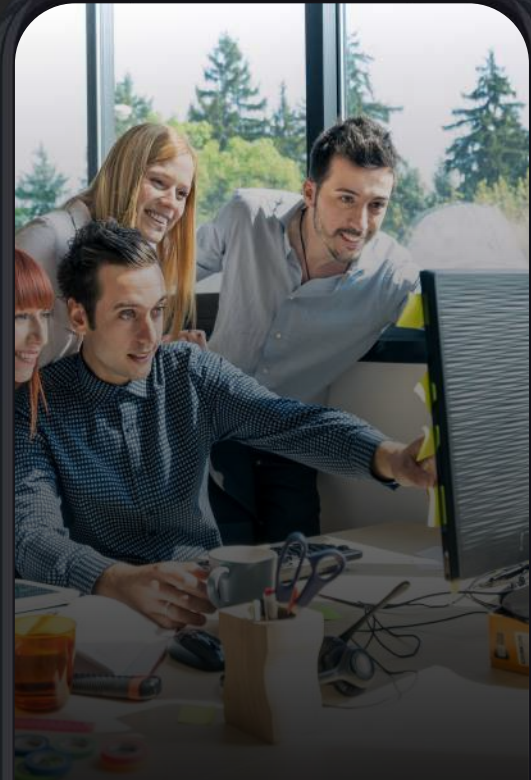




robusq
DIGITAL MARKETING

PRESENTS

How To Beat Your Competition AND Pay Less Than Them



A photograph of three people sitting around a wooden table in a dimly lit room, likely a cafe or office. They are all smiling and looking at laptops. The person on the left is a woman with blonde hair, wearing a white sweater, typing on a laptop. The person in the middle is a woman with long dark hair, wearing a light-colored top, looking at a laptop. The person on the right is a man with dark hair and glasses, wearing a denim jacket over a red shirt, looking at a laptop. There are two glasses of water on the table, one in front of the woman on the left and one in front of the man on the right. A brown folder or notebook is also on the table. The background is dark and out of focus, with some tall plants visible on the left.

LET'S DIVE IN...

JUST SOME BACKGROUND FIRST...

Google at its core, is a referral service.

Just imagine you recommending someone or a business to someone you know.

This is exactly what Google does when you type something in to the search bar.

And Google really cares about their reputation, so it goes without saying that Google puts a mass of effort into making sure that people keep coming back to it.

So how does it do that?

QUALITY SCORE

A background image showing three people (two women and one man) sitting around a table with laptops, looking at a screen. The image is dimly lit and serves as a backdrop for the text.

This is the “Google Score”. It measures every single ad that it shows.

Have a bad score, the Google will screen your ads out. You don’t want that.

You want to absolutely make sure that you have a high Quality Score.

And here is the pot of gold at the end of the rainbow, get a better Quality Score over your competitors and Google will show your ads higher than your competition and lets you bid less than your competition! That means you spend less than your competition to rank better than them!

So let’s talk about how can you have a high Quality Score...

BOOSTING YOUR QUALITY SCORE

At the very least, to have reasonable performance, you want to have a Quality Score of at least 7/10.

But of course there is no point of being mediocre, ideally you want to get that score above that.

So how can this be done?

These are the exact parts that contributes to the Quality Score:

1. Click Through Rate (how many people click on your ads)
2. Relevance of your ads to what someone searched
3. Landing page experience.

Let's talk about these in a bit more detail.

BOOSTING CLICK THROUGH RATE

This is by far the biggest factor in the Quality Score.

Basically Google wants to spend money with their ads, so if ads aren't getting clicked on, it will not be good. Google would rather give this as position to someone else who gets better clicks. Don't let that be you!

Also, and more importantly, what this means is that, the ads are just not powerful enough to get the attention above the others that are on the page.

So how can this change?

BOOSTING CLICK THROUGH RATE

The single biggest factor in getting better click rate is changing the ad copy.

Make it provocative. The ad must stop someone dead in their tracks and make the pay attention and click on it.

News headlines and magazine headlines do this really well.

Couple that with amplifying the emotions of the copy.

You now have a much better chance of getting attention and clicks!

BOOSTING RELEVANCE

The second part. This is how related your ad is to what the person has typed into the search bar.

To do this well, know what the real intent of every search term you use in your campaign. Intent can be as basic as: researching, or buying.

Match up your ads exactly to that intent is.

This way the ads has a very high appeal to the searcher and they have a higher chance of getting clicked.

NAILING YOUR LANDING PAGE

This part can be explained like this...

There is absolutely no use if you put an ad for laptops and then the landing page to that ad has very little to do with laptops.

This will create confusion with your visitor and they will likely bounce off the page.

It goes more than that - make sure that the search terms that you targeted in your ads are in your landing page.

This does two things:

1. It lets the visitor know that they are in the right place
2. It lets Google know that you've build a page that's in line with your ads

NAILING YOUR LANDING PAGE

So use Google Analytics to track bounce rates on your landing page.

This is your weapon to know how well you are speaking to your audience.

When you see high bounce rates on your a pages, look at both your ad and the landing page and ask yourself are these two things marrying up?

If not, what needs to happen in terms of relevance so that they are?

ALWAYS TEST AND REMEASURE

A background image showing three people (two women and one man) sitting around a table, looking at laptops and smiling. The scene is dimly lit, suggesting an office or meeting environment. The text is overlaid on this image.

As always with anything, it's very rare that this is nailed on the first go.

The trick is to keep monitoring and keep tweaking and make sure that performance is always improving.

There is always lots of work that can be done on this on a regular basis.

So stay on top of it, get that Quality Score above 7 and let the profits soar!

Don't Want The Headaches Of Managing Your Own Google Ads Account?

BOOK IN YOUR GOOGLE ADS AUDIT AND STRATEGY SESSION.

WARNING: This is for serious Glaziers only. Glaziers who are looking to land the big money jobs on a regular basis, not just the broken windows and doors. And we are not in the business of creating conflicts of interest. For this reason, **we only take on ONE SERIOUS GLAZIER PER AREA.** We will be helping them absolutely own that area with the enquiries, tradies and the big jobs that they are really looking to get. To do all this they must be willing to spend at least \$750 per month on Google Ads. If any of that creeps you out, then we are not a good fit and that's totally ok.

In the other hand, if you are excited by all that and want to take your business to the next level bursting with the big money jobs and you are willing to do whatever it takes to do that, then you should...

BOOK YOUR FREE STRATEGY SESSION NOW