

Google Ads

for Small Business Owners

DEMANDMOJO

Make smarter ad decisions. Avoid costly mistakes. Get more leads.

Common Pain Points

-  Wasting money on the wrong keywords
-  Confusing campaign structure
-  Not tracking conversions properly
-  Getting clicks but no sales
-  Choosing the wrong bid strategy
-  Overpaying for leads
-  No time to manage it properly

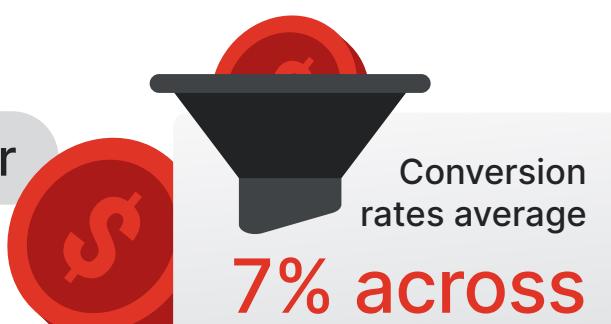
Why Use Google Ads?

-  **65%** of small businesses use Google Ads
-  **84%** of small businesses say PPC delivers results
-  Search ad clicks are **50%** more likely to convert than organic

\$2-\$4 is the average cost per click on the Search Network

Statistics That Matter

Businesses earn **\$2 for every \$1 spent** (on average)



Google Ads

Display ad clicks cost under **\$1 on average**

Most SMBs spend between **\$2,000-\$10,000 /month on ads**

How Google Ads is Structured

-  **Account**
Your master login & billing info
-  **Campaign**
Choose your goal and budget



Conversion Tracking & ROAS

-  Conversion Tracking & ROAS
-  Track form submissions, calls, purchases
-  Focus on Cost Per Conversion, not Cost Per Click
-  Calculate ROAS = Revenue ÷ Ad Spend
-  Optimize for what drives results, not just traffic

Google Ads Bid Strategies

Strategy	Best For	Pros	Cons
Maximize Clicks	Traffic	Easy setup, drives volume	Waste budget on low-quality clicks
Target Impression Share	Local visibility	Great for brand awareness	Poor ROI without tracking
Manual CPC	Control & testing	Full control over bids	Time-consuming, requires skill
Maximize Conversions	Lead gen	AI-optimized for conversions	Needs conversion tracking setup
Target ROAS	eCommerce	Prioritizes profitability	Requires data history

Keyword Match Types

Match Type	Example	Pros	Cons
Broad	shoes	Wide reach	Irrelevant clicks
Phrase	"running shoes"	More targeted	Still open to variation
Exact	[buy red running shoes]	High-intent clicks	Lower traffic volume

Campaign Types Explained

Strategy	Best For	Notes
Search	High-intent buyers	Text ads in Google results
Display	Brand awareness	Visual banners across Google Display Network
PMAX	E-commerce & lead gen	AI-powered, runs across all Google networks
Demand Gen	Awareness & remarketing	YouTube, Gmail, Discovery - visual stories

Most small businesses lose money on ads they don't track. Hire an expert, optimize your funnel, and finally make Google Ads work for your business.

Book a Free Strategy Session

