

30 DO'S AND DON'T'S

Become a Google Ads Guru:

for Conversion-Crushing Campaigns

Running Google Ads campaigns can feel like a gamble. You pour in money, but the results are...meh. Sound familiar?

This infographic is for you. We'll crack the code on creating Google Ads that dominate, not disappoint. Follow our expert Do's and Don'ts to:

- Target the right audience - stop wasting your budget on people who don't care about what you offer.
- Write crystal-clear copy that compels clicks.
- Design landing pages that convert.

Ready to transform your Google Ads performance?

Building Strong Foundations

Build a Solid Foundation for Conversion Success

Do:



Set Clear Goals (Conversions): Measure what matters. If you don't know what success looks like, how will you ever achieve it? Decide what actions you want users to take (sales, downloads, etc.) and track them.



Know Your Audience (Inside and Out): Who are you trying to reach? Understand their demographics, needs and online behavior. The better you know them, the better you can target them.



Keyword Research is King: Don't guess. Use tools like Keyword Planner to find high-volume, relevant keywords that people are actually searching for. The right keywords are the key to getting your ads seen.



Organize Campaigns Thematically: Stay focused. Keep things clean and easy to manage by grouping campaigns by theme and ad groups by tight keyword groups.



Mobile-First Design: Everyone uses their phone for search these days. Make sure your landing pages are responsive and deliver a flawless mobile experience.

Don't:



Run Ads Without Goals: This is like driving without a destination. Without goals, you're just throwing money at the wall and hoping something sticks.



Target Generic Audiences: Trying to reach everyone is a recipe for disaster. It spreads your budget thin and delivers lackluster results.



Guess at Keywords: Throwing random keywords at the wall won't get you anywhere. You'll end up attracting clicks from people who aren't interested in what you offer.



Create Messy Campaign Structures: A disorganized mess of campaigns is an optimization nightmare. You'll waste time sifting through data and struggle to see what's working.



Neglect Mobile: If your mobile experience is poor, users will bounce faster than you can say "conversion opportunity missed."

Write Compelling Ads

Create Compelling Ads That Drive Clicks & Conversions

Do:



Highlight Benefits: Focus on what your product or service does for the user. Don't just list features - explain how those features solve their pain points.



Include Strong CTAs: Tell users exactly what you want them to do next. Don't leave them guessing with vague calls to action.



Create Urgency: A little FOMO (fear of missing out) can be a powerful motivator. Create a sense of urgency with limited-time offers to drive immediate action.



Tailor Ads to Location and Demographics: Not everyone is the same. Show geographically relevant ads and target demographics most likely interested in your services or products.



Use Ad Extensions: Ad extensions give you more real estate to showcase your value proposition. Use them to provide additional information and convince users to click.

Don't:



Focus Only on Features: People don't care about features - they care about what those features do for them. Focus on benefits and how your product improves their lives.



Use Weak CTAs: Don't make users think! Include clear and concise calls to action that leave no room for confusion.



Make False Promises: Don't overhype your product and then under-deliver. Be honest and transparent about what you offer to build trust with potential customers.



Target Irrelevant Audiences: Showing ads to people who have no interest in your product is a waste of resources and money. Target the right audience to maximize your return on investment.



Neglect Ad Extensions: Ad extensions are a free way to boost your ad real estate and provide more value to users. Don't leave this valuable space empty!

Landing Page Love

Design Landing Pages That Convert Visitors into Leads

Do:



Match Ad Copy & Keywords: Make sure your landing page connects with your ad copy and keywords. Users should land on a page that directly reflects what they clicked on.



Reiterate Value Proposition: Don't waste time - restate the value proposition from your ad. Remind users why they clicked and what benefit they'll receive by taking action.



Keep Forms Short and Easy: Don't scare users away with lengthy forms. Keep them short, clear and ask only for essential information.



A/B Test Everything: Never stop optimizing! Test different headlines, CTAs, visuals and layouts to see what resonates best with your audience.



Track Conversions: Use conversion tracking to see how effective your landing page is at driving the desired actions.

Don't:



Bait and Switch: Don't mislead users with landing pages that don't match your ads. This builds distrust and kills conversions. It also pushes up your bounce rates.



Confuse Users with Irrelevant Content: Keep your landing page focused on your offer. Don't clutter it with irrelevant information that distracts people from converting.



Create Long, Complex Forms: Lengthy forms are a conversion killer. Streamline your forms and make it easy for users to take the next step.



Stick with One Version: Continuously test and iterate on your landing page to improve performance.



Optimize Blindly: Don't guess what works - use data. Track your conversions and make data-driven decisions to optimize your landing page.

Stop Wasting Time & Clicks

Partner with the Google Ads Experts at Marketopia

Marketopia, a global leader in IT channel marketing, can turn your Google Ads campaigns into lead generation machines. Our team of seasoned marketing professionals and MSP/vendor veterans, knows exactly what it takes to attract high value leads in your space. [Contact us](#) for a free PPC consultation and discover how we can help you get the most out your Google Ads campaigns.