





## Are you currently managing your own Google Ads Campaigns in-house?

Are your campaigns optimised and getting maximum return on investment

Or

Is Google Ads Management proving to be an expensive, time consuming distraction for you and your staff, that is not getting the results you expected?





## 1. Use An Integrated Approach To Digital Marketing & Use Google Ads Strategically

Using an integrated approach to your overall Digital Marketing is the ideal approach in order to be successful on the web. Your Google Ads campaigns should be just one element of your overall Digital Marketing Strategy and activity plan and should be aligned with your businesses objectives.

Google Ads can be used to test and support other activities. For example, it can be a good way to test the quality of a keyword, before you focus your SEO efforts on it. And your keywords of focus for Google Ads may be terms that are very difficult to get a top ranking for due to how competitive the SEO space is. Your Digital Marketing Agency can make the best recommendations on how to use Google Ads to complement your other Digital Marketing activities in order to achieve your business objectives.

## 2. Your Campaign Set Up & Structure Is The Basis Of Your Google Ads Success (Or The Downfall)

A well-researched and correctly devised Google Ads campaign needs to be set up correctly from the outset and structured to suit your business objectives and the specific individuals being targeted. Effective use of campaigns and relevant Ad groups is a key consideration, as it will affect how your campaign can be managed, for example, how you control your advertising budget and also can have a huge impact on the quality of the clicks you bring in. There are certain settings that can only be applied at campaign level and not at Ad group level.

Extensive keyword research and ensuring your campaign settings (such as your match types, bid strategy, target locations, time schedule, right through to your urls and site extensions) are set up to suit your campaign objectives is important. Relevant ad copy with compelling and relevant calls to action need to be carefully written often at ad group level to stand out against the other ads you are competing with in order to drive clicks. In addition they must adhere to Googles guidelines.

The processes and procedures followed in Digital Marketing Agencies with setting up campaigns are tried and tested and based on past successes with other clients generally producing better results. That said, it is vital that whoever is setting up your campaigns has taken the time to get an in-depth knowledge of your business objectives, your target personas and your priority solutions.



### 3. Your Google Ads Advertising Budget

Your advertising budget for Google Ads should not just be based on how competitive your target keywords are, but should also be aligned with your business strategy and with conversion rates that are realistic for your business. Taking a simple idea just to demonstrate the concept, consider if you are selling products online and your margin on a product is

€10, then you have to assess how much you can afford to spend on a click. In order to do that, you need a clear picture of your conversion rates and how many clicks it takes to make a sale. Sometimes, if you have a proven strategy in place where you know the customer life time value of a new customer, then you know it is a good investment to spend up to a specific amount on a click.

On the other hand, if you know your customer is only going to buy once and your click cost is €12, then even with a 100% conversion rate, you will be losing money.

Likewise, with a service, if your margin is €100, you need to work out how much a sale actually costs based on how many leads or form submissions you convert, and the cost around all of the processes involved in completing conversions.

A good Digital Marketing Agency, will work with you to facilitate required tracking on your website and campaigns, to give you clear visibility on the relevant numbers for your business, the ROI and Google Ads budget.





#### 4. Effective Google Ads Management Processes To Maximise Your Advertising Spend

Managing your Google Ads campaign regularly means you can constantly improve your Google Ads performance. This involves constantly writing and testing new Ads, monitoring and reviewing competitors, and tracking your keyword performance to ensure you are attracting the right target personas. For a Digital Marketing Agency, these steps are part of the daily or weekly management process, focusing on what works best to drive the best return on investment for your type of organisation and the market you are targeting.

The other factor that is really important here is in relation to what the next steps are, if your campaigns are not performing. A good Digital Marketing Agency will proactively raise issues with your landing pages or other factors which may be affecting your performance. They will be able to guide your website developers on the appropriate changes in order to improve performance.



## 5. Google Ads Expertise And Keeping Up To Date With The Latest Changes / Features

Google Ads features and functionality are changing all the time. New features and having the latest knowledge around these changes are a major factor in how a Digital Marketing agency brings value to your Google Ads performance.

The experience and knowledge that is gained from working on different Google Ads campaigns over the years can save hours of time troubleshooting issues that crop up with Google. A good Digital Marketing Agency can often solve these issues quickly or better still avoid them happening in the first place as they know what to look out for. Likewise, using the tools and functionality Google Ads now provides, to their full potential can contribute significantly to your campaigns performance.



## 6. Experience Working With Different Markets

Your Digital Marketing Agency is working with different clients and businesses all the time and has the experience and expertise to know what works and what doesn't for different types of organisations and different markets.

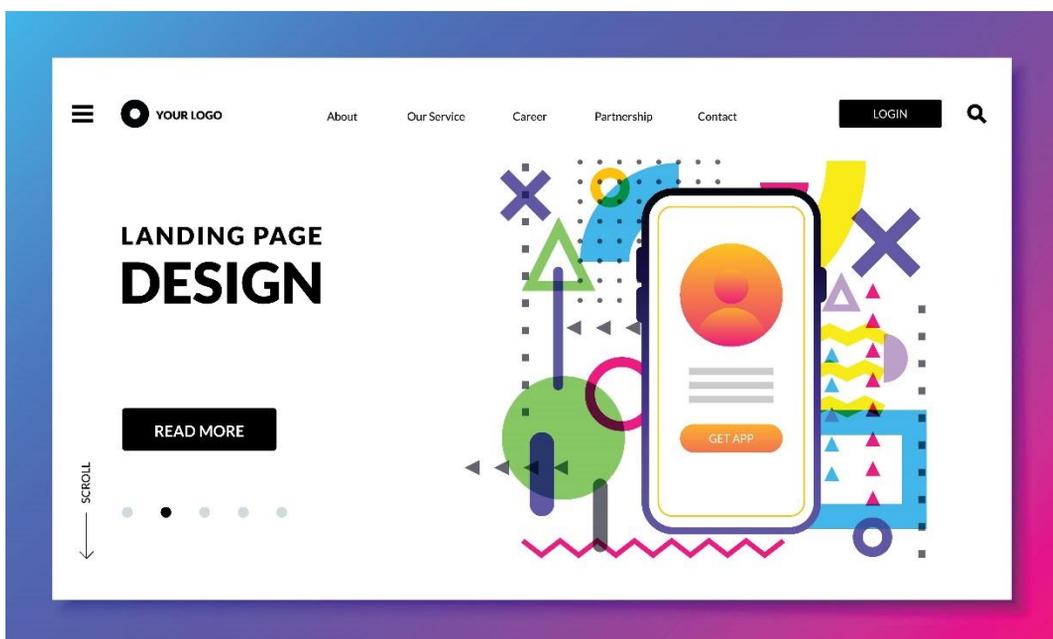
Behaviours, issues and triggers can vary considerably for different prospective clients and personas. As a result, tactics that work well to generate conversions can vary for different people.

In addition, Google has a significant list of policies and guidelines around what you are allowed and not allowed to advertise and the wording and intonation you can use. A good Digital Marketing agency will have experience in order to overcome the challenges presented from working with other clients.

## 7. Landing Pages That Convert

A big downfall for many campaigns are the landing pages Google users are directed to. Often users are arriving on a page on your website that isn't as relevant as it should be to the search term that was used on Google, with no action or instruction on what they should do next. Your landing pages should be clear, simple and intuitive, making it very easy for your Google visitor to get in touch and giving them a very compelling reason to do so. A conscientious Digital Marketing Agency will work with you to ensure your landing pages are optimised in order to maximise the conversions on your website. This can involve redesigning landing pages and testing them to identify what layouts, colours, formats, content, actions deliver the best results.

A Good Digital Marketing Agency will also have taken the time to understand your customer journey and how your customers behave at different stages. They will have adapted ads to make them relevant at each stage of the purchase process and may also suggest setting up additional landing pages to make them relevant to where a user is at in the process based on the search they carried out.



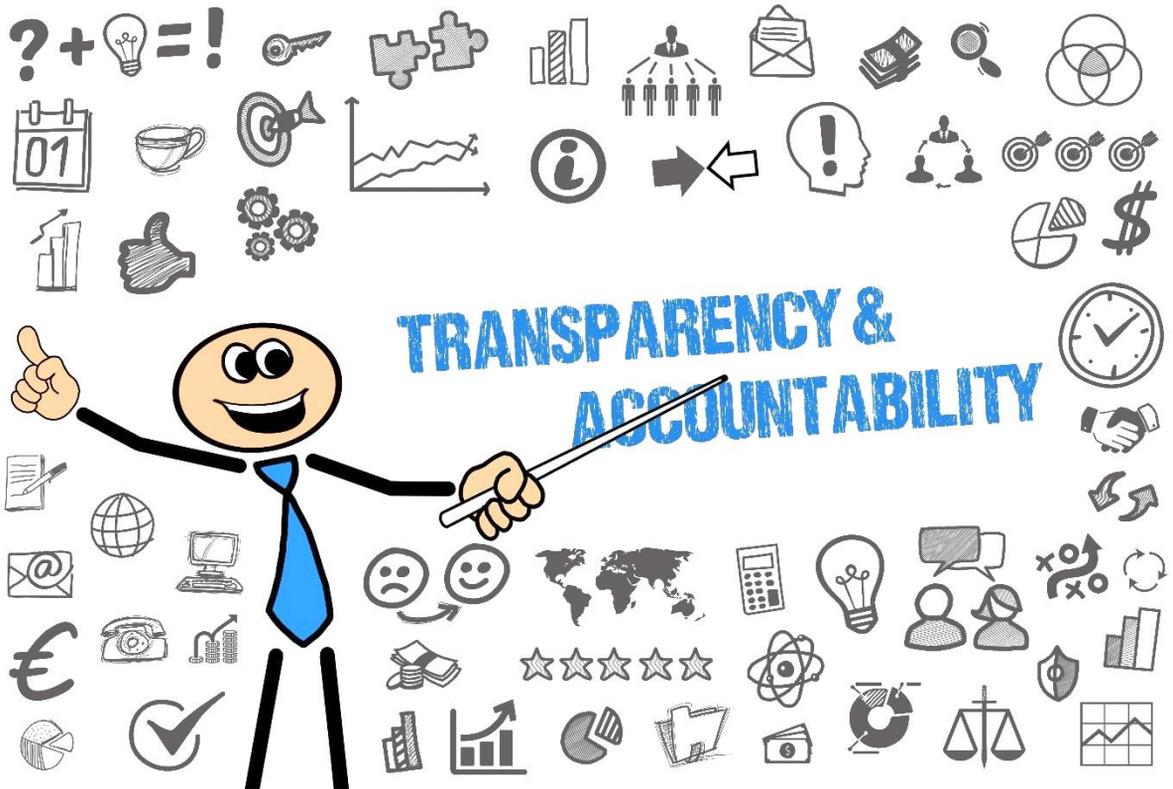


## 8. Maximise Results By Bringing In The Experts

A good Digital Marketing Agency is proactive and will want to constantly improve your Google Ads Performance. They genuinely want your Google Ads campaigns to be successful and to deliver on your business objectives.

Not only does it reflect well on the power of Google Ads as a digital marketing activity, but it reflects well on them and will ensure you will want to work with them in the longer term. By working with a Digital Marketing Agency who is focused on your sales targets and your cost per acquisition, you will quickly be able to see where you are getting return on investment and where you are not.





## 9. How Do You Know How Active Your Digital Marketing Agency Is On Your Campaign?

A good Digital Marketing Agency will offer you full transparency on the time they are spending on your campaigns. Some will provide you with access to their own internal systems where you can view where they track the tasks and actions associated with your client account.

In addition, you will have a fairly good idea how active they are, by how proactive they are with you in terms of communication and questions. It is vital that there is regular communication in order to keep them informed of any changes to your business objectives, your priorities and changes in your products or solutions.



## 10. Reporting And Insights

A good Digital Marketing Agency will provide you with regular reports that are meaningful to you and will take the time to talk you through or answer any questions you may have in relation to the reports on their activities and on your campaigns performance.

They will not only produce reports but they will take the time to draw insights and actions in order to constantly improve your Google Ads performance.



These are some of the many reasons why it makes business sense to outsource your Google Ads Management.

Are you thinking of outsourcing? We will take any hassle out of moving your account. You won't look back!  
It's time to take the next step.

Request A 'No Obligation' Google Ads Audit Today

*We will come back with at least 3 recommendations on how your campaigns can be improved.*

**Request  
Google Ads  
Audit**

Sign Up For Our "7 Days, 7 Fast Track Google Ads Strategies you can't afford to ignore, to ensure your business thrives".

**7 Google  
Ads  
Strategies**

WebResults Is A Proud Google Partner!

As official Google Partners, our highly skilled team is proud to offer expert services through Google's most popular & effective tools.

 Google Search  
 Google Display  
 Google Shopping

 Mobile Advertising  
 Video Ads  
 Remarketing



# Why Work With WebResults

- WebResults.ie is a digital marketing agency with a different approach. Our focus is getting the results you need in order to achieve your business objectives through Digital Marketing.
- WebResults is an Irish owned Digital Marketing Agency with experience working with hundreds of clients across a range of organisations over the last 20 years. We have the fast track on how best to optimise your performance and maximise your ROI.
- We have the processes & expertise to maximise your results in line with your specific business objectives and market. We want excellent results as much as you do.
- We have strong core values: Integrity, Reliability, Results Focused, Committed to Your Success, Excellence, Passion for what we do. Knowledge & Expertise to deliver the results you want.
- We will do all we can to get the best results we can for our clients. You can trust us to do what we say we will do and to deliver what we promise & we won't promise anything we can't deliver.
- Rosey Broderick & her team have extensive experience in setting up and managing Google Ads campaigns for clients both in the business to business and business to consumer space both locally and internationally. Rosey is a well know speaker in the area of Digital Marketing delivering her knowledge at seminars, conferences as well as workshops and training sessions.
- We don't charge large agency fees but our account managers are Google Ads experts with years of Google Ads experience. And you get a personal service.
- As part of our service, we take the time to get to know your business. Our onboarding process involves really getting an understanding of business objectives, products & solutions and your key target personas before we start working on your account so that we understand what is needed to engage and convert.
- As a Google Ads client, you can request access our in-house system to see all tasks we carry out relating to your account and time allocated to these, as well as access regular reports, actions and insights to show how we are maximising your performance.

Get A Free “No Obligation” Google Ads Audit Today!

*We will come back with at least 3 recommendations on how your campaigns can be improved.*

**Free  
Google Ads  
Audit**

Book A Free “No Obligation” Consultation With Us About Your Google Ads Campaigns

**Get A Free  
Consultation**

## Objective Of Free Consultation

- Help us understand your specific Google Ads objectives & challenges and give you an understanding of the steps we will take to driving your success.
- Take the opportunity to find out if we are a suitable partner for you. It is vital that there is a match in terms of core values and the results you expect to see. Talk to us and find out.
- Understand the approach we take and see if that will work for you. e.g. ongoing communication is a prerequisite to working with us, for us to get the outcomes you want.

We look forward to speaking with you.



## Don't take our word for it, read what our customers have to say.

### SmarterSurfaces™

"We engaged Web Results to take over our PPC activity for our biggest market. With significant upfront investment on their part, they hit the ground running and results followed shortly afterwards.

In addition, they have provided strategic input across our ecommerce activity resulting in several other initiatives taking place.

All this has happened in a positive, supportive and hands-on manner.

I'm very happy with Web Results and look forward to a long-term relationship as our ecommerce business continues to grow globally and across multiple languages."

**Denise Moran** Marketing Director – Smarter Surfaces



The Experienced Google Ads Team at WebResults have been working regularly to ensure that targets are met in relation to Google Ads.

S.A. Faughnan has seen a solid return on investment since the Google Ads Campaign began.

The WebResults Team provide excellent Google Ads Support. They are in contact regularly and are very proactive in taking steps to improve performance. They are quick to respond to any changes or updates that we need implemented.

We get a constant flow of leads generated through our Google Ads Programme. WebResults has proven the importance of running focused campaigns in each of the relevant product areas

They put a lot of time and effort into getting the landing pages right and optimised to drive results.

They review keyword searches for us in order to ensure we are not missing out on any opportunities and provide monthly reports to outline the performance and actions they will take the following month. In addition, we have full visibility on the time and actions they are carrying out through their task management system.

**David Faughnan** Director – SA Faughnan Brokers



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**7 Google  
Ads  
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