

# HUBSPOT X GOOGLE ADS

Campaign Set Up + Account Hygiene Best Practices

## 10 Steps for Optimal Search Campaign Creation:

Set up tightly organized ad groups with relevant landing pages: No less than 10 and no more than 100 keywords per ad group.

Search basics video: [here](#).

Search Excellence video: [here](#).

Think strategically about your goals: [here](#).

## 01 - Organize your account

How do you set your account up for success from the beginning?

Start by breaking down your products or services into categories, and basing your account structure on those. (One good option is to mirror the structure you already use on your website.)

There are two levels of organization within a Google Ads account: **campaigns** (the higher level) and **ad groups** (the lower level – you can have multiple ad groups in each campaign). Think about campaigns as representing larger categories in your business, and ad groups as representing smaller, more specific sets of products or services.

For instance, if you run a craft supply store, you might create these campaigns and ad groups:

### **Campaign #1: Knitting and sewing**

- Ad Group 1: Yarn
- Ad Group 2: Needles and hoops
- Ad Group 3: Fabric and embroidery thread

### **Campaign #2: Kid's craft**

- Ad Group 1: Paint and markers
- Ad Group 2: Glitter and glue
- Ad Group 3: Craft kits

Creating separate campaigns, ad groups, ads, and keyword lists for your products helps keep your ads relevant, making sure that someone who's looking for "glitter glue," for example, doesn't accidentally see your ad for "embroidery thread" and think you don't have what they need. The more focused and specific your ads are, the more people you can reach who are interested in exactly what you have to offer.

# 01 - Organize your account continued

## Structure Breakdown:

### Campaigns

**Structure:** Follow the directory of the website but don't oversegment. Separate campaigns are only needed in case of different target locations, languages, budgets or ROI goals.

**Features:** [Settings](#) ([bid strategy](#), target location, language, budget, [ad rotation](#)), audiences (RLSA, SAS, Customer Match - these should be created through HubSpot), campaign level [ad extensions](#) (more tailored sitelinks, callouts, snippet, price and promotion)

### Ad Group Level

**Structure:** Create a different [ad group](#) for each landing page.

**Features:** [Keywords](#) (ideally broad match in combination with smart bidding), Creatives (3+ expanded [text ads](#) with [keyword insertion](#), [if functions ad customizers](#)), [1+Responsive search ad](#), ad group level [ad extensions](#) (e.g. very tailored sitelinks, snippet, price or promotion extensions)

## 02 - Set your budget

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.

When you're first starting out, it can be a good idea to spread your overall budget (i.e. the amount you want to pay for your whole account) evenly across your campaigns, until you get an idea which one works best for your business. But in general, you should set different campaign budgets based on your business goals.

For example, if you want to draw shoppers to your "kids crafts" products one month, you should consider setting a higher budget for that campaign, and lowering the budget for another, less important one.

**You won't have to set keyword bids if on an automated bidding strategy (recommended)** but if on manual, you should balance picking a bid that will help get your ad a desirable ranking, while still staying within your budget.

## 03 - Pick your keywords

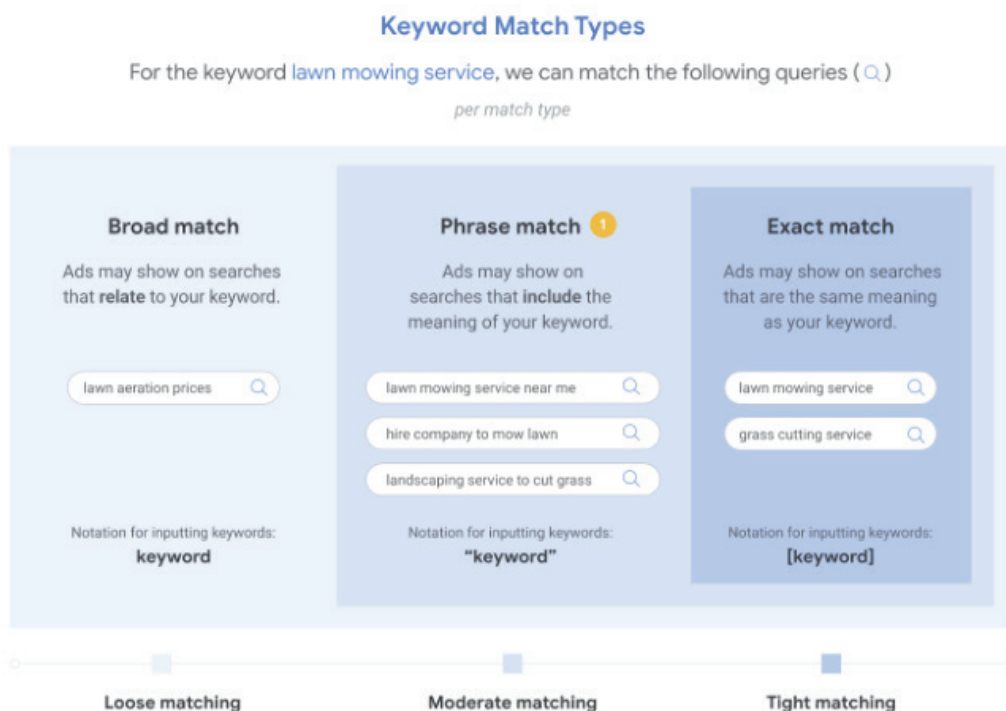
The goal when picking keywords is to choose terms that you think people will search for when they're looking online for what you offer. In addition, you want your keywords to be as relevant as possible to the ad they trigger and to the landing page people will arrive at if they click that ad.

To help you get started, Google Ads comes with a free tool called the Keyword Planner, which can generate a sample list of keywords for your campaigns. (We recommend reviewing the list of suggestions and only using the ones that make sense for you.) The Keyword Planner can also help you estimate how much to bid on a particular keyword so your ad shows up in search results – this can give you an idea about whether certain keywords are too expensive for you to bid on, and which will fit within your budget.

Learn more about the [Google Ads Keyword Planner tool](#).

## 04 - Set your keyword match types

“Keyword match type” is a setting in Google Ads that lets you further refine when your ad will show up on Google.



## 04 - Set your keyword match types continued

### Broad Match:

The “broad match” setting shows your ad for searches that contain your keywords in any order, and for related terms. This option shows your ad in the broadest variety of searches, and is the default setting for all campaigns.

This setting allows you to specify that certain words in your broad-match keyword must show up in a user’s search to trigger your ad. So, if your keyword is “high fiber wool yarn” and you wanted to make sure “wool” and “yarn” were always present in a search, you could ensure that by adding a plus sign (+) before those words. So, your broad match modifier keyword would be: high fiber +wool +yarn.

### Phrase Match:

Matches user searches with the keyword phrase (or close variations of the phrase) with additional words before or after. Close variations include terms with the same meaning. ... Additional words may appear before, after, or between the terms.

More info [here](#).

### Exact Match:

When you choose exact match, your ad will only show if someone searches for the exact word or phrase you choose. For this option, put brackets around your keyword, i.e.: [wool yarn].

### Negative Match:

This match option (manual process) allows you to exclude undesirable words or phrases from triggering your ad, weeding out irrelevant traffic. For instance, if you only sell high-end yarn, you might want to exclude words like “bargain” or “cheap.” You can do so by putting a minus sign in front of the words you don't want to show up for, i.e.: -cheap, -bargain.

You can explore more information about keyword match types [here](#).

## 05 - Set your landing pages

Your landing page is where potential customers arrive after clicking on your ad.

Choosing a page that's relevant to your ad and keywords can help people find what they're looking for more quickly.

So, if your ad is promoting a sale on yarn, choose a landing page where that yarn is prominently featured, instead of just sending people to your website's home page.

## 06 - Decide which devices to show up on

Do your ideal customers search on a desktop, mobile device, or both? Are you more interested in reaching shoppers when they're out and about, or people who want to make an immediate online purchase?

As you set up your Google Ads account, consider which types of customers you want to connect with (and more importantly, the types of devices those customers use), so you can reach them.

For instance, if you run a car repair shop and want to attract customers when they're nearby and needing help, consider showing your ads only on mobile devices.

Learn more about Google Ads mobile ads [here](#).

## 07 - Write your ads

Your ad is the first impression many people will have of your business, so make sure it communicates that you have what they need.

This is easiest when the ad actually contains the keywords people search for – which you can accomplish by breaking your campaign out into clear ad groups, and writing unique ads for each (a yarn-promoting ad for your yarn keywords, and a craft-promoting ad for your craft supplies, for example). This will make your ads more relevant to potential customers, and also possibly increase your Quality Score.

## 07 - Write your ads continued

### Default Ad Set Up:

#### 2 ETAs and 1 RSA in each Ad Group:

Ad Groups should have 2+ Expanded Text Ads and at least 1 Responsive Ad with optimized ad rotation. Mention Keywords in the Ad copy.

[About Expanded Text Ads](#) and [Responsive Ads](#).

### Responsive search ads **creative best practices**

Proprietary + Confidential

Capture Search Demand

- At least 5 distinct headlines
- 2-3 more headlines related to keywords
- At least 2 distinct descriptions
- Create headlines that don't repeat the same or similar phrases
- If you have a promotion or a one time offer, include it in either one headline or description
- Try using existing headlines and descriptions from other ads that are relevant to the ad group and keywords
- Ensure that headlines and descriptions make sense individually or in combination

Google

#### It's also a good idea to include a "call to action" in your ad:

A clear, concise message that tells the reader what you'd like them to do after seeing your ad. Phrases like "shop now" or "learn more" can entice people to click on your ad, for example.

Finally, before you post your ad, look over it one last time to check for spelling or grammar errors.

### Extensions:

#### Include the 5 Basics in setup:

Sitelinks, Callouts, Structured Snippets, Call, and Location extensions (when eligible), Lead Form Extensions (when in API).

<https://support.google.com/google-ads/answer/2375499?hl=en>

## 08 - Setup Offline Conversion Tracking through HubSpot

[Here](#) to more accurately track the value of leads from Google Ads AND bring in the data to optimize the machine learning for optimal performance through smart bidding. **Setting up conversion tracking and optimizing the value to smart bidding is crucial to a successful ad campaign.**

## 09 - Setup Automated Bidding

[Here](#) to more accurately track the value of leads from Google Ads AND bring in the data to optimize the machine learning for optimal performance through smart bidding. **Setting up conversion tracking and optimizing the value to smart bidding is crucial to a successful ad campaign.**

	 Objective	 Bid Strategy	 KPI	 When	
	Branding	Target Impression Share	Impression Share	From 0 conversions	For branding
	Branding	Maximize Clicks	Clicks	From 0 conversions	
 Fully-automated conversion based strategies	Conversions / Sales	Target CPA Maximize Conversions	Cost/Conv, Conversions Conversions	From 0 conversions	For Performance
	Conversion Value	Target ROAS Maximize Conversion Value	Conv Value/ Cost, Conv Value Conv Value	From 15 conversions over the last 30 days From 0 conversions	



## 10 - Setup Audience Targeting: Remarketing & Customer Match simple setup through HubSpot

Create audiences and input into campaigns set up as "observation".

<https://support.google.com/google-ads/answer/6167113>

### Other general account best practices:

#### 1. Conversion Tracking

Ensure conversion tracking (AWCT, GA, and/or 3rd party import) is set up. Ideally set up Offline Conversion Tracking through

[HubSpot's Ads Optimization Events.](#)

#### 2. Attribution Model

Ensure every Conversion Action is set to a Non-Last-Click Attribution Model

<https://support.google.com/google-ads/answer/6259715?hl=en>

#### 3. Advanced Extensions

Adopt Price Extensions and/or Promotion Extensions

<https://support.google.com/google-ads/answer/7367521>

#### 4. Remarketing Tag

Ensure all eligible websites have Remarketing tags

<https://support.google.com/google-ads/answer/2476688?co=ADWORDS.IsAWNCustomer%3Dfalse&hl=en>

#### 5. Mobile Speed

100% of mobile landing pages load in <6 seconds

<https://developers.google.com/speed/pagespeed/insights/>

#### 6. Dynamic Search Ads

Dynamic Search Ads use your website content to target your ads and can help fill in the gaps of your keyword based campaigns

[About Dynamic Ads](#)