



12 REASONS YOUR GOOGLE ADS DON'T WORK (AND HOW TO FIX THEM!)

You're not targeting the right keywords

Keywords are the backbone of your Google Ads campaign. However, using the right keywords requires some research. We recommend using a tool like Google Keyword Planner to find search volumes and make a list of high-performing keywords that are relevant to your industry. Once you have your list, you can tactfully integrate them into your landing page content and ad content. You may be doing a Smart Campaign Google's "auto-optimize" feature doesn't work flawlessly for every industry. For smaller businesses, it's better to have more hands-on manual control, but Google Smart campaigns can be good for eCommerce/DTC businesses with thousands of units because it'd take days to update bids for thousands of SKUs manually.

You haven't set times for your ad to run (it runs all the time)

Unless you specify a run time, Google Ads campaigns will run 24/7 by default. Not maximizing the peak performance times, you can bid higher on a keyword during a high-performance time, Google My Business tells you when people are clicking so you can align your ads with that data. Check your GMB profile to see when you have peak audience interaction, and tailor your ads to run during this time.

You're bidding too low

If you advertise in a big city, you will likely appear low on that page or not at all, depending on the industry you might need to bid higher, big city = higher budget, Google will tell you the amount to bid. When you use tools like Google Keyword Planner, you can see the local cost-per-click in your area. Based on this information, Google will recommend either increasing or decreasing your budget. For example, a \$500 budget can get you ranking on the front page in a rural town, but it will probably get you nowhere in Los Angeles (big cities, certain industries need a bigger budget).

Your landing page doesn't convert well

If your landing page has no contact form or email leads form, clients will have a harder time contacting you and will likely leave the page. Sometimes, the content on a landing page isn't relevant to what the clients are searching for or is too general for their needs. Another common problem for low performance is that clients don't use landing page at all, but are using their website instead. All of these factors can drive customers away from the page meaning you're wasting your money with clicks that will never convert into calls.

Negative keywords eating your budget

Not all keywords are created equal. In some cases, your ads may include keywords that you don't want to be found for. For example, a plumber advertising his pipe repair services does not want to be found for plumbing careers. His goal is to get more jobs, not hire someone. A mismanaged campaign can lose a lot of money on negative keywords. Some common negative keywords to watch out for are words that are not industry-relevant and job searches.

Your ad text isn't optimized or engaging

Ad text is one of the most important parts of a successful campaign. Unengaging titles or headings will likely not perform well. With ad headings, your goal is to create a hook using relevant keywords. This way, interested searchers will click on your ad out of curiosity or need. Clear, engaging language about your services will drive clients to click on the ad and use your page to find the services they're looking for.

You're not targeting the right locations

Locations are essential for ads to perform well. For businesses in large cities, a broad service area may need to be narrowed down so that your ads can compete with other local businesses and not get squashed by massive corporations. For businesses in small towns or rural areas, expanding your location can help you capture the attention of as many local community members as possible. Keep in mind, only make your location as large as you're willing to drive out for a job. Locations are too general or too specific (check GMB for audience data).

You're not using Ad Extensions

Your ad can expand to show more data: links, phone #, makes the ad appear bigger and is more appealing which results in more clicks. Essentially you're giving users more reasons to click on your profile. To maximize the performance of your ads, Google Ads selects which extensions to show for each different search on Google. It's a good idea to use all the extensions relevant to your business goals.

Your Ad Groups are not optimized

Running an effective campaign requires breaking your services into different ad groups. For example, a plumber might have 1. pipe repairs, 2. drain cleaning, and 3. water heater installations. Each ad group has relevant keywords associated with the service. This means you don't want to include the keyword "broken pipes" in the "drain cleaning" section. Ideally, keywords, ad groups, and landing pages should be aligned so that the Google Ads ad group, Google ads keywords, and landing page can maximize the quality score.

You don't have a compelling offer

Clients want to find your services, but they also want to feel like they're getting a deal. Ad text or Landing Pages without any incentives or offers will likely not cause a client to book an appointment or schedule a service. Even offers like "Free consultations" or "Free Estimates" may not be enough to drive customer interest. Instead, create an offer like "Get 10% off your first service" which lets customers know they're getting a discounted rate. Often times, text + LP content that has a boring offer (5% off) or "free consultation" isn't enough to engage the audience.

You're not tracking the leads you do get

The most important data you can get is about your leads. How do you know if the ads are performing? How can you follow up with people that find your ad and reach out? By using a tool like CallRail, you can track when clients call you about your services, what they ask about, and what sort of questions they have. Lead tracking helps you find qualified potential leads and get more jobs. You can also use this data to better understand who your audience is and what they are looking for. Additionally, lead tracking can help you create a better user experience for your audience.

You're not tracking the leads you do get

Most people want instant quotes and quick email responses. We understand you can't be at the computer all the time, but you can create automated responses so that clients feel like their questions have been heard. Create an automated response and be ready to answer the phone when people call. The same idea applies to phone calls. Many successful ads have fallen apart because the business never answered the phone. The longer they wait for a response from you, the more likely they'll choose a competitor.