

6 TIPS TO BOOST GOOGLE ADS PERFORMANCE

ONLINE MARKETING TIPS

KEYWORD RESEARCH

The best keywords are the ones that people actually search for, not necessarily the ones the advertiser thinks are best.

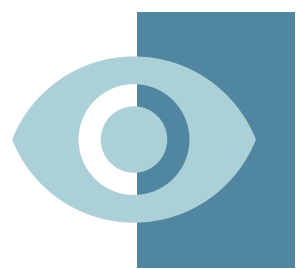


LANDING PAGES

Successful Google Ad campaigns direct people to custom landing pages, not to the advertiser's home page.

TESTING

Successful Google Ads campaigns require regular monitoring and testing to improve results over time.

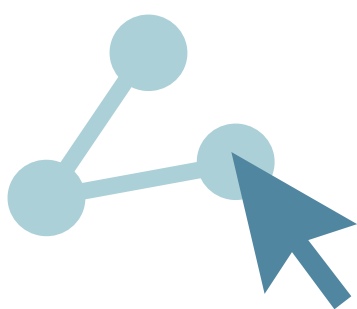


GOOGLE SHOPPING

If you have an online store, you can increase sales by using Google Shopping Ads. (There's a new free Google Shopping product, too.)

CALL TO ACTION

Start with a specific idea of what you want people to do when they see your ad and include a call to action in the ad text.



GOOGLE MY BUSINESS

If you have a bricks-and-mortar store, make sure to sign up for Google My Business, which creates opportunities for your ads to show in maps and in search-result "3-packs."