

G DIGITAL MARKETING GUIDE 2025



# Google Ads Guide for Business Growth

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Step-by-Step Strategy to Generate Leads & Sales with  
Google Ads — For International Businesses

 High Intent Traffic

 Instant Visibility

 Measurable ROI



**Page Optimum**

pageoptimum.com

## SECTION 01

# Introduction to Google Ads

Google Ads (formerly Google AdWords) is the world's most powerful online advertising platform. It allows businesses of all sizes to reach potential customers at exactly the moment they are searching for products or services like yours.

## WHAT IS GOOGLE ADS?

Google Ads is a pay-per-click (PPC) advertising platform where businesses bid on keywords. Your ads appear on Google Search, YouTube, Gmail, and millions of partner websites to reach your ideal customers.

Unlike traditional advertising, Google Ads puts your message in front of people who are actively looking for what you offer — driving qualified traffic, leads, and sales.

## Why Businesses Use Google Ads

- ✓ **High Intent Traffic** — Reach users actively searching for your products or services, not passive scrollers. These visitors are ready to buy.
- ✓ **Instant Visibility** — Unlike SEO which takes months, Google Ads puts you at the top of search results the same day you launch a campaign.
- ✓ **Measurable ROI** — Every click, lead, and sale is tracked. Know exactly what's working and optimize your spend for maximum return.
- ✓ **Flexible Budgeting** — Start with as little as \$5/day. Scale up or down instantly based on your results and business needs.
- ✓ **Global + Local Reach** — Target customers in a specific city or across multiple countries. Precise geographic targeting gives you full control.

**8.5B+**

Daily Google Searches

**\$2**Avg. Revenue per \$1  
Spent**65%**

Users Click Paid Ads

**3.5x**

More Traffic vs Organic

## SECTION 02

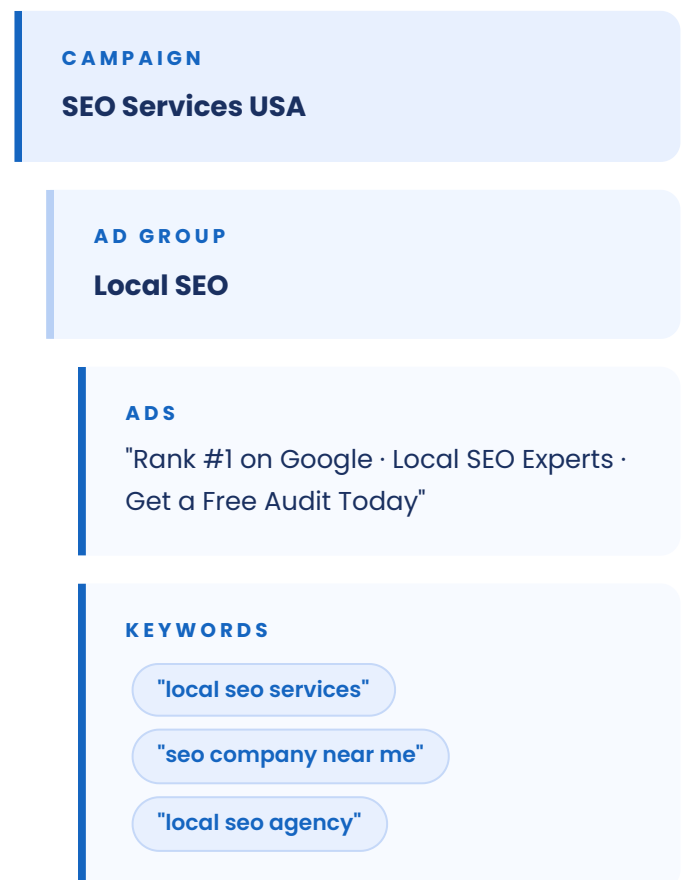
# Google Ads Account Structure

Understanding the hierarchy of your Google Ads account is fundamental to running effective campaigns. A well-organized account structure leads to better Quality Scores, lower costs, and easier management.

## The 4-Level Structure



## Real-World Example



### Campaign Level

Set your budget, bidding strategy, and campaign type. This is your top-level planning for a specific product, service, or goal.

### Ad Group Level

Group related keywords and ads together. Each ad group should focus on a single theme for maximum relevance and Quality Score.

### Keyword Level

The search terms that trigger your ads. Choose keywords that match your customers' intent and business offerings precisely.

## SECTION 03

# Google Ads Campaign Types

Google Ads offers several campaign types to match your marketing objectives. Each type serves a different purpose and reaches customers at different stages of the buying journey.



## Search Ads

Text ads that appear at the top of Google Search results when users search for your keywords. Best for capturing high-intent buyers actively searching for your product or service.

High Intent

Best for Leads



## Display Ads

Visual banner ads shown across Google's 2M+ partner websites, apps, and Gmail. Excellent for brand awareness, retargeting, and reaching users while they browse online.

Brand Awareness

Remarketing



## Video Ads (YouTube)

In-stream, bumper, and discovery ads on YouTube. Reach over 2 billion users with engaging video content. Perfect for storytelling, product demos, and brand building.

2B+ Users

Brand Building



## Shopping Ads

Product listing ads that show your product image, price, and store name directly in search results. Essential for eCommerce businesses to drive product sales.

eCommerce

High ROAS



## Performance Max (PMax)

Google's most advanced AI-powered campaign type. Runs across ALL Google channels simultaneously — Search, Display, YouTube, Gmail, Discover, and Maps. Google's machine learning optimizes for your conversion goals automatically. Best for businesses ready to scale.

## SECTION 04

# Audience Targeting

Google Ads' targeting capabilities allow you to reach exactly the right people at the right time. Combining multiple targeting methods dramatically improves campaign performance and reduces wasted spend.



## Location Targeting

Target specific countries, cities, regions, or even a radius around your business address. Ideal for local businesses or international expansion campaigns.

[Country](#)[City](#)[Radius](#)

## Device Targeting

Adjust bids by device type — desktop, mobile, or tablet. If 70% of your leads come from mobile, increase mobile bids to capture more high-intent traffic.

[Desktop](#)[Mobile](#)[Tablet](#)

## Demographics

Reach audiences by age, gender, household income, and parental status. Layer demographics with keywords to eliminate unqualified audiences and reduce cost.

[Age](#)[Gender](#)[Income](#)

## Custom Audiences

Build audiences based on specific interests, search behaviors, and website URLs. Target people who are actively researching topics related to your business.

[Interests](#)[Behaviors](#)[Intent](#)

## Remarketing Audiences

Remarketing lets you show ads specifically to people who have already visited your website, watched your videos, or interacted with your app. These users are already familiar with your brand and convert at significantly higher rates. Create lists based on pages visited, time on site, products viewed, or shopping cart abandonment to craft highly targeted follow-up messages.

## SECTION 05

# Keyword Strategy

Keywords are the foundation of your Google Ads campaigns. Choosing the right keywords — and match types — determines whether you attract high-quality buyers or waste budget on irrelevant clicks.

## Keyword Match Types

Match Type	Symbol	How It Works	Best For
<b>Broad Match</b>	No Symbol	Ads show for related searches, synonyms, and variations	Discovery & reach
<b>Phrase Match</b>	phrase	Ads show when phrase is included in the search query	Balanced targeting
<b>Exact Match</b>	[exact]	Ads show only for that specific keyword or close variant	Maximum precision

## High Intent Keywords

### EXAMPLES FOR IT SERVICES

"hire google ads expert"

"ppc management services"

"google ads agency usa"

"buy seo services online"

## Understanding Search Intent

### Informational

"what is google ads" — Research stage. Low intent to buy.

### Navigational

"pageoptimum google ads" — Looking for a brand. Brand awareness.

### Transactional

"hire google ads agency" — Ready to purchase.

**Target these!**

### △ PRO TIP

Always focus your budget on transactional and commercial intent keywords. These users have their wallets ready and convert at significantly higher rates than informational searches.

## SECTION 06

# Negative Keywords

**CRITICAL FOR CAMPAIGN SUCCESS**

Negative keywords are one of the most important optimizations in Google Ads. Without them, you waste budget on irrelevant clicks from users who will never buy from you.

Negative keywords are terms you add to your campaign to **prevent** your ads from showing for irrelevant searches. They filter out unqualified traffic, save budget, and dramatically improve your campaign's efficiency.

## Common Negative Keywords

Category	Examples
<b>Job Seekers</b>	free, jobs, hiring, careers, intern
<b>Education</b>	training, course, tutorial, learn, DIY
<b>Research</b>	what is, how to, definition, guide
<b>Low Budget</b>	cheap, low cost, discount, budget
<b>Competitors</b>	competitor brand names

## Benefits of Negative Keywords

- ✓ **Reduce Wasted Spend** — Stop paying for clicks that will never convert
- ✓ **Improve CTR** — Higher click-through rates boost Quality Score
- ✓ **Lower CPC** — Better Quality Score = lower cost-per-click
- ✓ **Better Conversions** — Only qualified traffic reaches your landing page
- ✓ **Stretch Budget Further** — Same budget, better results

**BEST PRACTICE**

Review your Search Terms Report weekly. Add irrelevant queries as negative keywords at the campaign or ad group level. Over time, this optimization compounds and dramatically improves your ROI.

## SECTION 07

# Ad Copy Framework

Your ad copy is what persuades someone to click. Great ad copy speaks directly to the customer's problem, offers a compelling solution, and creates urgency to act now.

## THE WINNING FORMULA

**Headline → Problem → Solution → Call to Action (CTA)**

## Real Ad Examples

## AD EXAMPLE 1 — DIGITAL MARKETING AGENCY

□ [pageoptimum.com](#) › [google-ads](#)

### Grow Your Business with Google Ads · Get 3X More Leads

Struggling to get leads online? Our certified Google Ads experts create high-converting campaigns that drive real results. **Free strategy call** — Limited spots available. No long-term contracts. Start seeing results in 7 days.

## AD EXAMPLE 2 — ECOMMERCE / PRODUCT

□ [pageoptimum.com](#) › [ppc-services](#)

### Top-Rated Google Ads Agency · \$0 Setup Fee · Start Today

Trusted by 500+ businesses in USA & UK. Maximize your ROI with data-driven PPC campaigns. Includes keyword research, ad creation, and weekly reporting. **Get your free audit now** →

## AD EXAMPLE 3 — LOCAL SERVICE BUSINESS

□ [pageoptimum.com](#) › [local-ads](#)

### Google Ads Expert Near You · Results in 30 Days Guaranteed

Stop wasting money on ads that don't convert. Our proven system generates high-quality leads for local businesses every day. **Speak to an expert today** — Free 30-min strategy session.



#### 3 Headlines

Up to 30 characters each.  
Use keywords in Headline 1.



#### 2 Descriptions

Up to 90 characters each.  
Include benefits and CTA.



#### Display URL

Use keyword-rich path fields to build trust and



## SECTION 08

# Ad Extensions (Assets)

Ad extensions expand your ad with additional information — making it larger, more visible, and more clickable. They are **free to add** and can significantly increase your ad's click-through rate and Quality Score.

## ☐ Sitelink Extensions

Add additional links to specific pages on your website. Example: "Services | Pricing | Portfolio | Contact Us". Gives users more options and increases ad real estate.

## ☐ Call Extensions

Add your phone number directly to your ad. Mobile users can call with one tap. Particularly powerful for service businesses where calls are the primary lead type.

## ☐ Location Extensions

Show your business address, map pin, and distance from the user. Drives foot traffic to local businesses and builds trust by showing you have a physical presence.

## ☐ Callout Extensions

Short, punchy text snippets that highlight key benefits. Examples: "24/7 Support", "No Long-Term Contracts", "Free Audit", "Money-Back Guarantee". Great for standing out.

Ads with extensions consistently achieve **10–15% higher CTR** than ads without them. Always add as many relevant extensions as possible — Google automatically shows the most effective combination for each search.

### ALSO ADD

#### Price Extensions

Show your service packages and pricing directly in the ad.

### ALSO ADD

#### Image Extensions

Add images to make search ads more visually compelling.

### ALSO ADD

#### Lead Form Extensions

Collect leads directly from the ad without a landing page visit.

## SECTION 09

# Landing Page Optimization

Your ad gets the click — but your landing page makes the sale. A poorly designed landing page wastes your entire ad budget. Even the best Google Ads campaign will fail if it sends traffic to a weak page.

## Landing Page Checklist

- ✓ **Fast Loading Speed** — Pages should load in under 3 seconds. Use Google PageSpeed Insights to test and optimize.
- ✓ **Mobile Responsive** — Over 60% of searches happen on mobile. Your page must look perfect on all screen sizes.
- ✓ **Clear, Compelling CTA** — One primary call to action per page. "Get Free Quote", "Book a Call", "Start Today".
- ✓ **Trust Signals** — Include reviews, testimonials, certifications, partner logos, and security badges.
- ✓ **Minimal Distractions** — Remove navigation menus and external links. Keep the visitor focused on the one action you want them to take.
- ✓ **Message Match** — The landing page headline must match your ad copy exactly. Consistency builds trust and improves Quality Score.

## High-Converting Page Elements

### ABOVE THE FOLD

Strong headline, value proposition, hero image, and CTA — visible without scrolling.

### SOCIAL PROOF

Star ratings, client logos, case study numbers, and video testimonials convert browsers into buyers.

### URGENCY & SCARCITY

"Limited spots available" or "Offer ends Friday" triggers action. Use ethically and truthfully.

### SIMPLE LEAD FORM

Ask for the minimum information needed. Name + Email + Phone converts better than 10-field forms.

SECTION 10

# Quality Score (Advanced)

Quality Score is Google's rating (1-10) of the overall quality and relevance of your keywords, ads, and landing pages. It's one of the most important metrics in Google Ads because it directly impacts how much you pay and where your ads appear.

A Quality Score of 10 can reduce your cost-per-click by up to **50%** compared to a Quality Score of 5. This means you get twice the traffic for the same budget.

## 3 Factors That Determine Quality Score

<h3 style="color: #0056b3; font-size: 2em;">CTR</h3> <p><b>Click-Through Rate</b></p> <p>How often people click your ad when it appears. A high CTR signals that your ad is relevant and compelling to users.</p> <div style="background-color: #d9ead3; border: 1px solid #bdc3c7; border-radius: 10px; padding: 5px; display: inline-block;">~40% of score</div>	<h3 style="color: #0056b3; font-size: 2em;">Rel.</h3> <p><b>Ad Relevance</b></p> <p>How closely your ad copy matches the keyword being searched. Include the keyword in your headline for maximum relevance.</p> <div style="background-color: #d9ead3; border: 1px solid #bdc3c7; border-radius: 10px; padding: 5px; display: inline-block;">~30% of score</div>	<h3 style="color: #0056b3; font-size: 2em;">LP</h3> <p><b>Landing Page Experience</b></p> <p>How relevant, useful, and fast your landing page is for the user. Google's algorithm evaluates content, speed, and UX.</p> <div style="background-color: #f4cccc; border: 1px solid #bdc3c7; border-radius: 10px; padding: 5px; display: inline-block;">~30% of score</div>
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Quality Score	CPC Impact	Rating	Action Required
9 – 10	-50% CPC	Excellent	Maintain and scale
7 – 8	-20% CPC	Good	Minor improvements
5 – 6	Average CPC	Average	Optimize ad copy & LP
1 – 4	+25-400%	Poor	Immediate overhaul needed

## SECTION 11

# Budget & Bidding Strategy

Your budget and bidding strategy determine how much you spend and how Google spends it. Choosing the right strategy for your goal — traffic, leads, or revenue — is critical for profitability.

## Daily Budget Basics

### HOW BUDGETS WORK

Your daily budget is the average amount you're willing to spend per day. Google may spend up to 2× your daily budget on some days, but will never exceed your monthly limit (daily budget × 30.4).

### Recommended Starting Budgets

Small Business	<b>\$10–30/day</b>
Mid-size Business	<b>\$30–100/day</b>
Enterprise / Scale	<b>\$100–500+/day</b>

## Bidding Strategies

### MANUAL CPC

You set the maximum bid per keyword. Best for experienced advertisers who want full control. Use when starting out to learn your costs.

### MAXIMIZE CONVERSIONS

Google automatically sets bids to get as many conversions as possible within your budget. Recommended after collecting 30+ conversion data points.

### TARGET CPA (TCPA)

Set a target cost per acquisition. Google adjusts bids to hit that CPA goal. Best for mature campaigns with 50+ monthly conversions.

### BUDGET STRATEGY TIP

Start with Manual CPC to control spending and learn your market. Once you have 30+ conversions, switch to Maximize Conversions. With 50+ monthly conversions, upgrade to Target CPA for automated optimization at scale.

SECTION 12

# Conversion Tracking

**⚠ NEVER SKIP THIS STEP**

Without conversion tracking, you are flying blind. You have no idea which keywords, ads, or campaigns are generating actual business. This is the #1 mistake advertisers make.

Conversion tracking tells Google exactly what actions matter to your business. Once set up, Google's algorithms use this data to optimize your campaigns automatically – finding more customers like the ones who convert.

## What to Track



### Lead Forms

Track every form submission on your website. Set up as a "thank you page" conversion or form submit event.

High Value



### Phone Calls

Track calls from your ads and website using Google's call tracking numbers. Understand which campaigns drive phone leads.

High Value



### Purchases

For eCommerce, track every sale with the transaction value. This enables ROAS-based bidding for maximum profitability.

High Value



**INSTALL TAG**  
Google Tag / GA4



**DEFINE GOALS**  
Leads, Calls, Sales



**COLLECT DATA**  
30+ Conversions



**SMART BIDDING**  
AI Optimization



**SCALE**  
More Leads, Lower CPA

## SECTION 13

# Performance Metrics

Understanding and monitoring the right metrics is what separates profitable campaigns from money-wasting ones. These four core KPIs tell you everything you need to know about campaign health.

## CTR

### CLICK-THROUGH RATE

The percentage of people who click your ad after seeing it. Calculated as  $\text{Clicks} \div \text{Impressions} \times 100$ .

**Benchmark:** 3–5% for Search Ads

## CPC

### COST PER CLICK

The average amount you pay each time someone clicks your ad. Lower is better, but not at the expense of quality traffic.

**Benchmark:** Varies by industry \$1–15+

## CPA

### COST PER ACQUISITION

The average cost to acquire one customer or lead. The most important metric for lead generation businesses.  $\text{CPA} = \text{Total Spend} \div \text{Conversions}$ .

**Goal:**  $\text{CPA} < \text{Customer Lifetime Value}$

## ROAS

### RETURN ON AD SPEND

Revenue generated for every \$1 spent on ads. Calculated as  $\text{Revenue} \div \text{Ad Spend}$ . The primary eCommerce profitability metric.

**Target:** 3x–5x+ ROAS minimum

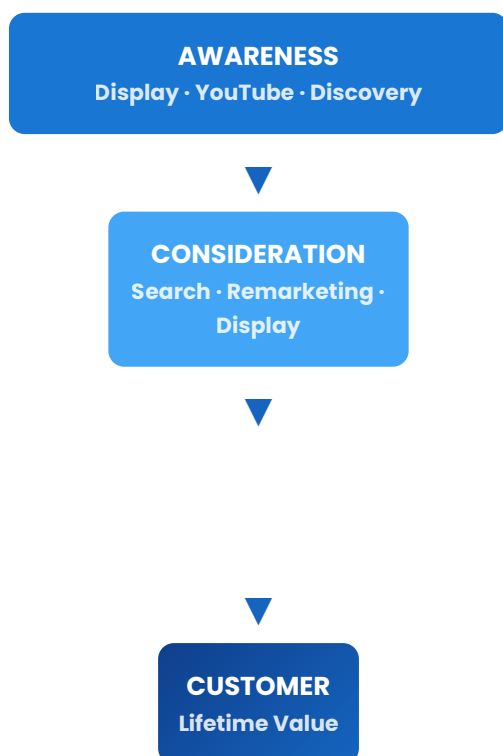
Metric	Formula	Poor	Good	Excellent
CTR	Clicks / Impressions	<1%	3–5%	5%+
Conversion Rate	Conversions / Clicks	<2%	3–6%	6%+
ROAS	Revenue / Ad Spend	<2x	3–5x	5x+
Quality Score	Google Rating 1–10	1–4	6–7	8–10

SECTION 14

# Funnel Strategy

A marketing funnel maps the customer journey from first awareness to final purchase. Aligning your Google Ads campaigns to each funnel stage dramatically improves results and reduces cost per acquisition.

## The 3-Stage Funnel



## Real-World Example Flow

- **Step 1: Blog Content (Awareness)**  
 A prospect reads your blog about "Google Ads for small businesses." First touch with your brand.
- **Step 2: Google Search Ad (Consideration)**  
 The same person searches "google ads agency" and sees your ad. They recognize your brand and click.
- **Step 3: Landing Page (Conversion)**  
 They land on your dedicated page, see case studies and reviews, and submit a lead form.
- **Step 4: Remarketing (Re-engagement)**  
 If they didn't convert, retargeting ads follow them with a special offer to bring them back.
- **Step 5: Lead Converted!**  
 Prospect becomes a paying client. Conversion tracked in Google Ads dashboard.

## SECTION 15

# Remarketing Strategy

**KEY INSIGHT**

97% of first-time website visitors leave without converting. Remarketing is how you bring them back – and it consistently delivers the lowest cost-per-lead of any campaign type.

Remarketing (also called retargeting) allows you to show targeted ads to people who have previously visited your website, watched your videos, or used your app. These "warm" audiences already know your brand, making them significantly easier to convert.

**Standard Remarketing**

Show display or search ads to all past website visitors as they browse other sites in Google's network. Great for maintaining brand awareness and driving return visits.

**Dynamic Remarketing**

Automatically show ads featuring the specific products or services a visitor viewed on your site. Highly personalized and proven to dramatically lift eCommerce conversion rates.

**Customer List Remarketing**

Upload your existing customer email list to Google Ads and target those exact people – or find new customers who look like them using Similar Audiences.

**Video Remarketing**

Remarket to people who watched your YouTube videos with targeted ads. Excellent for nurturing prospects who engaged with your content but haven't yet converted.

**REMARKETING BEST PRACTICES**

Segment your audiences by behavior: visitors to the pricing page need a different message than blog readers. Set frequency caps (5–7 impressions/week) to avoid ad fatigue. Create time-based segments: 1–7 days, 8–30 days, 31–60 days – and tailor your offer for each.

## SECTION 16

# Ongoing Optimization Checklist

Google Ads is not "set it and forget it." Successful campaigns require regular optimization to improve performance and reduce wasted spend over time.

## Weekly Optimizations

- ✓ Review Search Terms Report and add new negative keywords
- ✓ Check conversion tracking is working correctly
- ✓ Review ad performance and pause underperforming ads
- ✓ Monitor CTR, CPC, and CPA for major changes
- ✓ Check budget pacing – are you spending the full daily budget?

## Monthly Optimizations

- ✓ Run A/B tests on headlines and descriptions
- ✓ Review audience targeting and bid adjustments
- ✓ Check Quality Scores for each keyword and optimize

## Advanced Optimization Tactics

### A/B TESTING

Always run 2–3 ad variations per ad group. Let Google rotate them and after 2 weeks, pause the loser and write a new challenger.

### IMPROVE CTR

Test emotional vs. rational headlines, add numbers ("Get 3X More Leads"), use DKI (Dynamic Keyword Insertion) to match search queries.

### LANDING PAGE TESTS

Test different headlines, CTA button colors, form placements, and trust signals. Even a 1% conversion rate improvement doubles your profit.

### BID ADJUSTMENTS

Increase bids for high-converting locations, devices, or time-of-day. Decrease or exclude for segments that waste budget without converting.

## SECTION 17

## Common Mistakes to Avoid

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Most businesses lose thousands of dollars due to these avoidable mistakes. Learn them now so you don't repeat them.

### ❑ No Conversion Tracking

Running ads without tracking is like driving blindfolded. You have no idea which keywords convert, making intelligent optimization impossible. Set up tracking before spending a single dollar.

### ❑ Wrong Keyword Targeting

Using only Broad Match without negative keywords wastes 40–60% of budget on irrelevant traffic. Always use Phrase or Exact Match for new campaigns, and review search terms weekly.

### ❑ Sending Ads to Homepage

Your homepage serves everyone. A specific landing page built for your campaign theme converts 300–500% better. Always send ad traffic to a dedicated, relevant landing page.

### ❑ No Ongoing Optimization

Google Ads campaigns decay without attention. Bids change, competitors increase budgets, and new search terms emerge. Campaigns need weekly management to maintain and improve performance.

### ❑ Ignoring Ad Extensions

Not using sitelinks, callouts, and call extensions leaves significant CTR gains on the table – for free. Extensions are among the easiest wins in all of Google Ads.

### ❑ Giving Up Too Soon

Google Ads requires data to optimize. Most campaigns need 4–8 weeks of data before making major decisions. Quitting after one week means throwing away your learning investment.

## SECTION 18

# Real Case Study

Let's look at a real-world example of how a \$20/day Google Ads budget can generate consistent, profitable leads for a service-based business.

## CASE STUDY

## IT Services Company — USA Market

Profitable

**\$20**

Daily Budget

**15**

Leads / Month

**\$40**

Cost Per Lead

**4.5x**

Return on Ad Spend

**Campaign Setup:** Search Ads targeting "IT support services" and "managed IT services" in major US cities. 3 ad groups, 15 keywords, Exact + Phrase Match. Remarketing layer added in Month 2.

### Month-by-Month Progress

#### Month 1 — Learning Phase

5 leads · \$120 CPL · Manual CPC bidding. Collected baseline data and added 40+ negative keywords.

#### Month 2 — Optimization

10 leads · \$60 CPL · Switched to Maximize Conversions. Added remarketing campaigns and improved landing page CTA.

#### Month 3 — Profitable Scale

15 leads · \$40 CPL · Enabled Target CPA. Consistent results with 4.5x ROAS. Budget increased to \$40/day.

### What Made It Work

- ✓ Tightly themed ad groups with 5 keywords each
- ✓ Dedicated landing page with strong social proof
- ✓ Weekly negative keyword additions
- ✓ A/B tested 3 different ad headlines
- ✓ Remarketing to pricing page visitors
- ✓ Progressive bid strategy as data accumulated

## SECTION 19

# Industry Use Cases

Google Ads works across virtually every industry. Here's how different sectors use it to generate leads, sales, and growth.



## Healthcare

Clinics, hospitals, and private practices use Google Ads to attract patients searching for specific treatments, specialists, and medical services in their city.

"dental clinic near me"

"emergency dentist"

"physiotherapy"

**Best Campaign Type:** Search Ads + Call Extensions



## Real Estate

Agents and property developers generate qualified buyer and seller leads from Google Search, targeting high-intent queries in specific neighborhoods and price ranges.

"homes for sale NYC"

"real estate agent"

"sell my house"

**Best Campaign Type:** Search + Display Remarketing



## IT Services

Managed service providers, web agencies, and software companies use Google Ads to reach businesses actively looking to outsource IT, development, or digital marketing.

"hire google ads expert"

"web design agency"

"IT support USA"

**Best Campaign Type:** Search Ads + Lead Forms



## eCommerce

Online stores use Shopping Ads and Performance Max to display product listings directly in search results, driving high-intent buyers to product pages with minimal friction.

"buy running shoes"

"phone case shop"

"free shipping"

**Best Campaign Type:** Shopping Ads + PMax

## SECTION 20

# Google Ads Setup Checklist

Use this comprehensive checklist every time you launch a new Google Ads campaign. Don't skip steps – each one is critical to campaign success.

## Account & Campaign Setup

- ✓ Google Ads account created and billing set up
- ✓ Campaign goal defined (leads, sales, traffic)
- ✓ Campaign type selected (Search, Display, PMax)
- ✓ Location and language targeting configured
- ✓ Daily budget set appropriately
- ✓ Bidding strategy chosen for current data level

## Keywords

- ✓ Keyword research completed with intent analysis
- ✓ Ad groups organized by theme (5–15 keywords each)
- ✓ Match types set (Phrase + Exact recommended)
- ✓ Initial negative keyword list added

## Ads & Extensions

- ✓ 3 responsive search ad variations created per ad group
- ✓ Keywords included in Headline 1 of each ad
- ✓ Sitelink extensions added (4+ links)
- ✓ Callout extensions added (4+ callouts)
- ✓ Call extension added with business phone number

## Tracking & Landing Page

- ✓ Google Ads conversion tracking installed and verified
- ✓ Google Analytics 4 linked to Google Ads
- ✓ Dedicated landing page built and tested
- ✓ Landing page loads in under 3 seconds (tested)
- ✓ Landing page is mobile responsive (tested on phone)



# Need Help Running Google Ads?

Our certified experts help businesses across USA, UK, and globally generate high-quality leads and scale their campaigns profitably – without wasting budget.

 [Request Free Strategy Call](#)

 [Visit pageoptimium.com](https://pageoptimium.com)

## WHAT YOU GET ON THE STRATEGY CALL

- ✓ Free Account Audit
- ✓ Keyword Research
- ✓ ROI Projections
- ✓ Custom Campaign Plan
- ✓ Competitor Analysis
- ✓ No Obligation

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