



Google Ads Campaign Onboarding and Execution of Paid Search Ads

Our process to onboard you and your Google Ads account is as follows:

1. Account Setup

Create a new Google Ads account and link to 610 Digital's MCC (My Client Center) so we can best manage the account. Clients can (and should) retain administrator access to their account. We feel this is YOUR account and not hide anything from you, other agencies may keep full control --- which in our minds is not good business. It is the client's responsibility to pay Google directly for the cost of ad clicks. We find this to be the best way to keep full transparency of the account and leave the main account in the control of the client.

2. Campaign and Ad Groups Structure

Your campaign(s) will be divided into specific ad groups, allowing for the best possible optimization between different industries, product categories, or geographies targeted by the campaign. Each ad group will specifically target of group of similar keywords. This also lets us setup specific rules and bidding tactics based per ad group if necessary.

3. Keyword Research

We deliver more than just a list of words! We start with an initial consultation to discuss your product/service, clients, industry, competition, and more. After this meeting, 610 Digital will use sophisticated tools available to uncover which keywords will perform the best for your campaign and determine exactly which terms and phrases your customers are searching for. Keywords are continually managed throughout the course of your account management - it's not a *"set it and forget it"* approach when it comes to keywords. We also work on an initial negative keywords for certain

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phrases and words that you do not want your ads to appear for; this greatly helps reduce wasted spend throughout the account.

4. Text Ads & Responsive Ads Development

Next, we take those keywords and create well-written ad copy to catch your customer's eye and elicit a click. We also use industry best practices and utilize ad extensions such as sitelinks, call extensions, callouts, and more to display your ads with additional and relevant content for your customers. A well written ad with extensions can drive a much higher click-through-rate (CTR).

5. Bid Optimization Strategy

We will use the bidding strategy best aligned with the identified KPIs of the campaign, whether that be Cost per Click (CPC), Cost per Thousand Impressions (CPM), or Cost per Acquisition (CPA).

6. Analytics and Conversion Tracking

Driving paid search traffic to your website is all for naught if you are not tracking conversions and goals. We'll make sure to set up conversion tracking to measure your successes from ad click traffic and follow all the way through to a conversion. It is necessary to add a chunk of code to your website to track conversions; we can do this work or provide the code for your web team to implement. We also will link Google Ads to your Google Analytics account for additional data collection and reporting. We also prefer to setup Google Tag Manager to handle all necessary tag snippets, tracking codes and conversion codes.

7. Ongoing Account Management

On a monthly, weekly, and/or daily basis, we will manage and optimize your campaign, including but not limited to removing underperforming ads/keywords, testing new ad copy, optimizing keywords & match types, monitoring search query reports, adding negative keywords, and landing page optimization recommendations to improve Quality Score.



8. Reporting

How do you know if all of this is working? Don't worry - we provide monthly reports including valuable campaign metrics and results, as well as a summary of all the optimizations and insights we have from the previous month. We will let you know which adgroups, ads, and keywords are performing the best, and what we are doing to deliver the most conversions.

9. Onboarding Timeframe

Our typical timeframe for the initial ad account setup and onboarding will take approximately two weeks. During this time we will setup the new Google Ads account (or audit current account), perform keyword research, build the account structure, write ad copy and link Google Ads to other platforms like Analytics. Some new accounts can be done quicker and some may take a few extra days -- all depends on the needs, overall budget and complexity of each Google Ad account.

Optional and Additional Paid Search Services

Landing Page & Conversion Rate Optimization (CRO)

Optimizing landing pages are a key part of a successful digital campaign that is too often overlooked. We provide valuable feedback on the structure and content of your landing pages to make the best use out of every dollar we spend sending customers to them.

The better your landing page, the higher the quality score your ads will have; the more conversions you will see.

Landing page updates can be performed by the client or we can provide these services for additional fees.

Display Ads and Remarketing

Outside of search, Google partners with thousands of sites to learn more about your target audience. Through sophisticated online targeting tactics, we can deliver



your brand message to the right client/consumer at the right time. We will use a combination of the tactics below to best target your consumer.

- Contextual Targeting - We show your ads exactly when the audience is consuming content contextually relevant to your services/products
- Interest Categories - We reach your target audience, showing them relevant messages across the web
- Remarketing - We bring your customers back! These customers have shown interest in your product but did not convert. This is a great way to re-engage those users.

Featured Case Study: Increased Conversion Rate & Lowered CPL in 5 Months

141.5% increase in conversion rate	35.6% reduction in cost per conversion	46.5% drop in ad spend
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[See how we did it](#)



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