



**NEW LIGHT  
DIGITAL™**

# **Preventing Common Mistakes Advertisers Make in Google Ads**





Brands often run Google Ads that aren't properly optimized and then give up on the tactic entirely due to believing it doesn't work for their brand. In reality, most brands can succeed with Google Ads when properly optimized.



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## Underfunding Campaigns

When you put strict spending limits on a campaign, you'll struggle to see trends and optimizing the campaign is quite challenging. For best results, you should invest a minimum of \$1,500 per month.

2



## Failing to Put Conversion Tracking in Place

You won't know how well your ads are really performing if you can't track conversions or leads on your website. Focusing only on ad clicks and impressions won't translate into business growth.

3



## Using Google Ads Smart Bidding with the Wrong Goals

Google Ad Smart Bidding is a helpful tool that can maximize your conversions. But if you have the wrong goals in place, your campaign will be optimized for the wrong things.

4



## Accepting Google Ad Recommendations Blindly

Like many digital tools, Google Ads provides many AI tools to help improve your experience. But if you blindly accept recommendations, you might see lower performance.



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## Limiting Match Types to Only Broad Match

Using broad match can help reach a broader audience and discover how people are searching for your products and services. But overusing the tactic can lead to paying for keywords that aren't relevant.

6



## Failing to Add Negative Keywords

Negative keywords can help further target your ad campaigns. For example, a local pharmacy might want to exclude the term pet if they only provide prescriptions for individuals.

7



## Not Using an Ad Copy Testing Strategy to Hone Your Message

Using only one ad set won't provide many insights into how best to reach your audience. Testing various copy strategies will tell you what best resonates with your customers.

8



## Targeting Only the Most Competitive Keywords

Highly competitive keywords will cost more and you'll need to have a high ad quality score to show in the top results. While you might want a presence for those keywords, it's best to limit how much of your budget goes toward them.



9



## Setting Bid Maximums Too High

Bid maximums will dictate how much you're willing to pay to show for a specific keyword. When those are high, you'll exhaust your budget quickly, which is another reason to choose lower-competition keywords.

10



## Not Taking the Time to Understand a Realistic Cost Per Lead for Your Business

Long before you set up a Google Ad campaign, you need to know what you can afford to spend for a lead. ROI research will help inform your marketing budgets.

11



## Giving Up on the Ads Too Soon Before Taking Time to Optimize the Campaign

Results might not come right away from Google Ads. You'll need to be patient and optimize the campaign to get to the cost per lead you're looking for.

12



## Failing to Check in Regularly to Add Negative Keywords or Adjust Ad Strategy

Optimizing your ads is just as important as the initial setup. You won't know how things are going if you don't check in regularly and make adjustments.



13



## Not Using Geotargeting to Reach a Specific Audience

Many companies see differences in how their products sell based on geography. If that's the case for you, be sure to include geotargeting in your ads.

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## Ignoring Regional Keyword Trends

When geotargeting your ads, consider regional keywords that might differ from your national research.

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## Failing to Include Ad Extensions or Getting Ad Extensions Disapproved

Ad extensions provide greater context and more click opportunities to your customers. Including them can boost your ad's effectiveness.

# Preventing Common Mistakes Advertisers Make in Google Ads

Want an assessment of what you've done in Google Ads and expertise to improve results? Schedule a free consultation with New Light Digital to learn how you can get more from your advertising campaigns.

**CONTACT US**