



Your Digital Partner

Google Ads : The Most Common Mistakes You Should Avoid

Since many business owners think Google Ads are pretty straightforward, many end up making many mistakes that could jeopardise their online ad efforts. No matter how simple Google Ads can seem, it's always a good idea to familiarise yourself with the common mistakes marketers and business owners make. But what are Google Ads anyway?

Google Ads is an effective lead and sales generation system with a plethora of features that allows you to customise your campaigns and focus on a specific target market. However, without the proper techniques and strategies, you could risk limiting your ROI.

What Can You Do to Improve Your Google Ads Strategy? Remember, your business and Google would have different goals — your brand would want to increase sales while Google's focus is to boost clicks. Seeing that there's a bit of conflict of interest here, it's best to work with a reliable marketing team and website design company to ensure ethical concepts are used to maximise Google Ads fantastic features.

The great way to avoid making common Google Ad marketing mistakes is to prevent them from happening in the first place. And the best way to do that is to understand these mistakes, familiarise yourself with them, and discuss how to avoid them with your team.

Here are some common Google Ad mistakes you should know:

Mistake #1: Choosing the Wrong Default Campaign Targeting Options Usually, when you create a search network campaign, you'll be given the following options — either you choose Search Network, Display Network, or both. Where lead generation is the goal, you'll want to select Search Network.

The reason is that choosing Search Network will give you a higher yield in conversion rates than Display Network. Search Network uses target keywords to allow your ads to appear on Google and search partners. With Display Network, your ads will be placed on relevant websites, but they won't appear for people who are actively looking for your products and services.

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