion Rate
    - Number of conversions (Leads, Sales)

Only after you have some conversion data in your account, you can go ahead and proceed to optimization. If you have not had any conversion data in your account and you just added your conversion tracking code you want to give your account some time to collect the data. It can be just a few days for a highly trafficked niche or a few months for a niche that does not receive much traffic.

Note: You cannot draw conclusions based on a few clicks and/or conversions, obviously.

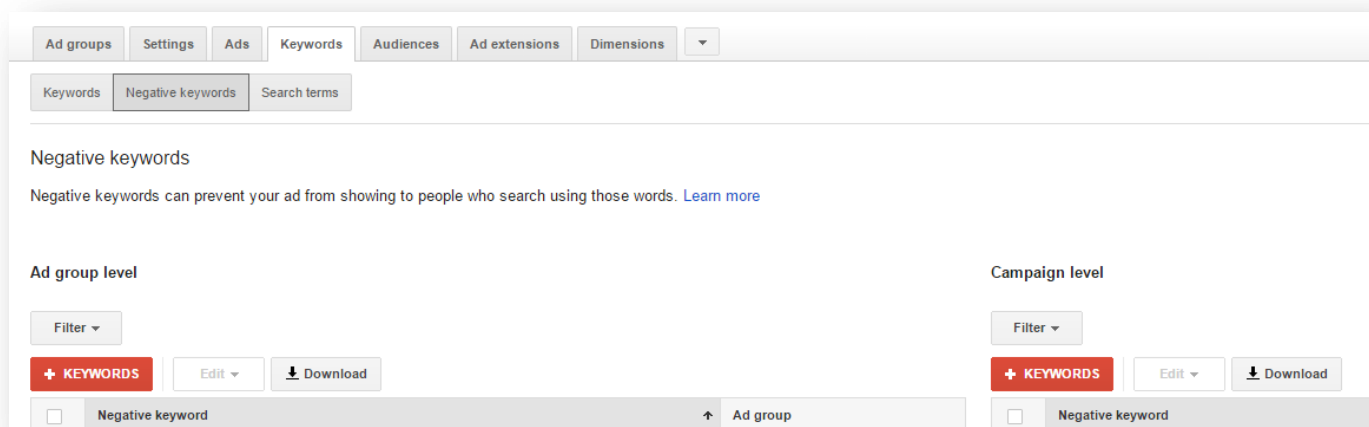


## Step 2: All About Keywords

Extensive use of negative keywords is highly advisable. Exclude any terms that bring no value to your business. Keep an eye on both spenders and silent cancerous keywords that generate no clicks but impact your overall account performance with their high impressions count.

### Negative keywords are your best friends:

- Make sure you have campaign level negative keywords that will insure relevant traffic to your business.
- Make sure you have Adgroup level negative keywords to sculpt your traffic. (Google Ads might trigger the same keyword in different Adgroups and it is up to you to channel Google Ads traffic where it will be most beneficial to your business).
- Do not forget to use match types with your negatives, not all of them should be broad.



## Remove budget spenders:

- Identify keywords that generate no conversions and remove them/add them to negatives.  
Note: This advice assumes that you have enough data to conclude that and there are no other variables that can impact those keywords' performance. For example, your website might not work, thus obviously your keywords will not convert.
- Identify keywords that are not cost effective and do the same with those (again assuming you have valid data to conclude that)

Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ? ↓	Avg. Pos. ?	Cost / converted click ?	Converted clicks ?
211	16,183	1.30%	\$2.48	\$522.36	1.0	\$0.00	0
70	205	34.15%	\$2.14	\$149.97	2.9	\$0.00	0
38	253	15.02%	\$3.58	\$136.23	1.6	\$0.00	0
51	368	13.86%	\$2.47	\$125.80	2.2	\$0.00	0
31	71	43.66%	\$3.43	\$106.32	1.6	\$0.00	0
44	97	45.36%	\$2.30	\$101.21	2.8	\$0.00	0
43	192	22.40%	\$2.33	\$100.24	2.7	\$0.00	0
30	148	20.27%	\$3.20	\$95.93	2.2	\$0.00	0
26	52	50.00%	\$3.45	\$89.59	1.8	\$0.00	0
23	91	25.27%	\$3.83	\$88.13	1.9	\$0.00	0
45	67	67.16%	\$1.78	\$80.20	2.1	\$0.00	0
21	89	23.60%	\$3.64	\$76.53	1.9	\$0.00	0

## Work on low quality score keywords:

- Low quality score keywords should be removed assuming you have enough data to arrive to that conclusion or can be moved to another Adgroup in order to work on improving their quality score or possibly modified unless they generate desired KPI results.
- Some low quality score keywords cannot be improved. As long as they meet your KPI goal(s), you should keep them. Even low quality score keywords can be very profitable.
- Low quality score high impressions keywords in many cases need to be removed if their quality score cannot be improved even if they meet your KPI goal(s).

Quality Score is an estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad. Higher Quality Scores typically lead to lower costs and better ad positions.



## Remove duplicate keywords:

- Check for those tricky broad or modified broad match duplicates & get rid of them. You can use AdWords Editor to help you with that.

**Find Duplicates**

Specify your criteria for duplicate keywords. Removed keywords aren't considered duplicates.

**Where to search for duplicates.**

☒ Parenting Coaching

Search

Select: [All](#) [None](#) [Active](#) [Paused](#) ☐ Show only items I selected

Selected: 1

**Word order**

☐ Strict word order

☒ Any word order (buy shoes = shoes buy)

**Match types**

☒ Duplicates must have the same match type

☐ Duplicates can have different match types (even negatives)

**Location of duplicates**

☐ In the same ad group

☐ In the same campaign

☒ Across selected campaigns

**Optional: Hide duplicates**

☐ In removed and ended campaigns and ad groups

☒ In paused campaigns and ad groups

**Find duplicate keywords** **Cancel**

- Keep keywords count around 25-30 per Adgroup. Note: There are exceptions; however staying within this range in most cases is the best way to go.
- Check for conflicting negative keywords.
- Make sure your Agroup keywords have the same theme.
- Use all 4 match types: broad, phrase, exact, modified broad. Some people shy away from using broad match - Do Not. Broad match keywords in Google Ads in conjunction with appropriate negative keywords are a powerful traffic machine for your business.
- Run search terms report regularly to stay on top of your search queries. If you just started your campaign run it every day to spot additional negative keywords.

Ad groups	Settings	Ads	Keywords	Audiences	Ad extensions	Dimensions	
View: Month	Filter	Columns					View Change History
Conversions		Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	
Labels		1,201	483,784	0.25%	\$1.76	\$2,117.92	
Time		6,619	1,206,626	0.55%	\$1.83	\$12,136.31	
Destination URL		8,780	3,324,203	0.26%	\$1.64	\$14,400.84	
Final URL		8,154	5,248,453	0.16%	\$1.79	\$14,635.69	
Top movers		7,496	993,075	0.75%	\$2.02	\$15,159.31	
Geographic		7,928	944,040	0.84%	\$2.07	\$16,371.41	
User locations		8,346	1,099,873	0.76%	\$2.11	\$17,620.33	
Distance		10,386	796,199	1.30%	\$2.13	\$22,095.48	
Search terms		9,279	4,964,629	0.19%	\$2.00	\$18,523.35	
Paid & organic		9,773	15,072,616	0.06%	\$1.80	\$17,551.10	
Free clicks		9,037	262,205	3.45%	\$1.58	\$14,277.05	
Call details		6,072	130,039	4.67%	\$1.56	\$9,467.35	
Campaign details							
Ad group details							

- Add to your campaigns as new keywords search queries where the CTR for the search query is higher than the CTR for the keyword that triggered the search query.

IMPORTANT: When you do that watch out for the same search query across multiple Adgroups. You do not want to add duplicates.

## Step 3: Geo Targeting

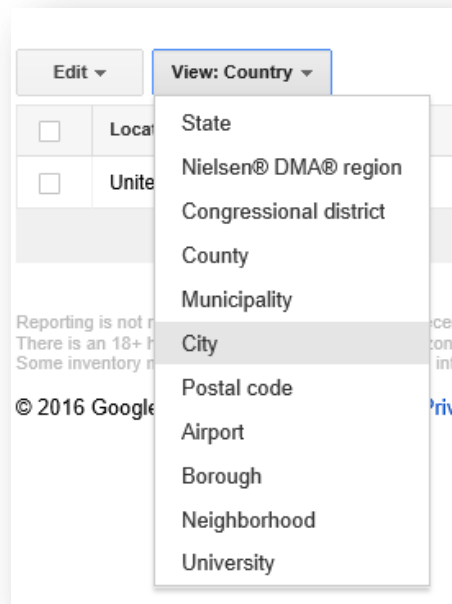
If your campaign is set up for nationwide targeting, you'll have some areas of the country that perform better than others. It's your opportunity to sell more in those locations where people like what you got and possibly not run any advertising in those areas that generate little interest for what you offer.

Geographic optimization is what will help you accomplish that. Spend your advertising dollars effectively in areas that generate most interest and profits for you company.

You should run geo report. For that just go to: Locations -> User Locations Report

Location	Bid adj.	Added/Excluded	Location type	Clicks	Impr.	CTR
<input type="checkbox"/> New York, New York...	-10%	Added	Physical location	22	139	15.83%
<input type="checkbox"/> Chicago, Illinois, Uni...	—	None	Physical location	9	70	12.86%
<input type="checkbox"/> Washington, District...	-10%	Added	Physical location	8	69	11.59%
<input type="checkbox"/> Tucson, Arizona, Uni...	-10%	Added	Physical location	4	15	26.67%

Choose listed items to view your reports. Like in this case below, I chose City. Then optimize based on the data presented.



- a. Add to negatives those poor performing states, cities, zip codes.
- b. Add to targeting well performing states, cities, zips – so you could set bid modifiers for different locations. For example, if in Dallas, Texas you average position is 3.5 and you do not mind spending more on that location since your cost of acquisition is below your goal, you could set 25% increase bid modifier for that city only and have all other locations running at your default CPC bids.
- c. Some of the geo locations you might not want to add to negatives even though they do not perform well. You can add them to targeted locations and decrease their bids by setting for example 10% decrease bid modifier.

## Step 4: Landing Page

Like she said.... “It takes two to tango” – that’s what my dance instructor used to tell me as I was practicing my Cha-Cha moves.

The same is with pay per click and landing pages. If your landing page is not optimized for conversion, the benefit you’ll gain from your pay per click campaign is going to be significantly impacted by it. Even if you have done everything perfectly fine with your pay per click set up, your landing page will be a decisive factor for your success.

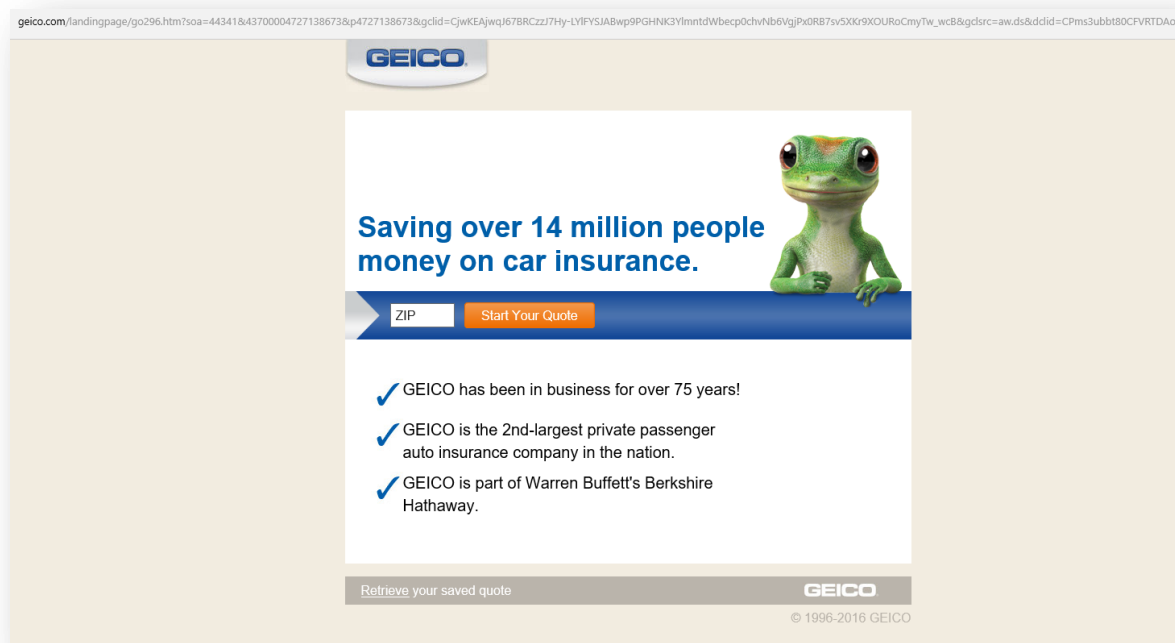
Using A/B split testing to improve your landing pages is a must. If you do not constantly split test new ideas for your landing pages, you leave a lot of money on the table without even realizing it.

You can use Experiments (it is free) in Google Analytics to set up A/B split tests or opt in for a paid service like Optimizely.

## Here are a few tips to steer you in the right direction with your landing page:

- Make your landing page experience consistent with your ads. In other words, your ads and landing pages need to talk about the same thing. If you mention a discount in your ads, make sure that the same discount is stated on your landing page.
- Have one call to action on your landing page. Do not overcrowd it with multiple choices.
- Remove navigation links. The fewer distractions that will take your visitors away from your call to action, the better it will convert.
- Do not forget a headline. A headline plays a big role in your conversion, thus do not dismiss it or take it lightly.
- Make sure, you have privacy policy, terms of service, address, etc. links on your footer. All links need to open in a new window keeping your landing page in place.
- Colors, wording, images. These all play a role in your landing page's conversions. Do not assume anything, split test everything. Do not resource to the opinions of others close to you as to what would work, but rather allow your own audiences dictate what works and what doesn't by virtue of splitting testing your page elements.

## Here is an example of a landing page.





**Notice:** GEICO does not bring pay per click traffic to their [www.geico.com](http://www.geico.com) page because they know that they need to build a landing page that could be optimized for conversions by stripping navigation and making it simple and actionable.

On this landing page, which is very simple you see just their logo, a headline, call to action with a zip code field and Start Your Quote button, which is orange and stands out and that is what you'd want.

As you see, this page has all the major components of a good landing page without any distractions of a regular website. Granted not all businesses will have such a minimal landing page, but what I am trying to convey here is that the fewer elements, the better it's when it comes to landing pages.

**While I'm on this topic, I'm going to pass along another tip.**

They've listed 3 elements (what's considered features as supposed to benefits). They could improve these here since they actually talk about features instead of benefits. I would recommend that instead of:

*GEICO has been in business for over 75 year!*

To make it stronger they could have said instead:

***GEICO has been providing reliable and dependable service for over 75 years!***

**Note:** Although, I'm almost positive that this new tweak will perform better, I'd still run it through my A/B split test routine to make sure that my hunch is backed up with real tangible data based on my audience telling me that I was justified to modify that line on my landing page.

Japanese Management has a concept called "Kaizen" which vaguely translates to improvement via iterative small changes to reach perfection. In other words, by incrementally changing a portion of a product or service, one can obtain a much greater level of performance.

Here's a more accurate account:

***Developed in Japan after World War II, Kaizen business philosophy involves promoting constant improvement by monitoring business processes and making ongoing adjustments. The term is taken from two Japanese words that literally mean "good change."***

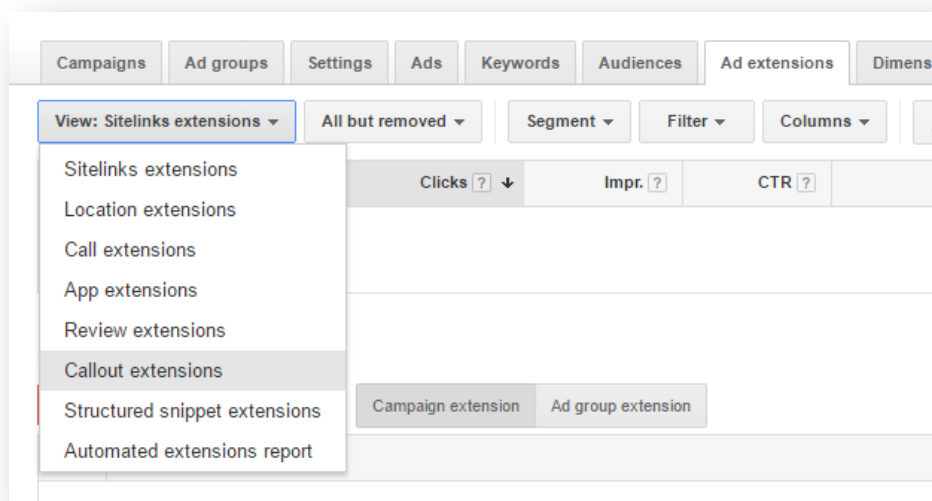
Applying this concept of "Kaizen" to your pay per click advertising, one can reach higher level of competency by split testing ads, landing page elements, etc. In my example above, I would also modify GEICO's 2<sup>nd</sup> and 3<sup>rd</sup> lines accordingly to reach that higher level of conversions.

## Step 5: Optimizing Ads For Better Conversion

Just like with optimizing and split testing your landing pages, optimizing and split testing your ads is your key to success on pay per click.

### Never stop split testing!!!

- a. Make sure each of your Adgroups always runs two ads.
  - Use even rotation settings to run your ads if you want to have more control.
  - Check ads frequently and remove ads with poor performance.
  - Keep testing different parts of ads to achieve incremental gains following the concept of “Kaizen”.
  - If your ad does not meet your KPI (Key Performance Indicator) goal, then come up with a completely new ad to split test.
  - If your ad has good KPI, make minor tweaks to improve it further.
- b. Your ads need to talk about benefits, not features.
- c. They need to fulfill a need, not just a want.
- d. Customer focused, not brand focused.
- e. Make sure your ads visually stand out. Examine your competition in search result to see how to make them stand out.
- f. Make sure your ads have calls to action.
- g. Do a search for every ad you write to study your competitive landscape.
- h. Use ad extensions; however watch out for their conversion rates. If you have site link extensions that bring people to “About Us” page or the like that might not be the best way to spend your budget. Your site link extensions still need to come to landing pages that are optimized for conversion.



## Step 6: Quality Score

### Is quality score of your keywords important, you asked?

Answer: Absolutely, positively with a resounding Yes!!!

It might also make you feel better to see a column like this in your account 😊.  
However, remember the most important factor for any business should be your keywords' KPI.

Some people get hung up on improving their quality score so much that they forget about their ultimate goal of achieving their KPI. Not all keywords can be improved to the point that they would have quality score 10, thus as long as they meet your KPI goals, do not stress much over them.

You can spend your time a lot more productively working on other aspects of your campaigns and as long as you move forward in the right direction, your quality score will improve.

Let's take a look at the picture below.

Cost / converted click ?	Converted ↓ clicks ?	Qual. score ?
\$6.22	2,180	3/10

This keyword has quality score of 3; however, it performs beautifully by generating many conversions (2,180) and it meets in this case its cost per converted click goal of \$7. Can quality score of this keyword be improved? Not really. It's a very broad, one-word broad match term for the niche we target that has a lot of traffic.

- Do not concentrate your energy on achieving a perfect quality score.
- Concentrate your energy on overall performance of your ads, keywords, CTR. You want to have as high CTR as possible, however not at a cost of profitability. If you have a keyword that has low quality score however profitable, do not get stuck on trying to improve it.
- As long as you follow directions under Step 2 above "All About Keywords" by working on low quality score keywords then you'll be all set. Do not allow quality score ambitions distort your actions.

Qual. ↓ score ?
--
10/10
10/10
10/10
10/10
10/10
10/10
10/10
10/10
10/10
10/10
10/10

## Step 7: Adjust Your Bids

- a. **Competitive Advertiser** – if your goal is to dominate your niche.
  - Set bids to position all your exact match keywords in positions 1-3.
  - Adjust bids of broad and phrase keywords based on their conversion data.
  - Use first page bid strategy for keywords that got no clicks and/or low impressions.
- b. **Low budget advertiser** – you do not really have a budget and/or desire to dominate your niche.
  - Adjust all keyword bids based on their conversion data.
  - Set bid modifiers on a geographic level.
  - Set bid modifiers based on time of day or day of the week.
  - Set device modifier.
  - Perform bid optimizations on a regular bases.

Clicks	Impr.	CTR	Avg. CPC (USD)	Max. CPC (...)	Cost (USD)	Avg. Pos.	Converte...	Cost / converted click...	Click conversion ...
101,999	1,982,065	5.15%	11.46	16.00	168,736.42	3.77	57,049	20.49	55.93%
29,140	2,805,406	1.04%	5.78	7.78	168,506.67	5.63	11,851	14.22	40.67%
24,880	3,247,429	0.77%	7.56	9.00	188,130.40	6.94	11,525	16.32	46.33%
14,858	1,036,781	1.43%	8.57	9.00	127,359.09	5.53	7,094	17.95	47.75%
10,289	143,527	7.17%	13.15	19.00	135,348.83	1.74	6,693	20.22	65.05%
10,035	191,212	5.25%	12.37	23.00	124,168.68	3.93	5,950	20.87	59.29%
8,282	128,678	6.44%	12.00	19.00	99,402.21	3.26	4,901	20.28	59.18%
8,038	448,341	1.79%	8.55	11.00	68,749.76	5.07	4,137	16.62	51.47%
8,148	316,880	2.57%	7.16	10.00	58,328.40	4.44	4,009	14.55	49.20%
13,240	7,554,762	0.18%	4.59	6.00	60,828.61	4.88	3,874	15.70	29.26%
7,832	376,895	2.08%	6.62	10.00	51,813.89	4.29	3,511	14.76	44.83%
6,912	775,332	0.89%	7.86	9.50	54,359.86	5.46	3,227	16.85	46.69%
7,611	1,194,578	0.64%	7.09	9.00	53,937.27	5.49	3,223	16.74	42.35%
7,255	786,325	0.92%	6.15	8.50	44,582.35	3.65	3,072	14.51	42.34%
7,848	2,848,770	0.28%	5.98	7.00	46,940.74	6.52	3,053	15.37	38.92%
5,716	411,315	1.39%	7.86	11.00	44,928.65	5.60	2,775	16.19	48.55%
5,566	440,359	1.26%	7.33	9.00	40,814.94	3.75	2,680	15.23	48.15%
8,124	583,197	1.39%	6.29	9.00	51,082.84	4.32	2,673	19.11	32.90%
5,170	366,972	1.41%	7.37	9.50	38,118.64	4.99	2,577	14.79	49.85%
5,465	701,503	0.78%	7.47	9.00	40,801.07	5.59	2,491	16.38	45.58%
4,335	376,875	1.15%	7.55	9.00	32,713.25	5.52	2,203	14.85	50.82%
4,063	427,104	0.95%	6.86	19.00	27,884.79	4.96	2,024	13.78	49.83%
3,218	68,308	4.71%	9.78	18.00	31,458.43	4.69	1,900	16.55	59.06%
3,678	160,234	2.30%	9.17	10.50	33,714.07	4.51	1,843	18.29	50.11%

# Final Thoughts...

I'd like to thank you for taking the time to review my "7 Fast & Easy Core Strategies To Optimize Your Google Ads Campaigns".

The goal of this document was to provide you the most useful CORE foundations for pay per click management in a condensed format that when implemented will have the greatest impact on the performance of your campaigns. Follow all the steps above and let me know how it plays out for you.

Google Ads is a complicated and involved venue that requires broad knowledge of various aspects of online marketing. To educate yourself more about pay per click marketing, please make sure you subscribe to my YouTube channel right here at: [Google Ads PPC Management Services](#). I've put together a series of videos to help you achieve a higher performance of your own campaigns.

Furthermore, if you're looking for more personalized help with your pay per click accounts and would like to take advantage of our **"FREE Video Audit Offer"** of your account (Worth Over \$350 just in my time alone, not to mention the thousands of dollars worth of improved performance for your business), just send me an email with: "Free PPC Audit" in its subject line and with your 10-digit Google Ads (AdWords) account number to [info@adwordsservices.com](mailto:info@adwordsservices.com) or better yet reach out to me by **phone at: 1-480- 445-9905**.

You'll find your 10-digit Google Ads account number in the top right corner of your account, once you send it to me you will be notified to allow permission to view your account.

After careful review of your account, I'll walk you through your account via a video format. It will be as if you were standing right next to me looking over my shoulders as I show you a bird's view of your account that will help you identify the sources of drainage, what to capitalize, how to best structure your campaigns, how to adapt to Google Ads changes, and my overall recommendations to improve performance.

In this video audit, I'm pulling back the curtains to give you an X-ray vision of your account that most likely you've never seen before. Even if you feel your campaign is up to snuff, what would it do for your business to identify and rectify a few key elements to improve? You be the judge on that!

However, here's a bit of a bad news though...

Since I do keep very busy working on my clients' accounts, I don't have much time to offer this free video audit service on an open bases. Besides, I don't take any clients whose businesses are the same as those I already have in my portfolio of managed niche markets. In other words, I don't take two clients in the same niche market as to guarantee them my highest level of performance.



**So, to qualify for this FREE Video Audit, you must and I mean you must fit both criteria:**

- Be among the first 12 Google Ads advertisers per month. In other words, for me to do an in depth analyses of your account, I must restrict it to ONLY the first 12 people per month who requested it. If your request comes in as the 13<sup>th</sup> for the month, I am sorry to say that I would have to turn you down for the month. You'll need to apply again next month and compete for these 12 slots with the new batch of people.

You see, my logic is this... last time I checked, the number of people interested in Pay Per Click Management Services has ballooned to 28,500 per month. So even if this offer is viewed by only 0.10%, I expect these 12 slots to be gone in a blink of an eye.

- Your campaign must be in a niche market OUTSIDE of what we already manage. In order to keep in-house our competitive advantage in a given market, we must restrict our FREE Video Audit to a market that is NOT in direct competition with what we already have in our managed portfolio.

If you're interested, I would encourage you to reach out to me ASAP. Don't delay, send me that requesting email or phone me. You have zero obligation, no string attached when you take advantage of this very limited offer.

Let's recognize that simple email could be the difference between running a poorly configured Google Ads account or a highly optimized one that spews more leads, more sales, and more profits for your organization. Ultimately, that choice rests in your hands.

In any event, I like to close by thanking you for your continued support and action-taking! It keeps me doing what I'm doing and loving every second of it!

Here's to your success!!!

**Alyona Chirinos**