INSTANTLY GENERATE MORE SALES & LEADS WITH Google Ads

AVOID THIS MISTAKE…

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Thank you for downloading this report. I'm excited for you because what you have in your hands is valuable information. I wish someone gave me this when I started my Google Ads journey.

It's been an expensive lesson for me and my clients and if I knew sooner, I would have saved lots of time and money.

In this report I'm going to reveal the NUMBER 1 reason where owners get it wrong.

Luckily for you, I hope this report lands in good time and you haven't spent too much money for little return.

For most business owners that try Google Ads, their lesson is that they've spent money, didn't get a return, and then stopped. The lesson was that "Google Ads didn't work for me", and that's it.

I have seen so many Google Ads accounts make the same mistake over and over again and do you know why? Because it's not easy to understand

It took me 2-3 years of loss time and money to fully understand this concept which I will explain.

The Google Ads setup process appears to be straightforward and you'll have no problems setting up a campaign, but because you DON'T understand this one important bit, it's probably the NUMBER 1 reason why owners try Google Ads and then quit it.

In our circles, they call it the "Google Stupidity Tax". Google makes ALOT of money from this mistake...

Keyword Match Types

Maybe you're confused? "What is keyword match types?" Let me explain what this means.

Keyword match types is a setting you "apply" to your keywords which tells Google how it will trigger your ads. There are 4 main keyword match types (Think of it as 4 settings which you can apply to a keyword):

1. Broad Match
2. Phrase Match
3. Exact Match
4. Broad Match Modifier

The NUMBER 1 reason why users fail with Google Ads Search is that they use **Broad Match** keywords right from the get go, meaning they apply broad match settings (by default) and not even know it.

They don't understand what it means. For most businesses broad match settings is probably the last setting to explore once you've gotten ROI from the other 3 settings.

Let's get into what each setting means and how you can apply it to your business.

Broad Match

Below you will see a section where keywords are added, for just the keyword *honda bike*. Notice how the word doesn't have any visible settings applied to it. (Google does show the tips section below but no one understands it unless you study and practice Google Ads).

By adding keywords freely into the box below, you're actually adding a broad match setting to your keyword. In your mind, you may think it's a targeted keyword if you own a honda motorcycle business, but to Google, you're telling something else.
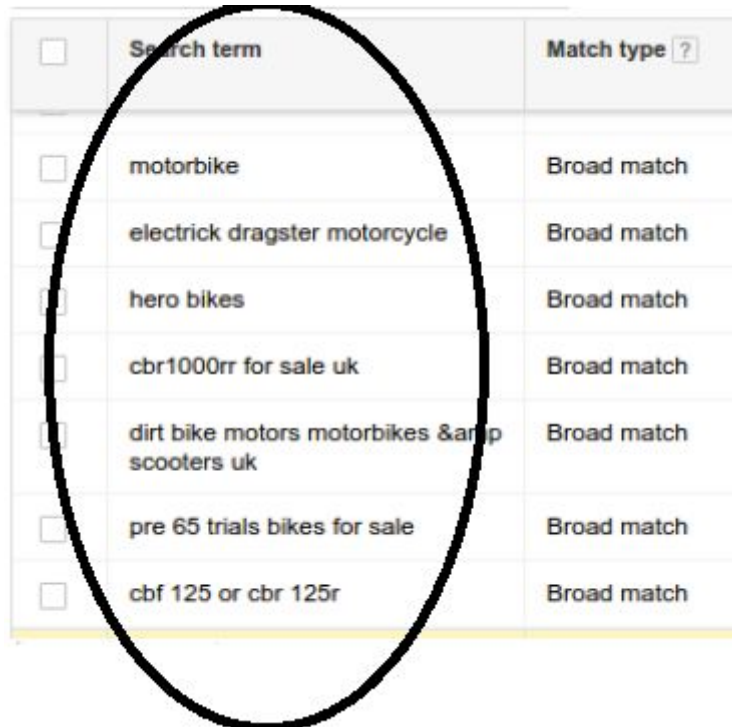
See where it says "learn more". Google does explain what it means but no one really reads this. This is where most owners get it wrong.

In your mind, you're telling Google to show your ads when someone types in *honda bike* but actually, you're telling Google to show your ads when a user's search term is "similar", "nearly" or "related" to your actual keyword to Google's discretion.

Here is what actually triggered the ads and resulted in irrelevant clicks for the keyword: *honda bike*

	Search term	Match type ?
☐	motorbike	Broad match
☐	electrick dragster motorcycle	Broad match
☐	hero bikes	Broad match
☐	cbr1000rr for sale uk	Broad match
☐	dirt bike motors motorbikes &amp scooters uk	Broad match
☐	pre 65 trials bikes for sale	Broad match
☐	cbf 125 or cbr 125r	Broad match

The keyword *honda bike* is in the campaign, but without the correct settings, Google decided the searches above were related to *honda bike*.

The reason why the ads were shown and clicked on is because Google decided their search term was related to *honda bike,* hence **broad match**.

The definition of broad by Oxford dictionary is: *Covering a large number and wide scope of subjects* and that's what Google is trying to match with a keyword set to Broad Match, the broadest possible.

By giving Google this control, you will attract irrelevant clicks and waste budget.

For the majority of business owners, it's the number 1 reason why poor keyword settings are killing their results.

Instead of having 95% of the budget working hard for the campaign, only 10% of the budget is working hard and the rest is killing the campaign, hence the wasted money.

Here's how you can stop giving control to Google. You do this by applying the correct match types. The best 3 to use initially are "Exact matches", "Phrase Matches", & "Broad Match Modifier".
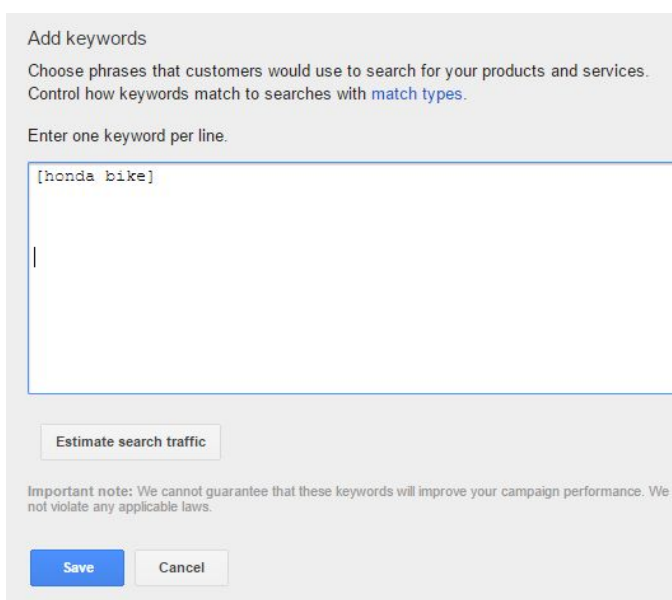
Let's go into a little more detail.

Exact Matches

When you add a keyword to the list as an exact match, you're telling Google to only show your ads if someone's search term is exactly like your keywords.

If your keyword is *honda bike* and you only want to show ads when someone types in exactly *honda bike*, you need to add square brackets to it like this:

[honda bike]

In the Google Ads interface, it will look like this when you add it:

Add keywords

Choose phrases that customers would use to search for your products and services. Control how keywords match to searches with match types.

Enter one keyword per line.

[honda bike]

Estimate search traffic

Important note: We cannot guarantee that these keywords will improve your campaign performance. We r not violate any applicable laws.

Save   Cancel

Your ads will NOT show unless the user searches *honda bike, exactly as it is.*

The benefit is, its ultra targeted but you may limit your ads to the wider market.

Phrase Match

When you add a keyword to the list as a phrase match, you're telling Google to only show your ads if someone's search term contains your keywords in that order. If your keyword is *honda bike* you need to add quotes to it like this:

"honda bike"

Your ads WILL show when someone types in the following:
*cheap **honda bike***
*used **honda bike***
***honda bike** for sale*

It doesn't matter if there are words after or before the keywords, as long as the keywords are contained in that order.

The ads will NOT show for:
used honda motorcycle bike
honda cheap bike

because the phrase honda bike is not in that order.
"honda bike"

In the Google Ads interface, it will look like this when you add it:

The ads will only show when the words are in that order with the double quotes added to it.

The benefit is, it opens yourself to a wider market and catches all those that type exact searches

Broad Match Modifier

In my opinion, broad match modifier is the best setting to reach the widest market in mass and still have relevant clicks.

It catches everyone related to your keywords including keywords which used exact and phrase but it doesn't go as far as broad match settings which will attract irrelevant clicks.

When you add a keyword to the list as a broad match modifier, you're telling Google to show your ads as long as it contains the words honda and bike in any order.

If your keyword is *honda bike* and you want to show ads when someone types any search phrase but as long as it contains honda and bike in any order, you just need to add a plus sign infront of the word:

+honda +bike

In the Google Ads interface, it will look like this when you add it:

Your ads will now show to the masses as long as their search term contains honda and bike in any order. Your Google ad will show for:

cheap **honda bike**

honda location **bike** for sale

honda bike

bike shops **honda**

honda bike used

honda spare parts **bike**

Note: You will attract some "bad" words with Broad Match Modifier BUT it will allow you to stay in front of the masses. We'll discuss later about negative keywords in the video series.


Here is a visual representation for you to see it in a different way. Let's say the keyword *honda bike* gets in total 1000 searches per month, here is what each may claim by bringing revenant clicks

Exact = 50 searches per month

Phrase = 150 searches per month

Broad Match Modifier = 300 searches per month

Broad Match = 500 searches per month in amongst the million of irrelevant clicks.
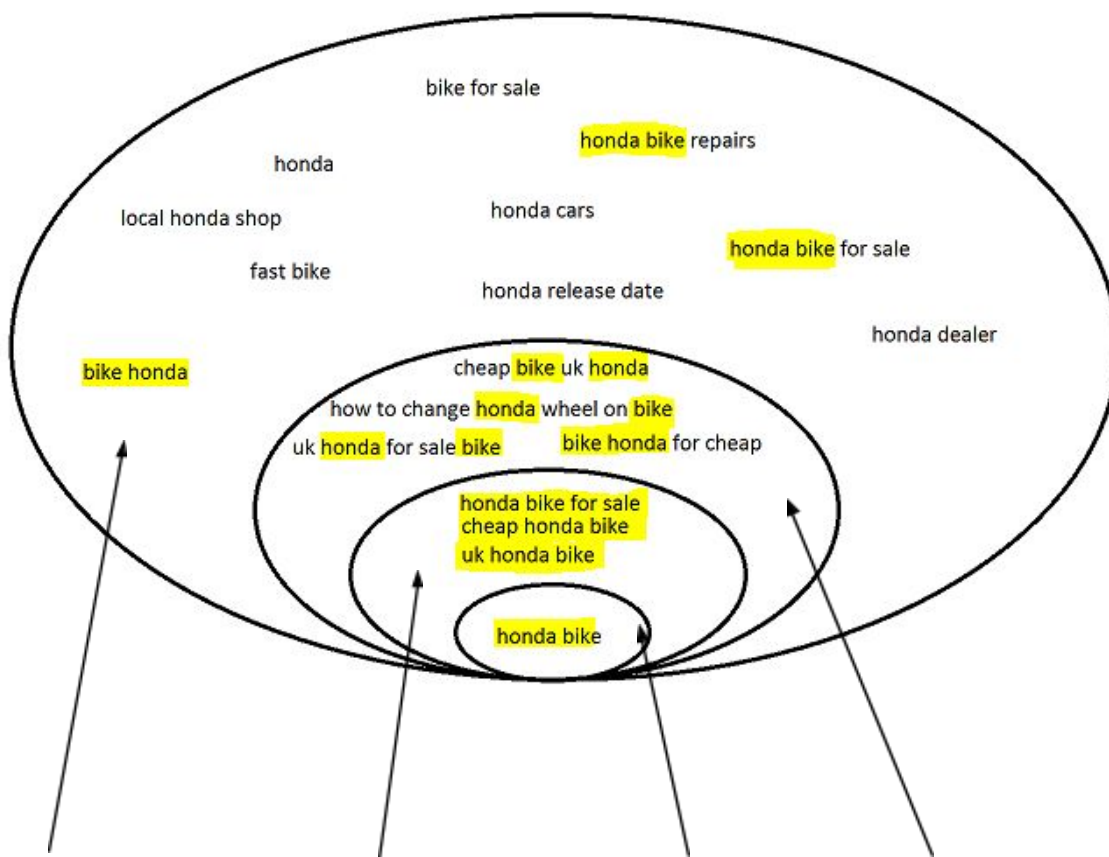
| Broad Match | Phrase Match | Exact Broad | Broad Match Modifier |

The majority of business owners will be aiming with broad match (not intentionally) with a possible of 500 searches to the business.

Because those 500 searches will be amongst what Google would deem relatable keywords, which are in its millions, you're 99% going to be triggering those searches as Google will priorities those search terms instead, if you don't tell it to.

Broad match setting will catch some of the search terms but more likely than not, you'll get the other non related clicks.

So why does all of the above matter? In simple terms, you have a chance to avoid an expensive lesson in Google Ads.

We have paid for this lesson and want to ensure you don't make the same mistake as us.

If there's one thing you should take away from this, is to understand keyword match types or you will be spending your marketing campaign on wasted clicks for no good reason.

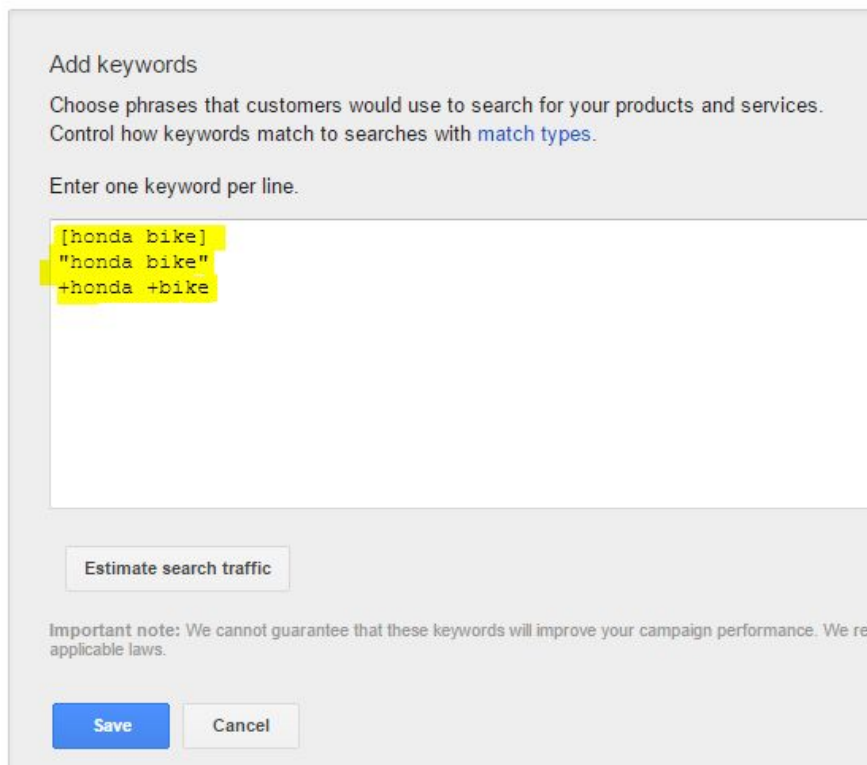Better to invest budget in the right customers instead of the wrong audience.

After that, then you can work on your product / service offering to that market. You want to lead a horse to water with the possibility that he will drink your offering by using Exact Matches, Phrase Matching, & Broad Match Modifier.

Action step, go into your Google Ads account and change all your keyword variations to the following like this with your own keywords

[honda bike]
"honda bike"
+honda +bike

Doing this will reduce the irrelevant clicks and save you money straight away.

NOTE – This approach will REDUCE the irrelevant clicks drastically but some may still be caught. This is ok and normal as you're next step is to start filtering out the bad search terms. Well talk about this about negative keywords in the FREE Training Video

If you DON'T want any bad clicks, just use exact matches with square brackets but you will limit yourself to the market. Our advice is to go far and wide with broad match modifier and then start removing the bad keywords.

You get the best of both worlds. Relevant clicks from far and wide but with a little house keeping to get rid of the bad apples.

Free Google Ads Video Audit

If you make the changes above, you'll be on your way to better clicks and I guarantee you'll start saving money and putting your budget in the right direction.

If you want to make sure you're doing this correct, along with the other bits that will help, I'd like to offer you a Free Google Ads Video Audit.

This audit is based on your Google Ads account data where it's bespoke. The audit will be a 10 - 15 Minute video of the potential holes in the accounts that we can plug up to make it work efficiently and help make you more money.

Its my FREE gift to you, no strings attached and no obligation. Enter your details here:

https://www.clickmetrics.co.uk/google-ads-audit/

In the video, I'll will cover the following

- Conversion tracking to see which areas are losing money

- The right Google Ads settings to make your budget go as far as possible. I'll review your current keyword settings

- Modeling the cost of to get a sale or a lead into your business

- And more

Next Step - Get FREE Google Ads Video Audit

If you have any problems, you can contact on the following below

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