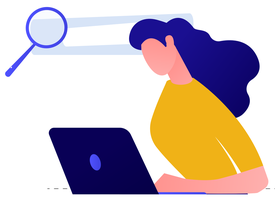
# How Does Google Ads WORK?

Google Ads is an advertising platform that uses the pay per click (PPC) model of advertising. So, any business that wants to advertise on Google and target its customers, pays for each click on its ad that either leads to a website visit or a direct phone call.

Your ads will appear next to other ads in an auction system when you bid on keywords that relate to your products or services.

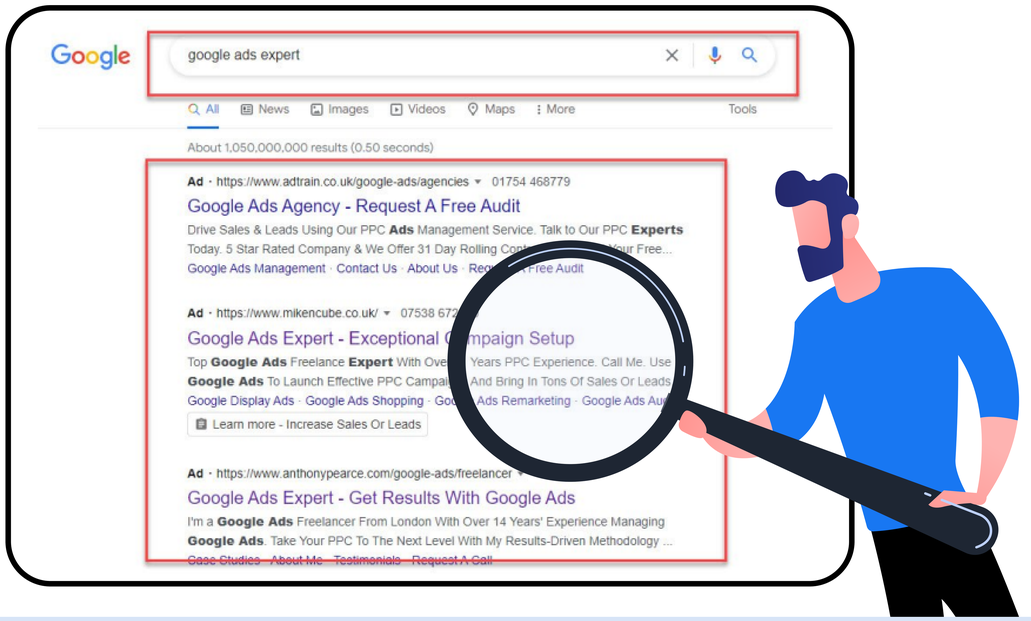


Your position in the results depends on a number of factors such as your maximum bid limit, competitiveness of your keywords, number of competitors, quality scores and so on. Generally the higher your ads are, the more traffic you will get and the more conversions you're likely to get. So, being in the top positions has a lot of benefits although it can get expensive if you overbid.

The average return in Google Ads is **200%** and that has helped many advertisers to be profitable.

There are many businesses that have achieved much higher returns with some reaching **2000%**.

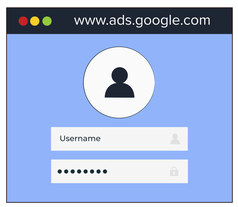
That means some businesses are seeing an impressive return of **$20** for every **$1 spent**.




**There are a number of things that are required for you to be able to advertise on Google and promote your business, products or services.**

## Google Ads account

First you'll need to create an account at www.ads.google.com to advertise on Google. You can do this in minutes and then add your payment settings including your credit/debit card.




## Ads

The ads you create in your Search campaign are called Responsive search ads. They provide you with up to 15 headline spaces and four description lines for you to add as much information as you can about what you are promoting. The system then creates ad combinations that are relevant to what people are searching for on Google.

Regarding the number of ads you create, it's ok to add one responsive search ad in each ad group. The system then works out the headline and description combinations that are relevant to the search terms.

## Campaign

Next, you'll need to create a campaign. In there you'll add things like your budget, locations you want to target including languages and you'll set a bid strategy that will help you to bid on the keywords you want to appear for.

And you'll create your ad groups in the campaign, where you'll add your ads and keywords.

## Keywords

Keywords are an important feature in Google Ads. So, you'll need to carry out some keyword research to find those that are relevant to your products or services and what people are searching with on Google.

Use the Keyword Planner tool in your Google Ads account to carry out the research. It's an easy tool and you'll find it in the Tools & Settings section in your account.

Contact me at info@mikencube.co.uk to find out how I can help you with Google Ads advertising. Visit my website at www.mikencube.co.uk