

# Google Ads

for Small Business Owners

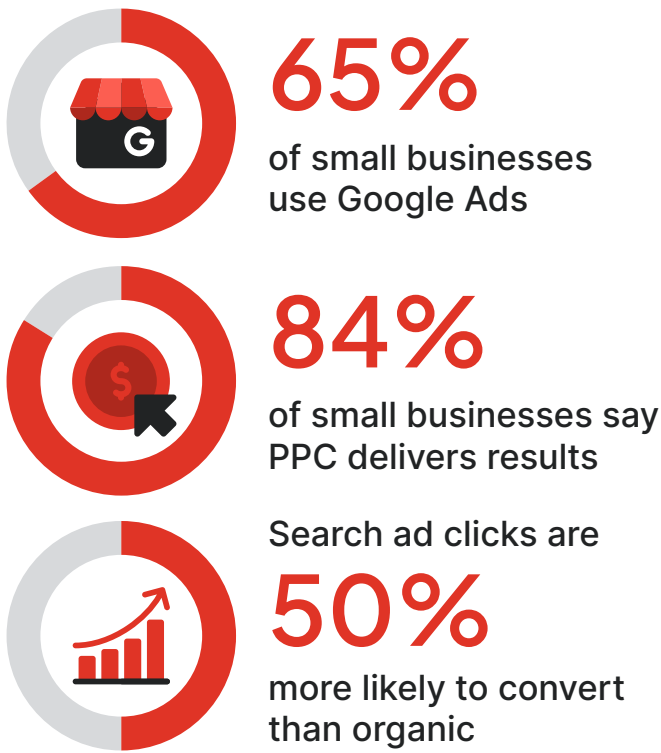


Make smarter ad decisions. Avoid costly mistakes. Get more leads.

## 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?



## Statistics That Matter

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

Conversion rates average **7% across** Google Search ads

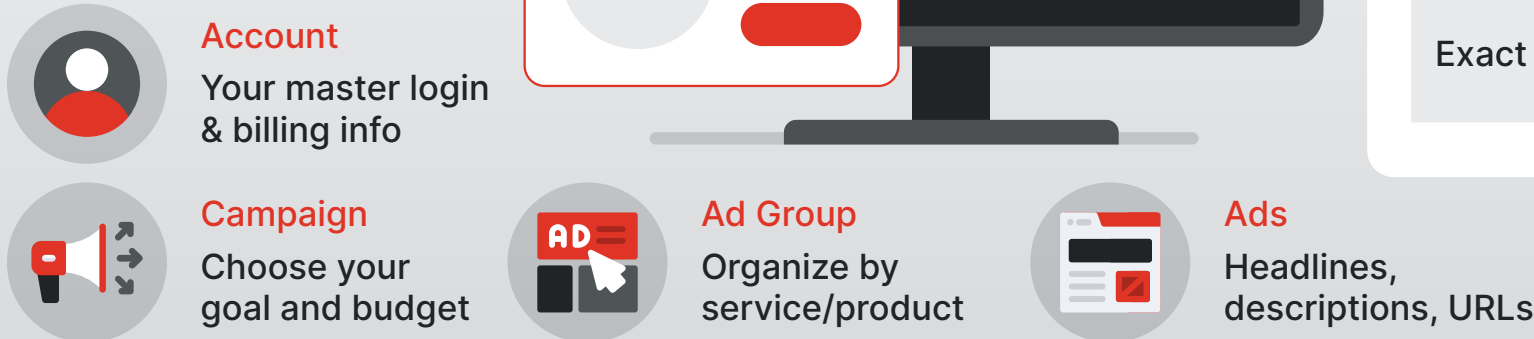


Display ad clicks cost under **\$1 on average**

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

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

## How Google Ads is Structured



## 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

## 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

## 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

