HOW TO BE A MASTER GOOGLE ADS MANAGER

5 HABITS TO FOLLOW

1) CONSISTENTLY MAXIMIZE OPTIMIZATION SCORES

Use the Recommendations feature to leverage tips generated from machine learning. Strive for a score of 100 .

2) REGULARLY REVIEW SEARCH TERMS REPORTS

Build negative keyword lists. Exclude irrelevant search terms that are wasting clicks and decreasing ad rank.

3) SEEK TO BE A 10 IN QUALITY SCORES

Fine-tune the quality and relevance of keywords, ad copy and landing pages. Improve ad rank and reduce click costs.

4) INTEGRATE A CLICK FRAUD PROTECTION SOLUTION

Protect budgets from invalid traffic. Identify and block fraudulent or unwanted clicks.

5) LEVERAGE OFFLINE CONVERSION TRACKING

Tracking the quality of conversions is a powerful step in maximizing ROI. Use lead quality data to drive targeting strategies.

Inner Architect Media LLC