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# 7 Simple Google Ads Hacks That'll Drive More Qualified Leads

— Designed by 7Boats —

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# Google PPC - Is it worth it?

Let's face it: driving qualified leads using pay per click (PPC) advertising is a great way to generate more leads.

However, PPC ads aren't exactly cheap so make sure your search meets a broad match and that you include the right ad extension to get the results you want.

There are so many factors that you can't control, yet that impact how targeted and profitable your campaigns are. Master these Google Ads hacks.

# Optimize Quality Score

Quality score mean, relevancy on keyword and the landing page, the higher the relevancy the better quality score.

Your quality score is important for a number of reasons. According to Wordstream, "Google rewards high-quality score advertisers with lower CPC and higher ad positions."

| Client | BV | QS | AD = BV x QS |
|--------|----|----|--------------|
| A      | 10 | 5  | 50           |
| B      | 10 | 8  | 80           |

# Outsmart your Competitors' Ads

In every industry, there are competitors. An AdWord campaign is no different. If your competitors' Google ads are ranking highly, analyzing their secrets helps your ads to perform better.

You can use SEMRUSH to check out your competitor's best performing keywords, for both organic listings and paid ads:

Next, you'll see an overview of your competitor's match keyword performance. You'll also see the estimated monthly PPC clicks and more.

# Creatively Optimize for Mobile Platforms

More searches are being conducted on mobile devices these days. To generate more leads, you need to utilize all of the available platforms that Google Ads provides. That includes setting up Google Ads for mobile.

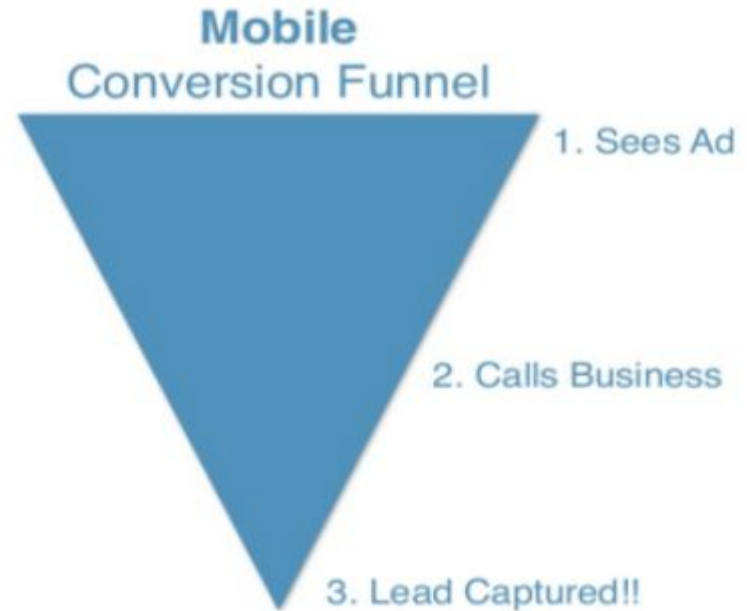
It's important to recognize the impact of mobile on PPC advertising so that you can optimize accordingly. When you're running a Google Ads campaign, you may be tempted to focus on just PCs, but mobile already has the upper hand in total search volume for a keyword match.

# Mobile Device for Lead Generation

It's a lot easier to convert mobile users who click your Google ads, whether on the search networks or display networks, because of the level of intimacy that a mobile device (e.g., a smartphone) provides.

Additionally, the click-to-call feature that's available in mobile browsers is a game-changer. Take a look at the difference between desktop and mobile conversion funnels:

# Lead Funnel



# Checklist for Mobile Google Ads campaign:

**Short and clearly written:** This is important. With desktop PPC, you've got more space to write your ad text. But, for mobile PPC, you have to keep your headline and ad copy as concise as possible.

**Segmentation:** Jason Wells recommends that you separate your desktop PPC online ad campaigns from your mobile campaigns. Ideally, you should segment based on the device. Your campaigns may not see significant differences in conversion rates, but that type of data is exactly what you're after when running any PPC ad campaign.

**Mobile-friendly landing pages:** You can't afford to send your PPC leads to a landing page designed for desktop leads. Take a look at the transition from a traditional landing page to a mobile-friendly landing page that is ideal for mobile PPC.



# Turbocharge Your Conversion With Remarketing

Remarketing is a marketing technique that lets you show ads to prospects, customers, and people who have visited your web page before but didn't take further action. It's important to follow your Ads campaign with a remarketing match type.

Or, better yet, they've used your applications before, but didn't complete a particular event, such as email sign up, confirmation, complete a survey or purchase your product. In a nutshell, this is the summary of how remarketing works.

According to Think With Google, remarketing gives you a chance to bring back site users who are indecisive on what they really want.

Out to the 7 types of retargeting that SmartInsights shared, site retargeting is worth a look here, since it concerns Google Display Networks.

# The Seven Types of Effective Retargeting

## Retargeting off-site events

**A prospecting tool.** Add new customers to your funnel who have not previously engaged with your site.

**1 |** Target individuals based on the searches they conducted on Google, Yahoo! and Bing.

**7 |** Target individuals who consume similar content to your existing customers.

**6 |** Target individuals who have interacted with distributed content (a custom Facebook page, an expandable video ad unit or an online game/application).

**5 |** Target individuals who have visited a partner site that shares a similar interest / topic to your own site.

## Retargeting on-site events

**A re-engagement and up-sell tool.** Retain and convert existing customers that have already visited your site.

**2 |** Target individuals based on the specific products viewed, actions taken or actions not taken (such as abandoning a shopping cart).

**3 |** Target individuals based on how they arrived on your site – use the inbound event to better customize messaging.

**4 |** Target individuals who are interacting with your email programs.



# Run Google Display Ads Using LinkedIn

LinkedIn is the king of B2B marketing. It's the world's largest professional social network.

As a B2B marketer, I know how difficult it is to acquire leads using Google Ads PPC. It's a lot easier for B2C marketers because their target market is large. If you want to greatly reduce your Google Ads spending, you could run your online or text ad through Google Display Networks and specifically target the LinkedIn platform.

This might surprise you if you've never heard of this before, but it's true. LinkedIn is a part of the Google Display Network and offers a clear advantage to B2B advertisers. This social media platform is much more relevant for networking with like minds in your industry.

# Final Words

Google Ads PPC is a formidable force in lead generation. But, you need to know how to bid wisely and to launch a campaign that will lower your cost per click.

You've seen the seven hacks for driving more qualified leads. But, if your landing page is not well optimized for the user, then all of your investment in Google Ads could end up wasted. So, take the time to get your landing page ready for prospects who click your display ads.