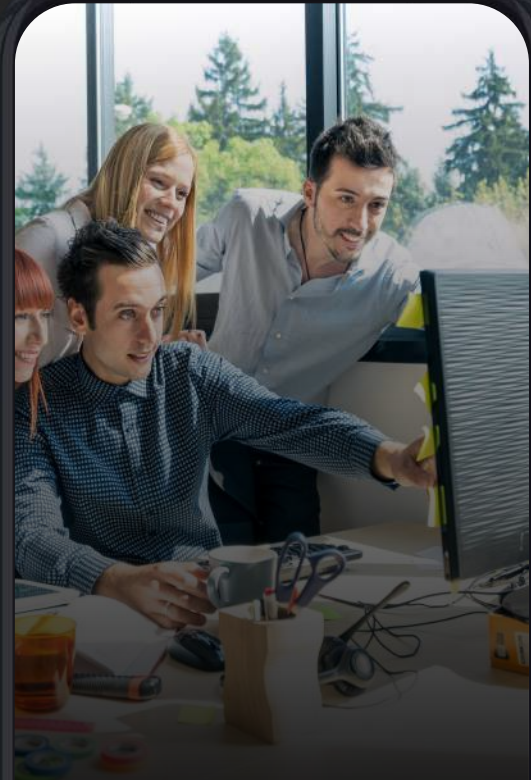




robusq
DIGITAL MARKETING

PRESENTS

The 2 Most Critical Settings When Starting A Google Ads Campaign



A photograph of three people sitting around a wooden table in a dimly lit room. On the left, a woman with blonde hair is seen from the back, wearing a light-colored sweater and typing on a laptop. In the center, a woman with long dark hair is smiling broadly, looking towards the right. On the right, a man with dark hair and glasses, wearing a denim jacket over a red shirt, is also smiling and looking towards the center. The table is cluttered with two laptops, several notebooks, and glasses of water. The background is dark and out of focus, suggesting an indoor setting like a cafe or office. The overall mood is collaborative and positive.

LET'S DIVE IN...

DO NOT FOLLOW “GOOGLE SETTINGS”

You will pay Google a lot of money to use these settings. This is definitely something that needs to be avoided in the initial performance data gathering phase.

If you choose these settings you are solely relying on Google for performance hacks and you won't know what exactly works and what needs improvement.

At the start, get clear on what is working and what is not working.

To do that, you must do everything in manual settings.

Let have a look at the first one...

A photograph of three people sitting around a wooden table in a dimly lit room. On the left, a woman with blonde hair is seen from the back, wearing a light-colored sweater and typing on a laptop. In the center, a woman with long dark hair is smiling broadly, looking towards the man on the right. On the right, a man with dark hair and glasses, wearing a denim jacket over a red shirt, is also smiling and looking at the woman in the center. The table is cluttered with two laptops, several notebooks, and glasses of water. The background is dark and out of focus, suggesting an indoor setting like a cafe or office. The text 'SETTING #1' is overlaid in the center in a large, white, bold font.

SETTING #1

BIDDING

You want to have this setup for Manual CPC.

This way you have total control in how much you are spending in your account.

And you can control how much you spend per click not Google - this is critical in the initial phases of any campaign.

Bidding

Manual CPC

Help increase conversions with Enhanced CPC [?](#)

[Change bid strategy](#) [?](#)

Edit your bid strategy [^](#)

With 'Manual CPC' bidding, you set your own maximum cost per click (CPC) for your ads.

[Learn more](#)

CANCEL **SAVE**

BIDDING

After you have enough data, you can switch to Enhanced CPC.

Enhanced CPC is a bid strategy that helps to maximise conversions or conversion value.

This setting still uses a baseline spend figure that you have set yourself. So this is the most amount of “freedom” you want to give Google in the initial phases.

Bidding

Manual CPC

Help increase conversions with Enhanced CPC [?](#)

[Change bid strategy](#) [?](#)

Edit your bid strategy [^](#)

With 'Manual CPC' bidding, you set your own maximum cost per click (CPC) for your ads.

[Learn more](#)

CANCEL

SAVE

A dimly lit scene showing three people sitting around a wooden table. On the left, a woman with blonde hair is seen from the back, wearing a light-colored sweater and typing on a laptop. In the center, a woman with long dark hair is smiling broadly, looking towards the right. On the right, a man with dark hair and glasses, wearing a denim jacket over a red shirt, is also smiling and looking towards the center. The table has two laptops, a notebook, and a glass of water. The background is dark and textured, possibly a wall or a large plant. The overall mood is collaborative and positive.

SETTING #2

AD ROTATION

With the ads you put up, what you want to know is - which ads are performing the best.

To do this each ad needs to have enough time to perform. The best way to do this is...

Choose: Do not optimise. Leave that setting till you get enough data.

Ad rotation

- Optimise: Prefer best performing ads
- Do not optimise: Rotate ads indefinitely
- Optimise for conversions (Not supported)
- Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.



CANCEL SAVE

AD ROTATION

The you can use the performing ads and change the not performing ads.

This way you are always trying to get a great performing SET of ads rather than one great performing one and average ones.

Ad rotation

- Optimise: Prefer best performing ads
- Do not optimise: Rotate ads indefinitely
- Optimise for conversions (Not supported)
- Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.



CANCEL SAVE

ALWAYS TEST AND REMEASURE

No matter how good the ads are set up, the search landscape changes all the time.

Because of this, you will at some point need to change the ads and various other parts of the campaign.

Use these settings every time you start fresh so you can laser down on what's working and what needs improvement.

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