Get them HOOKED

Top tips to get your PPC ads
clicked and create conversions

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Introduction

Every click on your PPC Ads can lead to a conversion but you need that click to be of a highly-engaged customer and not the fat fingers of a five-year-old playing on their parents' phone.

Navigating PPC can be tricky but there are a few key tips that will get you started on the right track to turn all clicks into conversions. Your ads need to cut through the noise, be served to the right demographics and resonate with the audience to have any chance of converting.

This guide will provide tips and cheat sheets to get you making money from all your ads! No vanity metrics, just pure profit to your bottom line!

CHAPTER1: Write concisely

You have limited characters on your PPC Ads so writing concisely and creatively will be what captures your customers attention. Simplify your message to its core message and leave a lasting impression. You want every word to pack a punch and serve a purpose.

Deliver the value proposition to the audience.
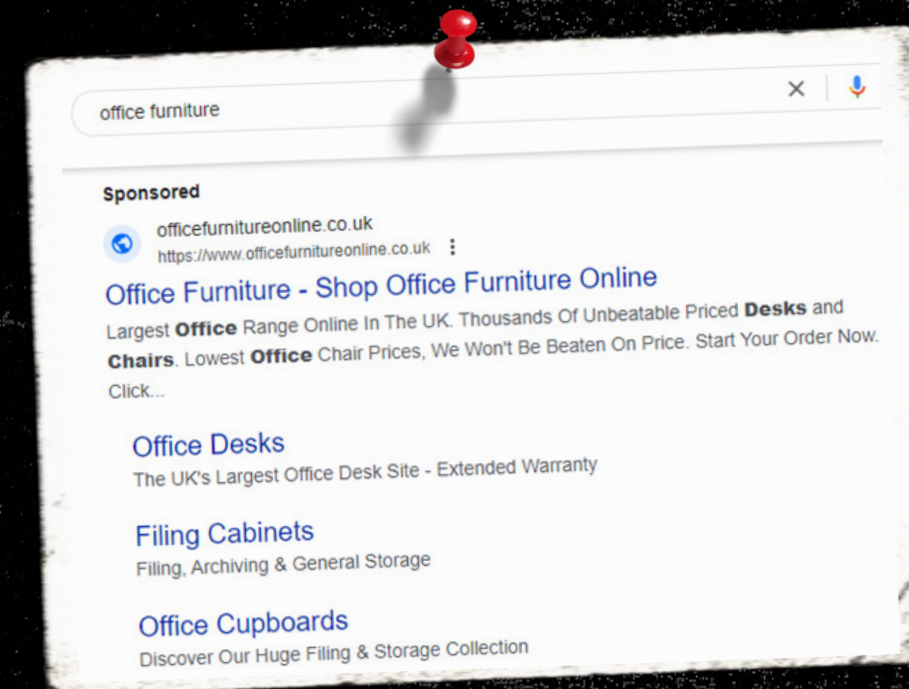
Good Ad example: Relevant terms are being used. We can see this from the text highlighted in bold.

Bad Ad example:
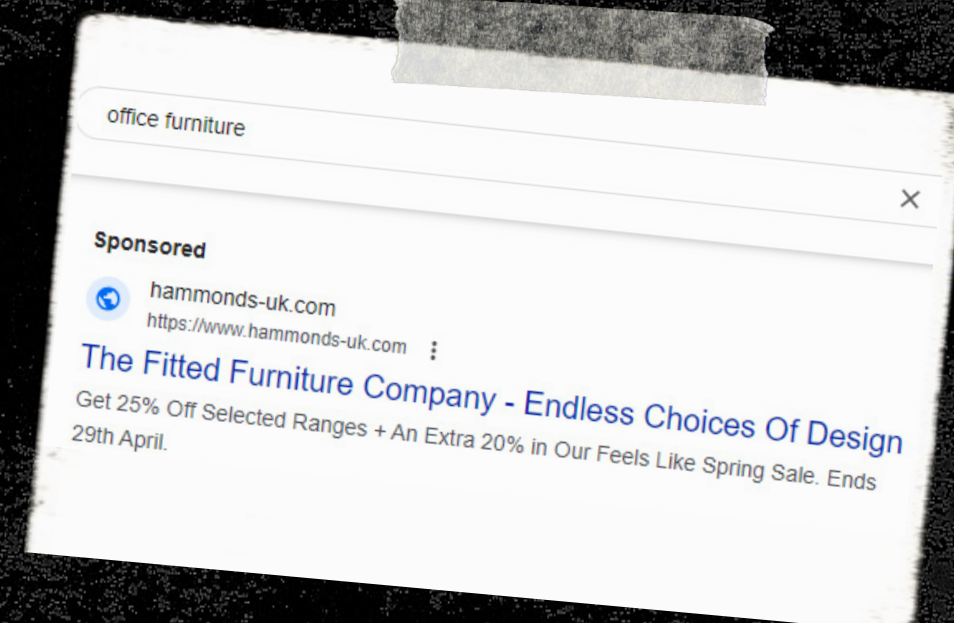
The art of being succinct is not just a recommendation but a core practice that influences conversion rates and click-through rates positively.

Therefore, to enhance the impact of your PPC ads:

1. Draft variations to refine messaging

2. Get rid of any excess wording

3. Test Ads to identify the most effective, concise copy

Remember, in the world of PPC Ads, a message delivered with precise brevity often resonates more powerfully than one lost in a sea of words.

Considerations when writing your Ad copy:

1. **Feature-benefit-feeling approach:** Start with the feature, showcase the benefit and highlight the emotional payoff. This structure ensures your Ad connects logically and emotionally

2. **Vary headline lengths:** Instead of maxing out character limits, mix shorter headlines with longer variants. This flexibility allows Google's algorithms to test combinations for better Ad performance

3. **Pursue high Quality Scores:** Ads with high Quality Scores often result in lower costs and better Ad placements. Target relevance and landing page quality to improve scores

4. **Experiment with headlines:** Consistently test different headlines to discover the most effective ones. This can significantly improve click-through rates

5. **Be pragmatic and experimental:** Evolve your Ad copy by continuously incorporating new ideas and rigorously testing them

The best Ad copy resonates with both search engines and the emotions of potential customers.

Use keywords:

In your Ad copy you also want to include keywords - they connect user search queries to your offerings.

Tools like Google Ads Keyword Planner can guide you on search volumes and competitive bids for your chosen keywords. In addition to broad matches, also consider exact matches to hone in on specific search queries.

Remember to infuse your Ad copy with these keywords, aligning with user intent and conversion goals. Aim to strike a balance — include your keywords naturally without resorting to keyword stuffing.

A table of keyword types can be a useful cheat sheet:

Keyword type	Intended use	Example
Exact match	Target precise search queries	"Digital camera"
Broad match	Reach a wider audience	Digital camera
Negative	Exclude irrelevant search queries	Used

Remember to strategically insert these keywords into your Ad copy without overstuffing, ensuring clarity and relevance for the best results in your PPC campaign.
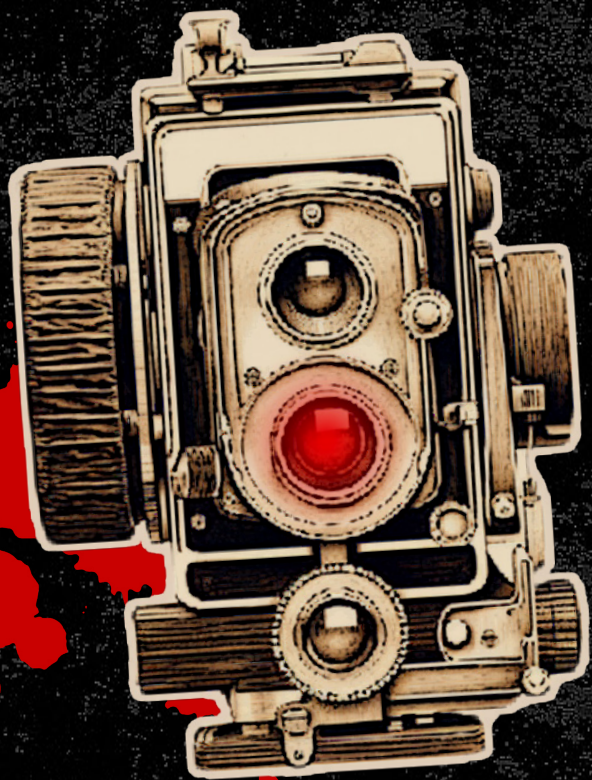
Use symbols:

Symbols can draw the eye and differentiate your message amidst the clutter. Whether it's expressive punctuation or specialised icons like the registered trademark, symbols can elevate your Ads' perceived value and professionalism. This subtle addition can boost your Ads' visibility and create an aura of authenticity and trustworthiness on your Ad, ultimately leading to a higher click-through rate.

PPC Ad enhancement through symbols:

Aspect	Benefit
Attention-grabbing	Symbols act as visual cues that draw the user's attention
Adds credibility	Symbols like ® suggest professionalism and authenticity
Visual appeal	Break up text blocks and add aesthetic appeal
Differentiates ads	Helps your ad stand out against competitors
Increases engagement	Could potentially improve click-through rates

CHAPTER 2: Use Ad extensions

Extend the reach of your message with Ad extensions. Extensions enrich your Ad with additional information, such as contact details, product links, or special offers. They provide users with various routes to engage with your brand, enhancing the likelihood of conversion. This feature represents a significant advantage in creating a deeper connection with potential customers and should not be overlooked.
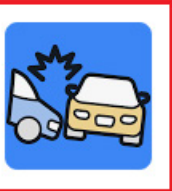
Integrating Ad extensions does much more than add visual appeal; they captivate your target audience with pertinent information right where they are most engaged — in the midst of their search queries. By including these informative snippets within your Ad, you simplify the user's journey, removing unnecessary steps and streamlining their path to conversion.

Examples:

Imagine the crowded landscape of search engine results. Here, Ad extensions are your allies, helping your Ads to shine amongst a sea of competitors. They don't just catch the eye — they're practical, too, offering users multiple avenues to interact with your Ad, whether that's to grasp product details, promotions, or to directly engage with your content. In summary, Ad extensions:

× Provide additional information

× Enhance user interaction

× Improve Ad visibility

× Increase conversion potential

CHAPTER 3: Remove low performing keywords and add negative keywords

Refine your PPC efforts by periodically purging underperforming keywords. This action streamlines your focus and reallocates your budget to terms that drive results. Simultaneously, incorporate negative keywords to ward off irrelevant traffic. This two-pronged approach optimises your campaign's targeting and efficiency, ensuring your Ads reach the most receptive audience.

In your Google Ads account, take time to analyse which keywords are underperforming and causing an undesired increase in bounce rate. These are the candidates for removal, as they contribute little to reaching your ideal customers or progressing them through your sales funnel.

Here is a quick cheat sheet:

Action	Objective	Benefit
Remove low-performing keywords	Eliminate waste	Focus budget on effective terms
Add negative keywords	Filter irrelevant searches	Improve relevance and conversion rates

This process is ongoing. Regular review and adjustment of keywords keep your PPC Ads sharp and cost-effective.

CHAPTER4: Create dedicated landing pages

Creating a dedicated landing page is a pivotal step in amplifying your PPC campaign's effectiveness. When users click on your Ad, they expect to land on a page that directly corresponds with the Ad's message, which means that relevancy is key. By ensuring your landing page is tailored to your Ad's content and offer, you can enhance the user experience, reduce bounce rates and significantly improve conversion rates.

An optimised landing page that is fast, responsive and informative can be the deciding factor between a conversion and a lost opportunity.

Campaigns suffering from weak landing pages are likely leeching potential customers. Redirecting your attention to revamp these pages can lead to leaps in impressions, clicks and ultimately, sales.

CHAPTER5: Test, test, test

With any of the above steps, you should always look to test the approach and then retest to see if you can improve any step. Trying different approaches will give you data to make sound decisions on.

Experimenting with new Ad copy is a dynamic way to enhance your PPC campaign's effectiveness and foster increased engagement with your target audience. Engaging in regular testing of diverse headline options, compelling descriptions and utilising responsive Ads can be a game-changer. Responsive Ads, in particular, are valuable as they automatically trial different combinations of headlines and descriptions to reveal the ones that deliver peak performance.

Creating compelling Responsive Search Ads (RSAs) involves strategic headline and description writing.

Here are five best practices to elevate your ad copy:

1. **Utilise ample headlines:** Maximise the available space by using at least 8-10 out of the 15 headlines offered. This ensures a rich combination of options for Google's algorithm to test and match with search queries

2. **Craft distinct headlines:** Ensure each headline is unique, serving different purposes — such as highlighting benefits, features, or offers. This diversity allows for more targeted messaging combinations

3. **Key descriptions:** Fill out at least 3 of the 4 possible description fields. Each should convey your message articulately, complementing the headlines and catering to different aspects of your offering

4. **Combination cohesion:** Write headlines that are interchangeable without losing context or meaning. This cohesion is critical as Google rotates them based on the search context

5. **Embrace variety:** Include multiple versions of headlines; some with keywords, some with call-to-actions and others purely informational. This variety can appeal to different user intents

Responsive Ad testing cheat sheet:

Component	Suggestion	Goal
Headline	Use strong action verbs	Increase urgency
Description	Highlight unique value proposition	Enhance relevance
Call-to-action (CTA)	Create a sense of immediacy	Drive conversions

Remember, the smallest change can have a significant outcome. Keep experimenting!

CONCLUSION :

Continually revisiting your PPC Ads will be the key to getting the best results. You cannot simply create and forget them.

If you want to develop your knowledge further on setting up and creating successful PPC Ads, then try the online course Ad:Versity. This is a CPD accredited course that gets you comfortable with the Google suite, teaching you the tips and tricks to raise your PPC knowledge to ensure your Google Ads bring you the return you want – money in your pocket.

Alternatively, speak to an agency to see what the opportunity is for you with Google Ads. Dark Horse offers a free, forensic audit, get in touch for more information.

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