



AdsManaged.co

Google Ads

Google Ads are an instant ROI marketing option as you can make your business appear at the top of Google search results for your main target keywords. The top 3 search results in Google get over 50% of all clicks and typically those top 3 search results are **all Google Ads!**

Our latest client is getting an 8.93x return on Google ad spend. We turned \$2,639 in Google Ad spend into \$23,573 in sales last month, just by creating Google Ads with **great ad copy** paired with **high-intent keywords**.

Google Ads

We target high-intent keywords via Google Ads for our client's main keywords!

High-Intent Keywords: Search terms users input into Google search that indicate a higher likelihood they will take a particular business action. These are **transactional keywords** and users with an intent to buy. For example:

- “XYZservice XYZcity” (e.g. “roof repair Miami”)
- “buy XYZ” (e.g. “buy car insurance”)
- “XYZservice near me” (e.g. “water damage repair near me”)
- “best XYZservice ZipCode” (e.g. “best carpet cleaning service 90210”)
- “XYZbrand discount code” (e.g. “Carhartt discount code”)

Google Ads Tracking





- Create a Google Ads account at: ads.google.com
- First, we will create Google conversion actions (these track our Google Ads conversions).
- Click the “Tools and settings” option in the top navbar.
- Select “Conversions” under the Measurement menu.
- Click the “+ New conversion action” button.

The screenshot displays the Google Ads interface. At the top, the navigation bar includes 'Google Ads' and 'Conversions'. On the right side of the top bar, there are icons for 'Search', 'Reports', and 'Tools and settings'. A large red arrow points to the 'Tools and settings' icon. Below the top bar, a sidebar menu is visible with categories: 'Summary', 'Planning', 'Shared Library', 'Bulk Actions', 'Measurement', 'Setup', and 'Billing'. The 'Measurement' category is selected, and a red arrow points to the 'Conversions' option within this menu. In the main content area, the 'Summary' section is active, showing a '+ New conversion action' button with a red arrow pointing to it. Below this button, there is a table with columns for 'Conversion action', 'Account-default goal', and '3 of 3 ca'. The table contains two rows, each with a checkbox and a name like 'Conversion' and 'Job Program'.

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)

Select the kind of conversions you want to track. ⓘ

<p>Website</p>  <p>Track actions on your website</p>	<p>App</p>  <p>Track actions on your app</p>	<p>Phone calls</p>  <p>Track calls from your ads or website</p>	<p>Import</p>  <p>Import data from Google Analytics or another source</p>
--	--	---	---



Select **“Website”** on the **“New conversion action”** page.

Enter the URL for the website where you want to measure your conversions

Scanning your website will determine if it's already set up to measure conversions. You may also see suggestions for conversion actions you can create to measure conversions on your website.

Scan



Save and continue Cancel

Input your website domain and click "Scan".

Website domain
adsmanaged.co

Identify events for your business to measure, or add conversion actions manually to access custom features

Create conversion actions automatically from website events



Set up conversion actions on your website.
Identify events on your website that you want to count as conversions; such as loading a thank you page or confirmation page after a user submits your contact form.

Add a page load



Select conversion goal
Select category

Choose match type
URL starts with


Enter url

Add Cancel

Website domain
adsmanaged.co

Identify events for your business to measure, or

Create conversion actions automa



Add a page load

Select conversion goal
Submit lead form

Choose match type
URL contains

Enter url
https://adsmanaged.co/free-consultation/

Add



First, select the conversion goal (e.g. “submit lead form”).

Next, select “URL contains”.

Finally, enter the URL page that loads upon successful completion of your conversion goal (e.g. a thank you page).

Click “Add”.



Conversion goal	Event details	
Submit lead form	User lands on a URL that contains "https://adsmanaged.co/free-consultation/" Page load	Settings

+ Add event



Create conversion actions manually using code



- Set up conversion actions manually:
- If you use transaction specific values, transaction IDs, and/or other custom parameters.
 - If you want to measure clicks on buttons or links.

If you choose this option, you will need to add an event snippet to your website code

+ Add a conversion action manually

Save and continue



You have the option to add more conversion events you want to track via your Google Ads.

“Submit lead form” is the most common for our service clients.

Next, click the **“Save and continue”** button.

✓ Your website is set up to measure your new conversions

You're all done!

Google ads will start collecting data on your website shortly. If you don't see conversions in a few hours, you can launch the Tag Assistant to check individual conversion actions.

When you click **Finish**, you'll be taken to the conversion summary, where you'll see the conversion action you've just set up.



Finish

Click the **“Finish”** button.

Google Ads Conversions

- You will be redirected to your Google Ads Conversions page:
<https://ads.google.com/aw/conversions>
- Click on your newly created “Conversion action”.

The screenshot shows the Google Ads Conversions interface. The top navigation bar includes 'Google Ads' and 'Conversions'. On the right, there are icons for Search, Reports, Tools and settings, Refresh, Help, and Notifications. The left sidebar contains 'Summary', 'Settings', 'Uploads', 'Value rules', 'Custom variables', and 'Salesforce'. The main content area is titled 'Summary' and features a '+ New conversion action' button and a 'View all conversion actions' link. Below this is a table of conversion actions. The first table is for 'Submit lead form', which is an account-default goal with 3 of 3 campaigns. It has a checkbox, an 'Action optimization' dropdown, and columns for 'Conversion source', 'All conv.', 'All conv. value', 'Status', and 'Actions'. The row for 'Submit lead form' shows a 'Primary' action optimization, 'Website' conversion source, 0.00 for both 'All conv.' and 'All conv. value', and an 'Unverified' status. A red arrow points to this row. The second table is for 'Sign-up', which is also an account-default goal with 3 of 3 campaigns. It has a checked checkbox, an 'Action optimization' dropdown, and the same columns as the first table.

<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/>	Submit lead form (https://adsmanged.co/free-consultation/)	Primary	Website	0.00	0.00	Unverified	Troubleshoot

<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input checked="" type="checkbox"/>	Sign-up						

Details

Settings	
Conversion name	Submit lead form (https://adsmanaged.co/free-consultation/)
Goal and action optimization	Submit lead forms, Primary action
URLs	adsmanaged.co/free-consultation/
Value	\$1
Source <small>Not editable</small>	Website
Count	One conversion
Click-through conversion window	90 days
Engaged-view conversion window	3 days
View-through conversion window	1 day
Attribution model	Data-driven Recommended
Enhanced Conversions	Not configured

[Edit settings](#)

Expand the "Tag setup" menu.

Tag setup Tag for Submit lead form (https://adsmanaged.co/free-consultation/) ▾

Back




Details

Source	Website
Not editable	
Count	One conversion
Click-through conversion window	90 days
Engaged-view conversion window	3 days
View-through conversion window	1 day
Attribution model	Data-driven Recommended
Enhanced Conversions	Not configured

Tag setup


Select how you want to install your tag

Install the tag yourself



Add the tag to your website code

Email the tag



Email the tag to your webmaster



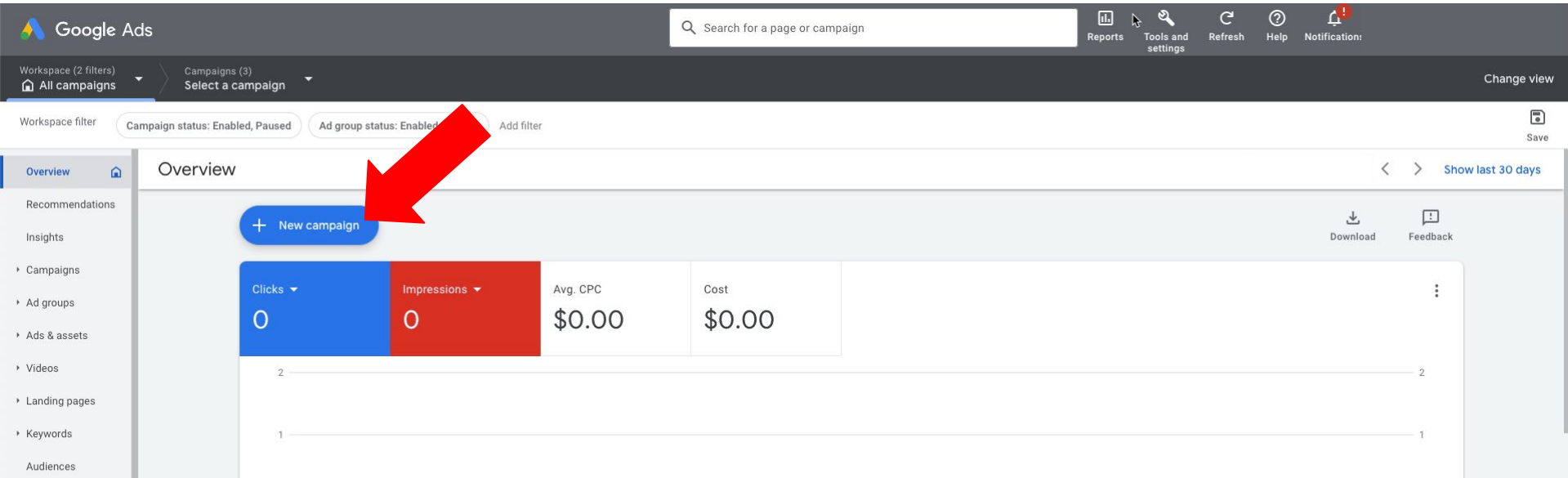
Back

Install the **Google Tag** on your website for tracking.

Click the **“Email the tag”** option. Send the code to your web developer to add the Google Tag tracking code in the HTML header coding file (between the `<head></head>` tags) on your website.

How to Create Google Ads

- Navigate to your Google Ads account homepage: ads.google.com/aw/overview
- Click the “+ New campaign” button:











The screenshot shows the Google Ads interface. At the top, there is a search bar and navigation icons for Reports, Tools and settings, Refresh, Help, and Notification. Below this, the workspace filter shows 'All campaigns' and 'Campaigns (3)'. The main content area is titled 'Overview' and features a blue button labeled '+ New campaign' with a red arrow pointing to it. Below the button is a table with columns for Clicks, Impressions, Avg. CPC, and Cost. The table shows 0 clicks, 0 impressions, \$0.00 average cost per click, and \$0.00 total cost. The table is currently empty, with only a few rows visible.

Clicks	Impressions	Avg. CPC	Cost
0	0	\$0.00	\$0.00
2			
1			

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone, or in store	 Leads Get leads and encourage customers to take action	 Website traffic Get the right people to visit your website	 Product and brand consideration Encourage people to explore your products or services
 Brand awareness and reach Reach a broad audience and build awareness	 App promotion Get more installs, engagement and pre-registration for your app	 Local store visits and promotions Drive visits to local stores, including restaurants and dealerships.	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.

Select your campaign objective. We want to track users who submit our lead form (i.e. our contact form), so we will select **Leads** and click "Continue".

Cancel Continue

Drive sales online, in app, by phone, or in store

Get leads and other conversions by encouraging customers to take action

Get the right people to visit your website

Encourage people to explore your products or services

Brand awareness and reach
Reach a broad audience and build awareness

App promotion
Get more installs, engagement and pre-registration for your app

Local store visits and promotions
Drive visits to local stores, including restaurants and dealerships.

Create a campaign without a goal's guidance
Choose a campaign type first, without a recommendation based on your objective.

Use these conversion goals to improve Leads

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Leads.

Conversion Goals	Conversion Source	Conversion Actions
Contacts (account default)	Website	1 action
<input checked="" type="checkbox"/> Sign-ups (account default)	Website	1 action
<input checked="" type="checkbox"/> Submit lead forms	Website	1 action

Confirm the **Conversion Action** you added is on the conversion goal tracking list.

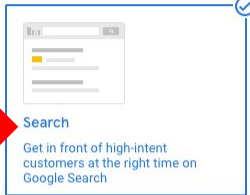
Click **“Continue”**.



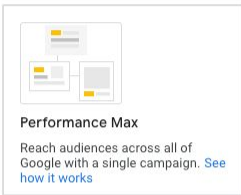
Cancel Continue



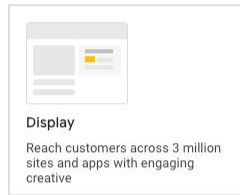
Select a campaign type



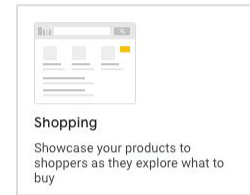
Search
Get in front of high-intent customers at the right time on Google Search



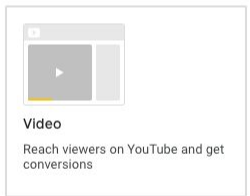
Performance Max
Reach audiences across all of Google with a single campaign. See how it works



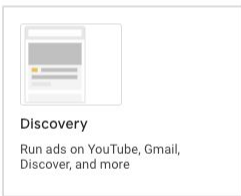
Display
Reach customers across 3 million sites and apps with engaging creative



Shopping
Showcase your products to shoppers as they explore what to buy



Video
Reach viewers on YouTube and get conversions



Discovery
Run ads on YouTube, Gmail, Discover, and more

Select the ways you'd like to reach your goal

Website visits



<https://adsmanaged.co/google-ads/>

Phone calls

Store visits

Select **“Search”** for the campaign type. This will make your Google Ad appear in Google search results for your target keywords.

Checkmark **“Website visits”** and input your Google Ad landing page.

Landing Pages

Landing pages are a crucial part of any successful digital marketing campaign. In simple terms, a landing page is a single web page designed to persuade visitors to take a specific action. This could be anything from submitting a contact form, to signing up for a newsletter, or making a purchase.

The landing page (i.e. specific URL) used for your online ads should include your value proposition and a single goal / call to action (e.g. submitting your contact form). We see the best ad results when we don't distract the user with multiple actions available on our ad landing page URL and when our landing page is optimized for conversions with a SINGLE goal (e.g. capturing leads).

Learn more of our landing page best practices at:

adsmanaged.co/best-landing-page-builder

Video
Reach viewers on YouTube and get conversions

Discovery
Run ads on YouTube, Gmail, Discover, and more

Select the ways you'd like to reach your goal

Website visits

Phone calls

Store visits

App downloads

Lead form submissions

Name your Google Ads campaign to help you easily identify it in future ad reporting. For example:

Objective-CampaignType-Website-TargetMarket-Location

Click the **“Continue”** button.

Campaign name



Cancel

Continue



- Search
- Bidding**
- Campaign settings
- Keywords and ads
- Budget
- Review

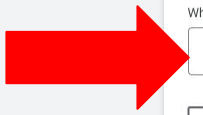
Bidding

Bidding

What do you want to focus on? ?

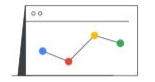
Set a target cost per action (optional)

Alternative bid strategies like portfolios are available in settings after you create your campaign



Next

For all our new campaigns,
we need to first discover
the average price per
conversion in this market.
So we will click this **Bidding**
dropdown menu...



Your estimated performance is shown after you've entered

- Budget
- Keywords

- Search
- Bidding**
- Campaign settings
- Keywords and ads
- Budget
- Review

Bidding

Bidding

What do you want to focus on? ⓘ

Clicks ▾

Set a maximum cost per click bid limit

Maximum CPC bid limit ⓘ

\$18.20



Next

Select **“Clicks”** for the bidding focus.

Checkmark **“Set a maximum cost per click bid limit”**.

Find your **“Maximum CPC bid limit”** via the Google Keyword Planner.



Your estimated performance is shown after you've entered

- Budget
- Keywords ✓

Google Keyword Planner

- In a new browser tab, navigate to your [Google Keyword Planner](#).
- Click the “Tools and settings” option in the top navbar.
- Select “Keyword Planner” under the Planning menu.
- On the Google Keyword Planner page, click the “Discover New Keywords” option.

The screenshot shows the Google Ads interface for the Keyword Planner tool. The top navigation bar includes 'Search', 'Reports', 'Tools and settings', and 'Notifications'. A red arrow points to the 'Tools and settings' icon. Below the navigation bar, a 'Planning' menu is open, with a red arrow pointing to the 'Keyword Planner' option. In the main content area, a 'Discover new keywords' card is visible, with a red arrow pointing to it.

Planning	Shared Library	Bulk Actions	Measurement	Setup	Billing
Performance Planner	Audience manager	All bulk actions	Conversions	Business data	Summary
Keyword Planner		Rules	Google Analytics	Policy manager	Transactions
Reach Planner	Negative keyword lists	Scripts	Attribution	Access and security	Documents
Ad Preview and Diagnosis	Shared budgets	Uploads		Linked accounts	Promotions
App advertising hub	Location groups			Google tag	Settings
	Placement exclusion lists			Preferences	Advertiser verification
	Asset library			Google Merchant Center	

Discover new keywords

Start with keywords Start with a website

Enter products or services closely related to your business

English (default) United States

Enter a site to filter unrelated keywords

Get results

Type in your main target keyword you want to appear in Google Search results for with this Google Ad.

Click **“Get results”**.

Plans created by you

Add filter Columns

Plan	Status	Last modified	Forecast period

To get more detailed statistics, run a campaign.

how to rank high in google search United States English Google

Download keyword ideas

Broaden your search: search engine optimization how to rank high in yahoo

Exclude adult ideas Add filter 53 keyword ideas available

Columns Keyword view

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided								
<input type="checkbox"/> how to rank high in google search	100 - 1K	0%	+900%	Low	-	\$3.87	\$18.20	
Keyword ideas								
<input type="checkbox"/> how to rank higher on google					-	\$3.81	\$16.62	
<input type="checkbox"/> how to rank higher on google maps					-	\$3.89	\$13.76	
<input type="checkbox"/> how to rank higher on google in 2022					-	-	-	
<input type="checkbox"/> how to get your website higher on google					-	\$2.27	\$17.26	
<input type="checkbox"/> how to rank higher on google my business					-	\$6.96	\$35.37	
<input type="checkbox"/> how to get higher on google search					-	\$3.23	\$14.37	
<input type="checkbox"/> how do i rank higher on google					-	\$3.82	\$28.21	
<input type="checkbox"/> how do i rank higher on google maps					-	-	-	
<input type="checkbox"/> how to get website higher on google	10 - 100	0%	0%	Medium	-	\$2.46	\$10.57	



To appear near the #1 position in Google search results for this keyword, note the "Top of page bid (high range)" price.

To get more detailed statistics, run a campaign.

how rows: 10 1 - 10 of 53

Refine keywords

Expand all

Brand
google maps, youtube

Others

Give feedback

- Keyword ideas
- Forecast
- Keyword plan
- Saved keywords
- Organize keywords
- Negative keywords

how to rank high in google search United States English Google

Download keyword ideas

Broaden your search: + search engine optimization + how to rank high in yahoo

Exclude adult ideas Add filter 53 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Ac
Keywords you provided								
<input type="checkbox"/> how to rank high in google search	100 - 1K	0%	+900%	Low	-	\$18.20		
Keyword ideas								
<input type="checkbox"/> how to rank higher on google	100 - 1K	0%	0%	Low	-	\$16.62		
<input type="checkbox"/> how to rank higher on google maps	100 - 1K	0%	0%	Medium	-	\$13.76		
<input type="checkbox"/> how to rank higher on google in 2022	10 - 100	0%	0%	Low	-			
<input type="checkbox"/> how to get your website higher on google	10 - 100	0%	0%	Medium	-	\$17.26		
<input type="checkbox"/> how to rank higher on google my business	10 - 100	0%	0%	Medium	-	\$35.37		
<input type="checkbox"/> how to get higher on google search	10 - 100	0%	0%	Medium	-	\$14.37		
<input type="checkbox"/> how do i rank higher on google	10 - 100	0%	0%	Low	-	\$28.21		
<input type="checkbox"/> how do i rank higher on google maps	10 - 100	0%	0%	Low	-			
<input type="checkbox"/> how to get website higher on google	10 - 100	0%	0%	Medium	-	\$10.57		

For each campaign, I like to target a set of 2-6 similar keywords.

So for this campaign, I will target Google searches for these 3 similar keywords.

Copy the highest **“Top of page bid (high range)”** in your set of keywords. For this set, \$18.20 is the highest CPC.

To get more detailed statistics, run a campaign.

how rows: 10 1 - 10 of 53

Give feedback

- Search
- Bidding
- Campaign settings
- Keywords and ads
- Budget
- Review

Bidding

Bidding

What do you want to focus on? ?

Clicks ▼

Set a maximum cost per click bid limit

Maximum CPC bid limit ?

\$18.20



Next



Your estimated performance is shown after you've entered

- Budget
- Keywords ✓

Click back to this new campaign tab in your browser. Paste the **“Top of page bid (high range)”** price we discovered via the Google Keyword Planner in the **“Maximum CPC bid limit”** field.

After 1 month, we will review this campaign to identify the average cost per conversion. Then we will change the bidding strategy for this campaign to **“Conversions”** and set the target **“Cost Per Action”** to a few dollars above our average cost per conversion over the past month.

Click the **“Next”** button.

- Search
- Bidding
- Campaign settings**
 - Network**
 - Locations
 - Languages
 - Audiences
 - Automatically created assets
- Keywords and ads
- Budget
- Review



Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

Include Google Display Network

Use Display Expansion: Show your ads in more places and get more conversions (CPA)

Under the **Network** section, make sure **ONLY** the "Search Network" is checkmarked.

Locations

Select locations to target

- All countries and territories
- United States and Canada
- United States
- Enter another location

Location options

Target

- Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)
- Presence: People in or regularly in your targeted locations

Your estimated performance is shown after you've entered

- Budget
- Keywords

- Search
- Bidding
- Campaign settings
 - Network
 - Locations**
 - Languages
 - Audiences
 - Automatically created assets
- Keywords and ads
- Budget
- Review

Search Network
Ads can appear near Google Search results and other Google sites when keywords

Include Google search partners

Display Network
Easy way to get additional conversions at similar or lower costs than Search

Include Google Display Network

Use Display Expansion: Show your ads in more places and get more action (CPA)

Locations

Select locations to target

- All countries and territories
- United States and Canada
- United States
- Enter another location

Location options

Target

- Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)
- Presence: People in or regularly in your targeted locations

Under the **Locations** section, select the locations you want your ad to appear in (e.g. as broad as the entire United States, to as narrow as a single city/postal code).

Under the **Target** section, select the "Presence" only option to ensure users are physically in this local market.



Your estimated performance is shown after you've entered

- Budget
- Keywords

- Search
- Bidding
- Campaign settings
 - Network
 - Locations
 - Languages
 - Audiences**
 - Automatically created assets
- Keywords and ads
- Budget
- Review

Select the languages your customers speak.

English



Audience segments Select audience segments to add to your campaign

Automatically created assets

You can allow Google to help you generate headline and Google will provide automated tools to customize your [Learn more](#)

On: Use my content from my landing page, domain, and ads. and performance.

Off: Use only assets I provide directly for my ads

More settings

Ad rotation	Optimize: Prefer be
Start and end dates	Start date: April 28,
Ad schedule	All day
Campaign URL options	No options set

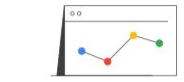


Leave these remaining Campaign Settings sections as default.

If applicable, add “Languages” your customers speak and if you only want ads running during your business hours (i.e. 9-5, when you can answer the phone), adjust the “Ad Schedule”.

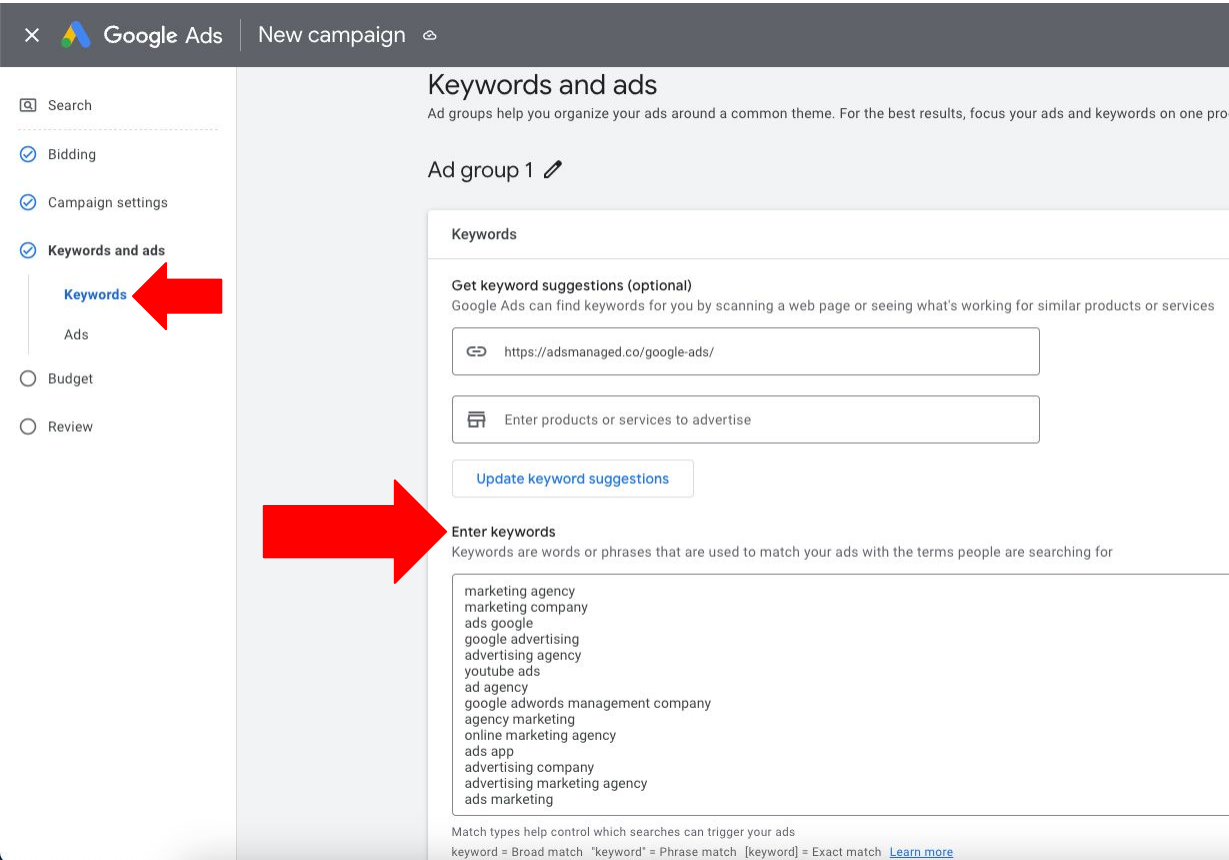
Click the “Next” button.

Next



Your estimated performance is shown after you've entered

- Budget
- Keywords



Next, under the **Ad Group**, we will add the keywords we want our campaign to target (i.e. appear in Google searches for).

Google will curate suggested keywords based on the Google Ad landing page URL you input. We typically delete these all and add our own high-intent keywords.
For example:

- **“XYZservice XYZcity”** (e.g. “roof repair Miami”)
- **“XYZservice near me”** (e.g. “water damage repair near me”)
- **“best XYZservice ZipCode”** (e.g. “best carpet cleaning service 90210”)

Keyword Match Types

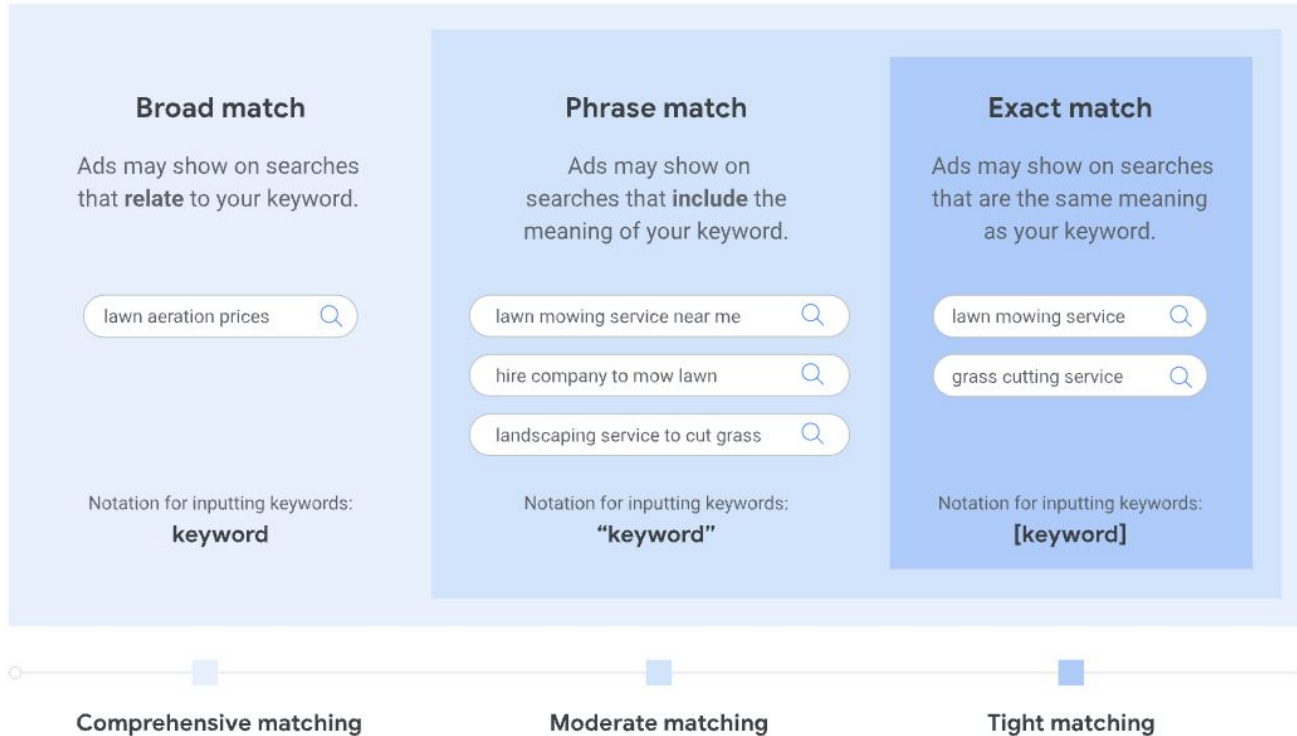
Setting **keyword match types** help control which Google searches will trigger your ads to appear!

- keyword = Broad match
- "keyword" = Phrase match
- [keyword] = Exact match

Keyword Match Types

For the keyword **lawn mowing service**, we can match the following queries (🔍)

per match type



Source: <https://support.google.com/google-ads/answer/7478529?hl=en&sjid=9026352888933995915-NA#null>

- Search
- Bidding
- Campaign settings
- Keywords and ads**
 - Keywords**
 - Ads
- Budget
- Review

Keywords

Get keyword suggestions (optional)
 Google Ads can find keywords for you by scanning a web page or seeing what's on it.

<https://adsmanaged.co/google-ads/>

Enter products or services to advertise

[Update keyword suggestions](#)

Enter keywords
 Keywords are words or phrases that are used to match your ads with the terms people search for.

"how to rank high in google search"
 [how to rank high in google search]

Match types help control which searches can trigger your ads
 keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

[Add more keywords](#): Show your ads more often to people searching for what your business offers [View](#) [Apply all](#)



Broad Match keywords will waste your ad budget quickly. Only use **“Phrase Match”** and **[Exact Match]**.

As you can see, we’ve added our first keyword as a **“Phrase Match”** and **[Exact Match]** type. I will repeat this [bracket] and “quotes” process for the remaining keywords I add to this campaign.

For each separate campaign you create, target a set of 2-6 similar, HIGH-INTENT keywords you want to appear at the top of Google search results for.

Ads

- We focus on one set of similar keywords per **Ad Group**. Then we create an **Ad** that includes our target keywords, value proposition, and call to action!

Google Ads | New campaign

Search Reports Tools and settings Help Notifications

Search

Bidding

Campaign settings

Keywords and ads

Keywords

Ads

Budget

Review

Ad strength [?]
Incomplete

- Add headlines [View ideas](#)
- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)

Start by adding at least 5 headlines

Final URL [?]

Final URL

This will be used to suggest headlines and descriptions

Display path [?]

adsmanaged.co

/

0 / 15 0 / 15

Preview

Sponsored

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Your estimated performance is shown after you've entered

- Budget
- Keywords

- Search
- Bidding
- Campaign settings
- Keywords and ads
 - Keywords
 - Ads
- Budget
- Review

Ads

Start by adding at least 5 headlines

Ad strength Incomplete

- Add headlines [View ideas](#)
- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)

Final URL

Final URL

This will be used to suggest headlines and descriptions

Display path

adsmanaged.co

/ /

0 / 15 0 / 15

Headlines 1/15

For optimal ad performance, include these keywords in your headlines

how to rank high in google search

how to rank high in google search


[More ideas](#)

Best Google Ads Agency

Preview

Sponsored

First, set your **Final URL** (e.g. the ad landing page where you will capture the lead).



Your estimated performance is shown after you've entered

- Budget
- Keywords ✓

Ad Headlines

- Add 15 variations of headlines for your Google search ad.

Google Ads | New campaign

Search Reports Tools and settings Help Notifications

Ad strength Average

- Add headlines [View ideas](#)
- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)

Headlines 4/15

For optimal ad performance, include these keywords in your headlines

- [how to rank high in google search](#)
- [how to rank high in google search](#)

[More ideas](#)

Best Google Ads Agency
Required 22 / 30

How to Rank High in Google
Required 26 / 30

Rank High in Google Search
Required 26 / 30

(Keyword:Google Ads Agency)

Preview

{Keyword:Main Keyword}

Include the syntax phrase above (updated with your main keyword) for one headline field. This will automatically update your ads with the exact keyword the user searches in Google.

Your estimated performance is shown after you've entered

- Budget
- Keywords ✓

Ad Descriptions

- Add 4 variations of descriptions for your Google search ad.

Headlines can include service/product name, main keywords, and call to actions (e.g. "Book Free Inspection", "Call For Free Estimate", "Emergency Repairs 24/7", "XYZ Problem, Call Now").

Descriptions can include your service/product details, main keywords, and key value propositions (e.g. "Top-Rated Local XYZ Serving XYZ City. Includes Lifetime Warranty. Call XYZ Business Name Today.").

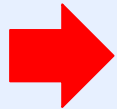
Google automatically tests every combination of your headlines and descriptions in your Google Ad to find the highest ROI.

- Search
- Bidding
- Campaign settings
- Keywords and ads
 - Keywords
 - Ads
- Budget
- Review

Try including more keywords in your descriptions

Ad strength
Good

- Add headlines [View ideas](#)
- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)



Add 4 or more to maximize performance

[+ Sitelinks](#)

Callouts ⓘ
Add more business information

[+ Callouts](#)

- More asset types (0/7)
Improve your ad performance and make your ad more interactive by adding more details about your business and website
- Ad URL options

Once all these bubbles are checked and your **Ad Strength** is "Good" or higher, click the "Next" button.

Done Cancel

Next



Your estimated performance is shown after you've entered

- Budget
- Keywords ✓

- Search
- Bidding
- Campaign settings
- Keywords and ads
- Budget
 - Budget
- Review

Budget

Select the average you want to spend each day.

Set your average daily budget for this campaign

\$182.00



For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

--.-%

Campaign optimization score [?]

Your score will be shown after you've made updates to your campaign needed to run ads.

Weekly estimates

Estimates are based on your keywords and daily budget [?]

Set your daily ad budget (\$50-\$100 minimum per day is our rule of thumb).

Keep your target keyword "Max CPC" in mind when setting this (our target keyword costs \$18.20 per click on the high end, so if we want 10+ clicks per day, our budget must be at least \$182.00). Our latest client is getting a 60%+ conversion rate, so that would be (10 clicks x 60%) 6 leads per day.

Click the "Next" button.

- Search
- Bidding
- Campaign settings
- Keywords and ads
- Budget
- Review

Your campaign is ready to publish



Publish campaign

Recommendations

Apply these recommendations to optimize campaign performance

< 1 / 4 >

Add more keywords: Show your ads more often to people searching for what your business offers

+4.1% View Apply all

Overview

Campaign name	LEAD-Search-AdsManaged-Contractors-USA
Campaign type	Search
Objective	Leads
Goal	Contacts,

Review your campaign for any errors.
Click the **“Publish campaign”** button.



Weekly estimates

Estimates are based on your keywords and daily budget

Ad group 1

Weekly clicks	Weekly cost
752	\$1,274.00
Avg. CPC	\$1.69



- Workspace (2 filters) All campaigns
 - 9x Return YouTube Ad
 - 9x Return YouTube Ad - created biz aud
 - 9x Return YouTube Ad - kw + demo
 - Amazon Fba Course
 - Amazon FBA Training AU - WSM
 - Amazon FBA Training CA - WSM
 - Amazon FBA Training IE - WSM
 - Amazon FBA Training IN - WSM
 - Amazon FBA Training NZ - WSM
 - Amazon FBA Training ROW - WSM
 - Amazon FBA Training UK - WSM
 - Amazon FBA Training US - WSM
 - AWS Certification Course AU - WSM
- Feedback Change view

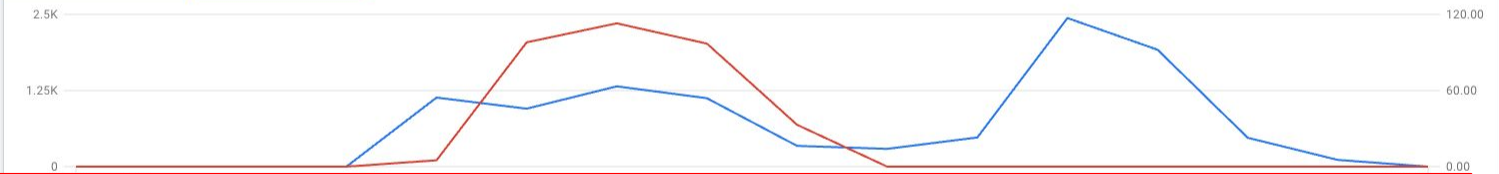
- Workspace filter Campaign status: All Ad group status: Enabled Add filter
- Overview
 - Recommendation
 - Insights & reports
 - Campaigns
 - Ad groups
 - Ads & assets
 - Videos
 - Keywords
 - Audiences
 - Content
 - Settings
 - Change history
 - Suggested
 - Locations
 - Show more
- Get the Google Ads mobile app



Overview

+ New campaign

Clicks	Conversions	Cost / conv.	Cost
10.6K	346.00	\$9.84	\$3.4K



You will be redirected to your Google Ads overview page where you can see all your campaigns overall performance, including Clicks, Conversions, Cost per Conversion, and Total Cost (with a visual graph representation).

Google Ads Reporting

The screenshot shows the Google Ads interface. At the top, there's a navigation bar with 'Google Ads' and 'All campaigns'. Below this, there's a sidebar with various navigation options. A red arrow points to the 'Campaigns' option in the sidebar. A red box highlights a text instruction: 'Navigate to your Campaigns page via the left sidebar to see your published campaigns.'

Workspace filter: Campaign status: All Ad group status: Enabled Add filter

Overview Recommendations Insights & reports Campaigns Ad groups Ads & assets Assets Videos Keywords Audiences

Ad status: Enabled, Paused Add filter

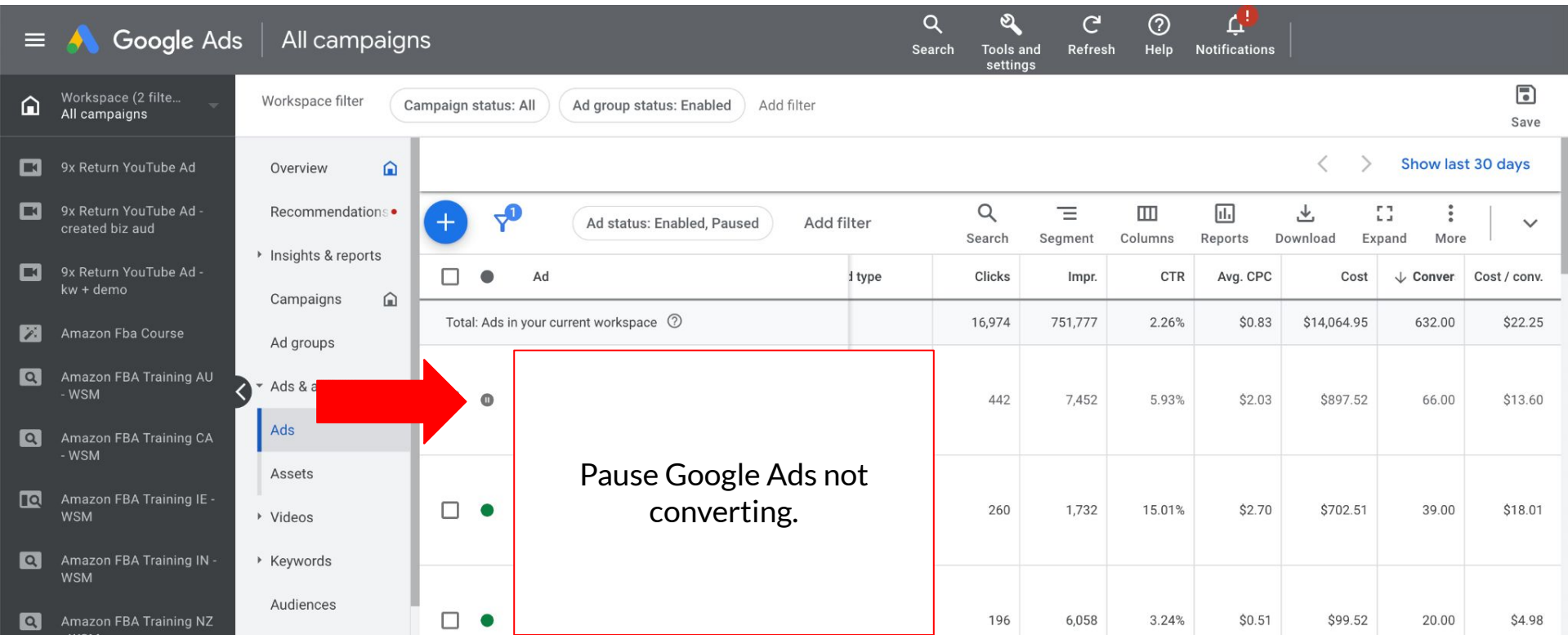
Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conver	Cost / conv.
Total: Ads in your current workspace	16,974	751,777	2.26%	\$0.83	\$14,064.95	632.00	\$22.25
	442	7,452	5.93%	\$2.03	\$897.52	66.00	\$13.60
	260	1,732	15.01%	\$2.70	\$702.51	39.00	\$18.01
	196	6,058	3.24%	\$0.51	\$99.52	20.00	\$4.98

Google Ads Reporting

The screenshot displays the Google Ads reporting interface. At the top, there's a navigation bar with the Google Ads logo, 'All campaigns', and utility icons for Search, Tools and settings, Refresh, Help, and Notifications. Below this is a workspace filter section with 'Campaign status: All' and 'Ad group status: Enabled'. The main content area shows a table of campaign data. A red box highlights the table content with the text 'Review the reporting and metrics for each Google Ads campaign.' and a red arrow points to the 'Ad' column header.

Ad	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conver	Cost / conv.
Total: Ads in your current workspace	16,974	751,777	2.26%	\$0.83	\$14,064.95	632.00	\$22.25
	442	7,452	5.93%	\$2.03	\$897.52	66.00	\$13.60
	260	1,732	15.01%	\$2.70	\$702.51	39.00	\$18.01
	196	6,058	3.24%	\$0.51	\$99.52	20.00	\$4.98

Google Ads Reporting



The screenshot displays the Google Ads reporting interface. At the top, there are navigation icons for Search, Tools and settings, Refresh, Help, and Notifications. The main header shows "All campaigns" and a "Workspace filter" section with "Campaign status: All" and "Ad group status: Enabled". A sidebar on the left lists various campaigns and reports. The main content area shows a table of ad performance metrics. A red arrow points to the "Pause" icon in the "Ad" column, and a red box highlights the text "Pause Google Ads not converting."

Ad	Type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conver	Cost / conv.
Total: Ads in your current workspace		16,974	751,777	2.26%	\$0.83	\$14,064.95	632.00	\$22.25
		442	7,452	5.93%	\$2.03	\$897.52	66.00	\$13.60
		260	1,732	15.01%	\$2.70	\$702.51	39.00	\$18.01
		196	6,058	3.24%	\$0.51	\$99.52	20.00	\$4.98

- Workspace (2 filter... All campaigns
- 9x Return YouTube Ad
- 9x Return YouTube Ad - created biz aud
- 9x Return YouTube Ad - kw + demo
- Amazon Fba Course
- Amazon FBA Training AU - WSM
- Amazon FBA Training CA - WSM
- Amazon FBA Training IE - WSM
- Amazon FBA Training IN - WSM
- Amazon FBA Training NZ - WSM
- Amazon FBA Training ROW - WSM
- Amazon FBA Training UK - WSM
- Amazon FBA Training US - WSM
- AWS Certification Course AU - WSM

Paused Type: Search Budget: \$20.00/day More details

Campaign 191 of 333

- Overview
- Recommendations
- Insights & reports
- Ad groups
- Ads & assets
 - Keywords
 - Negative keywords
 - Audiences
 - Settings
 - Change history
 - Suggested
 - Locations
- Show more

Search keywords

Keyword status: Enabled, Paused Add filter

Keyword	Match type	Ad group	Status	Conver	Cost / conv.	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. value / cost
Total: Keywords in your curren...				21.00	\$14.84	-	157	1,919	8.18%	\$1.99	\$311.70	0.02
[facebook blueprint certification]	Exact match			7.00	\$8.30	-	42	184	22.83%	\$1.38	\$58.10	0.00
				4.00	\$22.39	-	41	219	18.72%	\$2.18	\$89.55	0.00
				3.00	\$18.12	-	28	469	5.97%	\$1.94	\$54.37	0.02
				2.00	\$7.29	-	6	104	5.77%	\$2.43	\$14.57	0.07
				2.00	\$5.95	-	5	347	1.44%	\$2.38	\$11.89	0.17
				2.00	\$5.12	-	3	82	3.66%	\$3.41	\$10.23	0.20
				1.00	\$6.44	-	2	33	6.06%	\$3.22	\$6.44	0.00
				0.00	\$0.00	-	0	1	0.00%	-	\$0.00	0.00
				0.00	\$0.00	-	0	1	0.00%	-	\$0.00	0.00
				0.00	\$0.00	-	0	3	0.00%	-	\$0.00	0.00

Once you click on a campaign name, navigate to the **Search Keywords** page in the left sidebar for this campaign.

Here you can review your targeted keywords metrics, pause non-converting keywords, and find new keywords to target based on actual search results.

Bidding Strategy → Change to Conversion

Remember, after 1 month we will review this campaign to identify the average cost per conversion. Then we will change the bidding strategy for this campaign to “Conversions” and set the target "Cost Per Action" (CPA) to a few dollars above our average cost per conversion over the past month. Google will then optimize your ads for higher conversions at your target CPA.

The screenshot shows the Google Ads interface with the following elements:

- Top navigation: Search, Tools and settings, Refresh, Help, Notifications.
- Workspace filter: Campaign status: All, Ad group status: Enabled, Add filter.
- Left sidebar: Overview, Recommendations, Insights & reports, Campaigns, Ad groups, Ads & assets.
- Table columns: Clicks, Impr., CTR, Avg. CPC, Cost, ↓ Conver, Cost / conv.
- Table data (Total row): Clicks: 16,974, Impr.: 751,777, CTR: 2.26%, Avg. CPC: \$0.83, Cost: \$14,064.9, ↓ Conver: 632.00, Cost / conv.: \$22.25.
- Table data (Individual row): Clicks: 442, Impr.: 7,452, CTR: 5.93%, Avg. CPC: \$2.03, Cost: \$897.52, ↓ Conver: 66, Cost / conv.: \$13.60.

Find the average cost per conversion for your campaign (this example is \$13.60).

- 9x Return YouTube Ad
- 9x Return YouTube Ad - created biz aud
- 9x Return YouTube Ad - kw + demo
- Amazon Fba Course
- Amazon FBA Training AU - WSM
- Amazon FBA Training CA - WSM
- Amazon FBA Training IE - WSM
- Amazon FBA Training IN - WSM
- Amazon FBA Training NZ - WSM
- Amazon FBA Training

- Overview
- Recommendations
- Insights & reports
- Ad groups
- Ads & assets
- Keywords
- Audiences
- Settings**
- Change history
- Suggested
- Locations
- Show more

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign

Set a target cost per action (optional)

Target CPA ⓘ

\$15

This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget.

Or, select a bid strategy directly (no

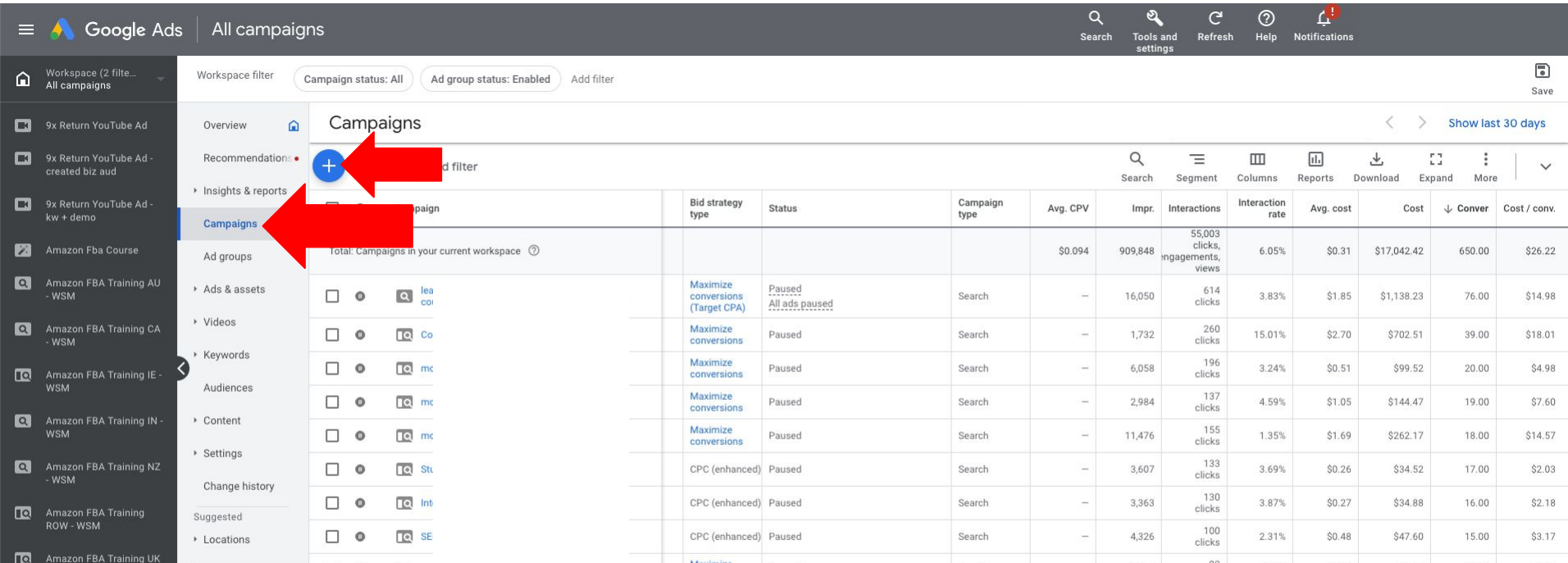
Cancel Save

Once you click on a campaign name, navigate to the **Settings** page in the left sidebar for this campaign. Scroll down to the **“Bidding”** section on the Settings page. Change the bidding strategy from **“Clicks”** to **“Conversions”**.

Set the target cost per action (CPA) to a few dollars above your average cost per conversion over the past month. Click **“Save”**.

Google Ads

- Navigate to your Campaigns page to add new Google Ads campaigns via the blue “+” button.



The screenshot displays the Google Ads interface. At the top, there's a navigation bar with 'Google Ads' and 'All campaigns'. Below this, a workspace filter shows 'Campaign status: All' and 'Ad group status: Enabled'. The main content area is titled 'Campaigns' and includes a 'Recommendations' section with a blue '+' button. A table below lists various campaigns with columns for Bid strategy type, Status, Campaign type, Avg. CPV, Impr., Interactions, Interaction rate, Avg. cost, Cost, Conversions, and Cost / conv. The left sidebar contains a list of workspace items, with the 'Campaigns' tab highlighted. Two red arrows are overlaid on the image: one pointing to the blue '+' button in the Recommendations section, and another pointing to the 'Campaigns' tab in the left sidebar.

	Bid strategy type	Status	Campaign type	Avg. CPV	Impr.	Interactions	Interaction rate	Avg. cost	Cost	↓ Conver	Cost / conv.
Total: Campaigns in your current workspace											
Maximize conversions (Target CPA)	Paused	Search	—	909,848	55,003 clicks, engagements, views	6.05%	\$0.31	\$17,042.42	650.00	\$26.22	
Maximize conversions	Paused	Search	—	16,050	614 clicks	3.83%	\$1.85	\$1,138.23	76.00	\$14.98	
Maximize conversions	Paused	Search	—	1,732	260 clicks	15.01%	\$2.70	\$702.51	39.00	\$18.01	
Maximize conversions	Paused	Search	—	6,058	196 clicks	3.24%	\$0.51	\$99.52	20.00	\$4.98	
Maximize conversions	Paused	Search	—	2,984	137 clicks	4.59%	\$1.05	\$144.47	19.00	\$7.60	
Maximize conversions	Paused	Search	—	11,476	155 clicks	1.35%	\$1.69	\$262.17	18.00	\$14.57	
CPC (enhanced)	Paused	Search	—	3,607	133 clicks	3.69%	\$0.26	\$34.52	17.00	\$2.03	
CPC (enhanced)	Paused	Search	—	3,363	130 clicks	3.87%	\$0.27	\$34.88	16.00	\$2.18	
CPC (enhanced)	Paused	Search	—	4,326	100 clicks	2.31%	\$0.48	\$47.60	15.00	\$3.17	



AdsManaged.co

Search Engine Optimization (SEO)

Using these Search Engine Optimization strategies, we recently increased traffic for a client from 100 visitors per month to over 130,000:

1. Writing keyword targeted content on your website.
2. Obtaining backlinks to your website (e.g. a hyperlink to your website referred by another higher authority website, such as Forbes.com).
3. Optimizing your website's technical SEO, mobile friendliness, and website speed (e.g. install a caching plugin).

Search Engine Optimization (SEO)

Search engine optimization alone can get your website ranking #1 for relevant Google search results (e.g. your main target keywords).

SEO results in higher “organic traffic”, i.e. website traffic coming from users who found your website ranking high in search results for your target keywords.

SEO is a long term marketing strategy for increasing your website’s organic traffic, while Google Ads are an instant ROI by paying to appear at the top of search results.

SEO

For example, the website Wordstream.com is paying Google Ads to rank first for the keyword search “*how to rank #1 in Google Search*” and Wordstream.com also ranks #1 for that keyword in organic search results (which is the result of extensive SEO work)!

Google

how to rank #1 in Google Search

Videos Images News Books Shopping Maps Flights Finance

About 27,700,000 results (0.43 seconds)

Sponsored

marketing.wordstream.com
https://marketing.wordstream.com > top_page_guide > top_impression

Google Ad → **10 Tangible Ways To Rank High - How To Rank On Top In 2023?**
We'd Love To Talk To You About How WordStream by LocaliQ Can Help You Grow Your Imp Share. A Useful Guide Based On **Google's** Algorithm To Put You On The Path To A Higher...
Get started - Free Marketing Assessmen

WordStream
https://www.wordstream.com > Blog

Organic #1 → **10+ Free Ways to Get on the First Page of Google**
Aug 19, 2020 — Create a keyword strategy to target terms your target customers are **searching**. Incorporate the keywords into your website content as well as ...

Backlinko
https://backlinko.com > Blog

Organic #2 → **How to Rank Higher On Google In 2022**
Nov 8, 2021
Step #1: Improve Your On-Site SEO
Step #2: Add LSI Keywords To Your Page
Step #3: Monitor Your Technical SEO
Step #4: Match Your Content to Search Intent
Step #5: Reduce Your Bounce Rate

Keyword Research

- Before you start creating keyword targeted content on your website, you will need to find your target keywords via keyword research.
- Create a list of phrases your potential customers would search for in Google. For example, “XYZservice in XYZcity”, “buy XYZproduct”, “XYZservice LocalZipCode”.
- Your goal is to find keywords with a HIGH search volume and LOW keyword difficulty (KD). We use the free keyword research tool offered by Ahrefs.com at:

ahrefs.com/keyword-generator

Keyword Research

For example, we want to rank high in Google search for the keyword “*Contractor Marketing*”.

As you can see in the Ahrefs keyword generator tool, “*Contractor Marketing*” gets 700 Google searches per month (Volume) and has a Keyword Difficulty (KD) of 9.

PRO TIP: Any keyword **over 100 search volume** and **under 30 KD** is a perfect keyword to create content for and rank for in Google search!

Keyword ideas for “Contractor Marketing”

The first 100 keywords out of 269

[Phrase match](#) / [Questions](#)

Keyword	KD ⁱ	Volume [↓]	Updated ⁱ
contractor marketing	9	700	1 day
contractor marketing services	29	300	8 days
contractor marketing agency	33	250	15 April
roofing contractor marketing	23	200	4 April
general contractor marketing	3	100	31 March
hvac contractor marketing	9	90	3 days
electrical contractor marketing	5	60	4 days
electrical contractor marketing ideas	5	50	12 April
all contractor marketing	1	40	17 April
contractor marketing ideas	4	40	19 April



Example

- In order to rank for a specific keyword phrase in Google search results, you need to create content based around that main keyword and similar supporting keywords.
- We created a blog post titled “*Best Contractor Marketing Services + Top 8 Contractors Marketing Strategies*”.
- **Keyword Density:** You want your main keyword to equal **1% of the total words** in the article (e.g. 10 uses per 1,000 words).
- A great way to reach 1% is using similar keywords that include your main keyword (e.g. “Contractors Marketing Strategies”).

[AD AGENCY](#) | [FACEBOOK ADS](#) | [GOOGLE ADS](#) | [MARKETING](#) | [SEARCH ENGINE OPTIMIZATION](#)

Best Contractor Marketing Services + Top 8 Contractors Marketing Strategies

By AdsManagedCo

Searching for the “**Best Contractor Marketing Services**”? Looking for contractor marketing strategies to scale your contracting business? You name a type of contractor and we’ve helped free up their time while growing their business with online ads... from HVAC contractor marketing, to plumbing contractor marketing, to electrical contractor marketing, to roofing contractor marketing, and many more! Schedule a free marketing strategy call with us at: [AdsManaged.co/book-call](https://adsmanaged.co/book-call)

Best Contractor Marketing Services Agency

Since 2010, our digital marketing agency has helped over 500 business owners grow their businesses with online ads. We have a 97% client retention rate and our clients see an average 800% return on investment. Whether you discovered us via our Google Ads, our Facebook Ads, or our website organically ranking #1 in Google search results for the keyword phrase “**Contractor Marketing Services**”... our team will carry out these same successful marketing strategies for your company!



Example

Include your main keyword in the:

- URL
- Page title
- First paragraph of text
- H2 heading
- Page Meta Title and Meta Description (edit via your website content manager)



AD AGENCY | FACEBOOK ADS | GOOGLE ADS | MARKETING | SEARCH ENGINE OPTIMIZATION

Best Contractor Marketing Services + Top 8 Contractors Marketing Strategies

By AdsManagedCo

Searching for the “**Contractor Marketing Services**”? Looking for contractor marketing strategies to scale your contracting business? You name a type of contractor and we’ve helped free up their time while growing their business with online ads... from HVAC contractor marketing, to plumbing contractor marketing, to electrical contractor marketing, to roofing contractor marketing, and many more! Schedule a free marketing strategy call with us at: [AdsManaged.co/book-call](https://adsmanaged.co/book-call)

Best Contractor Marketing Services Agency

Since 2010, our digital marketing agency has helped over 500 business owners grow their businesses with online ads. We have a 97% client retention rate and our clients see an average 800% return on investment. Whether you discovered us via our Google Ads, our Facebook Ads, or our website organically ranking #1 in Google search results for the keyword phrase “**Contractor Marketing Services**”... our team will carry out these same successful marketing strategies for your company!

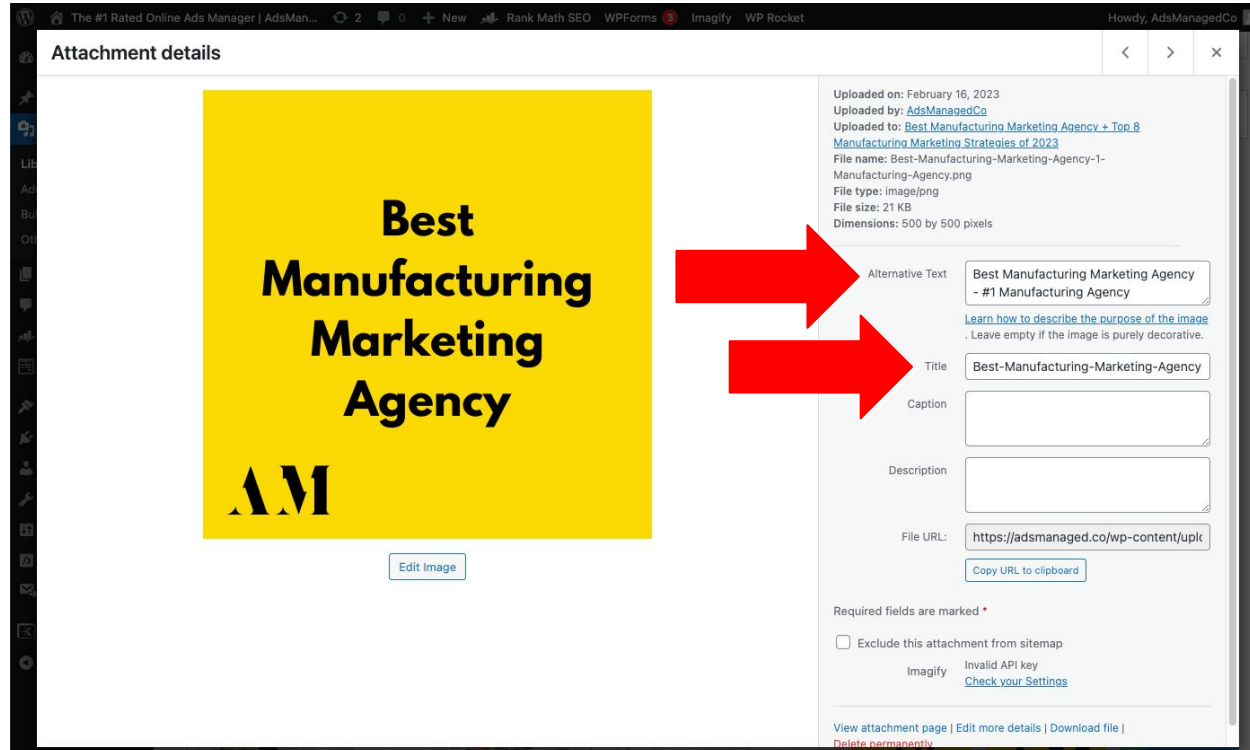
Example

Include at least one image on this targeted content page.

We create custom images, videos, and ads for free using [Canva.com](#)

Include your main keyword in the image:

- Title
- Alternative Text



The screenshot shows the WordPress 'Attachment details' page for an image. The image itself is a yellow square with the text 'Best Manufacturing Marketing Agency' in bold black font, and a stylized 'AM' logo in the bottom left corner. Below the image is an 'Edit Image' button. To the right of the image is a metadata panel with the following information:

- Uploaded on: February 16, 2023
- Uploaded by: [AdsManagedCo](#)
- Uploaded to: [Best Manufacturing Marketing Agency + Top 8 Manufacturing Marketing Strategies of 2023](#)
- File name: Best-Manufacturing-Marketing-Agency-1-Manufacturing-Agency.png
- File type: image/png
- File size: 21 KB
- Dimensions: 500 by 500 pixels

Below the metadata panel are several input fields for image metadata:

- Alternative Text: (A red arrow points to this field.)
- Title: (A red arrow points to this field.)
- Caption:
- Description:
- File URL: (with a 'Copy URL to clipboard' button)

At the bottom of the panel, there are checkboxes for 'Exclude this attachment from sitemap' and 'Imagify Invalid API key' (with a 'Check your Settings' link). At the very bottom, there are links for 'View attachment page', 'Edit more details', and 'Download file'.

Example

Next is content length.

- First, search Google for your main target keyword. For example: *“how to rank #1 in Google Search”*.
- Click the #1 ranking **organic traffic** website for that search (not the “Sponsored” Google Ad, if any).
- Install the free Google Chrome extension **“SEO Minion”**. While on this #1 ranking page, click the SEO Minion Google Chrome extension and select **“Analyze On-Page SEO”**, and note the total words on this page.
- Your article needs to be that many words at minimum to compete for the #1 spot.

The screenshot shows a browser window with the WordStream website and the SEO Minion extension. The article title is "10+ Free Ways to Get on the First Page of Google" by Kristen McCormick. The SEO Minion extension is open, displaying the URL, word count (3,951 words), title, description, canonical URL, and meta robots tags. A table of headings is also visible, listing the main heading and four sub-headings.

WordStream By LOCALIQ

10+ Free Ways to Get on the First Page of Google

Kristen McCormick
Last Updated: March 28, 2023 | SEO

Home — Blog — 10+ Free Ways to Get on the First Page of Google

For those in the business of trying to drive organic traffic, Google is the all-powerful. It crawls the web, determining which pages are the most useful and relevant for its users for virtually any topic. We don't just trust Google's results, we rely on them.

1.3k Shares

SEO Minion

Analyze On-Page SEO

URL
<https://www.wordstream.com/blog/ws/2020/08/19/get-on-first-page-google>
3,951 words

Title
10+ Free Ways to Get on the First Page of Google (48/60 chars)

Description
The first page of Google is where everybody wants to be! Find out ten simple ways you can get there with tips for keywords, mobile optimization and more... (155/150 chars) ⚠️

Canonical
<https://www.wordstream.com/blog/ws/2020/08/19/get-on-first-page-google>

Meta Robots
index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1

Headings (65) Sort By Type No Sorting

No	Type	Heading Text	
1	H1	10+ Free Ways to Get on the First Page of Google	
2	H2	Why the first page of Google is important	
3	H2	How does first-page ranking benefit your business?	
4	H2	How many different ways can you get on the first page of Google for free?	



Example

Next is external and internal linking:

- **External Link:** Include at least 1 link to a high domain authority website (i.e. popular, well-known, high-traffic website). For example, a link to our testimonials hosted on a popular review website (e.g. Yelp).
- **PRO TIP:** Find any website's total visitors at [similarweb.com](https://www.similarweb.com)
- **Internal Link:** Include at least 1 link to another relevant page on your own website.

AD AGENCY | FACEBOOK ADS | GOOGLE ADS | MARKETING | SEARCH ENGINE OPTIMIZATION

Best Contractor Marketing Services + Top 8 Contractors Marketing Strategies

By AdsManagedCo

Searching for the “**Best Contractor Marketing Services**”? Looking for contractor marketing strategies to scale your contracting business? You name a type of contractor and we’ve helped free up their time while growing their business with online ads... from HVAC contractor marketing, to plumbing contractor marketing, to electrical contractor marketing, to roofing contractor marketing, and many more! Schedule a free marketing strategy call with us at: [AdsManaged.co/book-call](https://adsmanaged.co/book-call)

Best Contractor Marketing Services Agency

Since 2010, our digital marketing agency has helped over 500 business owners grow their businesses with online ads. We have a 97% client retention rate and our clients see an average 800% return on investment. Whether you discovered us via our Google Ads, our Facebook Ads, or our website organically ranking #1 in Google search results for the keyword phrase “**Contractor Marketing Services**”... our team will carry out these same successful marketing strategies for your company!

Backlinks

To improve the domain authority of your website and rank higher in Google search results much faster, you'll need to acquire backlinks from relevant high domain authority websites.

How to get backlinks:

1. Publish content so good other websites will want to share it! Content that attract backlinks include: statistic compilations for XYZ niche, ultimate guides/tutorials, or best XYZ list (including links to the brands you want to share your post)
2. Buy backlinks from an online provider. Here's our most updated backlink vendor list: adsmanaged.co/best-place-to-buy-backlinks



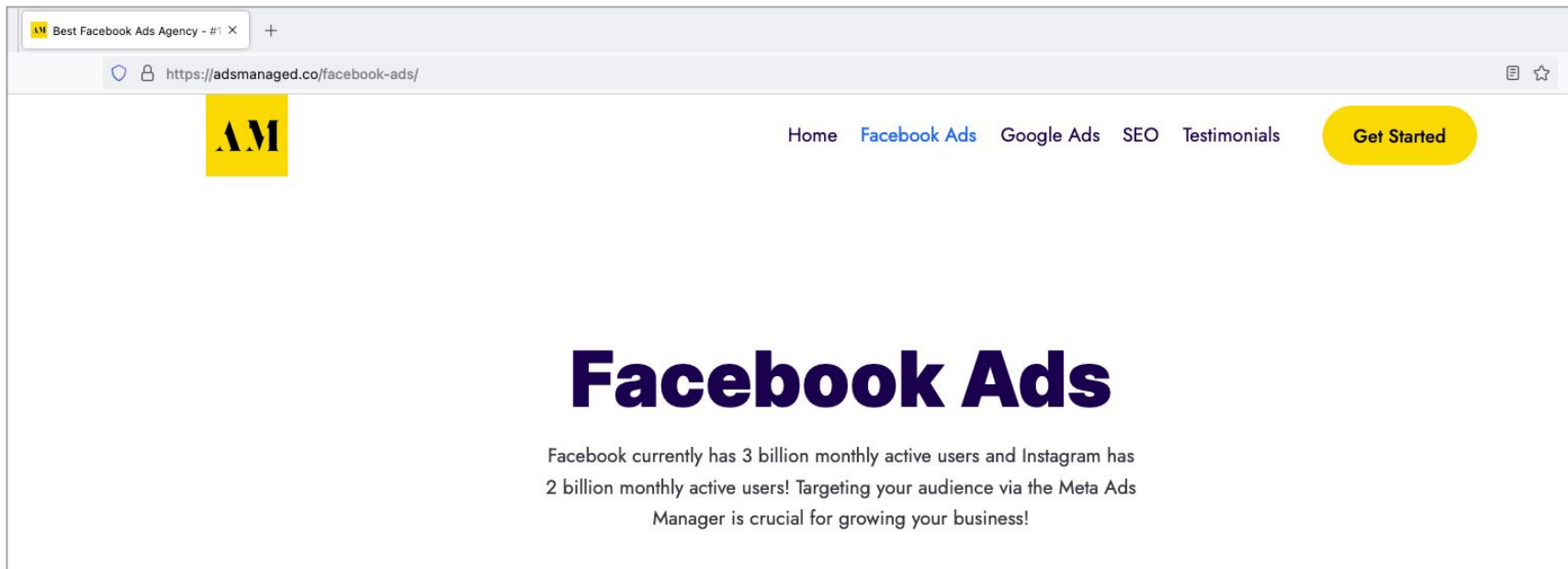
AdsManaged.co

Facebook Ads

- When someone navigates to your website, but doesn't take any action (e.g. submit your contact form, make a purchase, etc.), this potential lead isn't lost forever. We can retarget these warm audiences (i.e. clicks to your website) via Facebook Ads and Instagram Ads!
- People are busy, so multiple ad touchpoints where they consume content are crucial (i.e. social media).
- On average, a consumer needs to see and/or engage with your brand 7-8 times before they take action!

Facebook Ads

Our most recent Facebook Ads / Instagram Ads client is averaging a 5.4x return on ad spend and increased their revenue from \$20,000 to \$130,000 per month! Here's our strategy...



The screenshot shows a web browser window with the following elements:

- Browser Tab:** Best Facebook Ads Agency - #1 X
- Address Bar:** <https://adsmanged.co/facebook-ads/>
- Logo:** AM (Ad Manager) in a yellow square.
- Navigation Menu:** Home, Facebook Ads, Google Ads, SEO, Testimonials.
- Call to Action:** Get Started (yellow button).
- Main Content:**
 - ## Facebook Ads
 - Facebook currently has 3 billion monthly active users and Instagram has 2 billion monthly active users! Targeting your audience via the Meta Ads Manager is crucial for growing your business!

Facebook Business Manager

Create a Facebook Business Manager to run ads for your Facebook Page and Instagram Account:

business.facebook.com

Facebook Business Manager

- Facebook Business Manager also enables you to create a Meta Pixel to track visitors that you can “retarget” via Custom Audiences with Facebook ad campaigns.

Meta Pixel

Create your Meta Pixel via the **Events Manager** page in your Facebook Business Manager:

The screenshot displays the Facebook Business Manager interface. On the left, the 'Events Manager' section is active, showing a dropdown menu for 'AdsManaged.Co' and a 'Connect Data Sources' button. Below this, there are links for 'Overview', 'Data sources', 'Custom Conversions', and 'Partner Integrations'. In the center, there are icons for 'Ads Manager', 'Events Manager', 'Audiences', 'Commerce Manager', 'Experiments', and 'Business settings'. At the bottom of the left sidebar, the 'Events Manager' link is highlighted in blue. A red arrow points to the top-left menu icon, and another red arrow points to the 'Events Manager' link. A red-bordered box in the center contains the following text:

Navigate to your **Events Manager** page via the top left Business Manager menu. Follow the prompts to create your Meta Pixel.

The main content area shows the 'Events Manager' page for 'AdsManaged.Co (292700308579...)'. It includes a 'Last 28 days' filter, a 'Create' button, and a 'History' tab. Below this, there is a line graph showing event activity from April 5 to April 27. The graph shows a peak in activity around April 17. On the right side, there are statistics for '4 Websites' (adsmanaged.co) and '1 Active Integration'. At the bottom, there is a search bar for 'Search by event' and a dropdown for 'All events'.

Meta Pixel

After creating your Meta Pixel, click the “Add Events” button and select “From a New Website”:

The screenshot displays the Meta Ads Manager interface for a specific pixel. The left sidebar shows the 'Data sources' section with a search bar and a list of data sources, including 'AdsManaged.Co PIXEL'. A red arrow points to this entry. The main content area shows the 'AdsManaged.Co PIXEL' overview, including a 'Discover a bigger audience' section and a line graph of event activity. A red arrow points to the 'Add Events' button at the bottom left, which has a dropdown menu open. The dropdown menu includes options: 'Using the Conversions API', 'From a New Website', 'From the Pixel', and 'Build your own event'. A red arrow points to the 'From a New Website' option. The 'Add Events' button is located at the bottom left of the main content area. The 'From a New Website' option is the second item in the dropdown menu.

Data sources AdsManaged.Co (292700308579...)

Search by name or ID

AdsManaged.Co PIXEL

AdsManaged.Co PIXEL Last 28 days Create

Overview Test events Diagnostics 1 History Settings

Discover a bigger audience

Turn on Automatic Advanced Matching to increase your audience size by including more people who are likely to interact with your business.

Automatic advanced matching works by matching customer information like an email address or phone number to a Facebook account ID. All customer information is automatically hashed when you...

New

- Using the Conversions API**
Now you can send web events directly from your server to your pixel using the Conversions API.
- From a New Website**
Add this pixel to a new website, sending events from it.
- From the Pixel**
Add events using pixel code or the Event Setup Tool.
- Build your own event**
Measure customer actions based on predefined Meta events.

Add Events

4 Websites
adsmanaged.co
+3 more

1 Active Integration
Manage Integrations

Search by event 0/50 All events

Meta Pixel

Click the “email instructions” hyperlink:

The screenshot displays the Meta Pixel interface for 'AdsManaged.Co PIXEL'. A modal titled 'Connect website activity using pixel' is open, offering two methods: 'Manually add Pixel code to website' and 'Use partner integration'. A red arrow points to the 'email instructions' link in the manual method section. The background shows a search bar, a list of data sources, and a line graph of activity over time.

Data sources

Search by name or ID

AdsManaged.Co PIXEL

AdsManaged.Co PIXEL

Overview Test events Diagnostics 1 History Settings

Connect website activity using pixel

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code and your technical support.

Manually add Pixel code to website

Follow guided installation instructions with detailed developer documentation, or [email instructions](#) to your developer. [Learn more](#)

Install code manually

Use partner integration

Check if your website is eligible for integration with one of our supported partners, like Shopify, WordPress and more. [Learn more](#)

Check for partner

[Give feedback](#)

Email instructions

All Activity

118

1

Mar 30 Apr 1

Apr 19 Apr 21 Apr 23 Apr 25 Apr 27

4 Websites
adsmanaged.co
+3 more

1 Active Integration

Manage Integrations

Search by event 0/50 All events

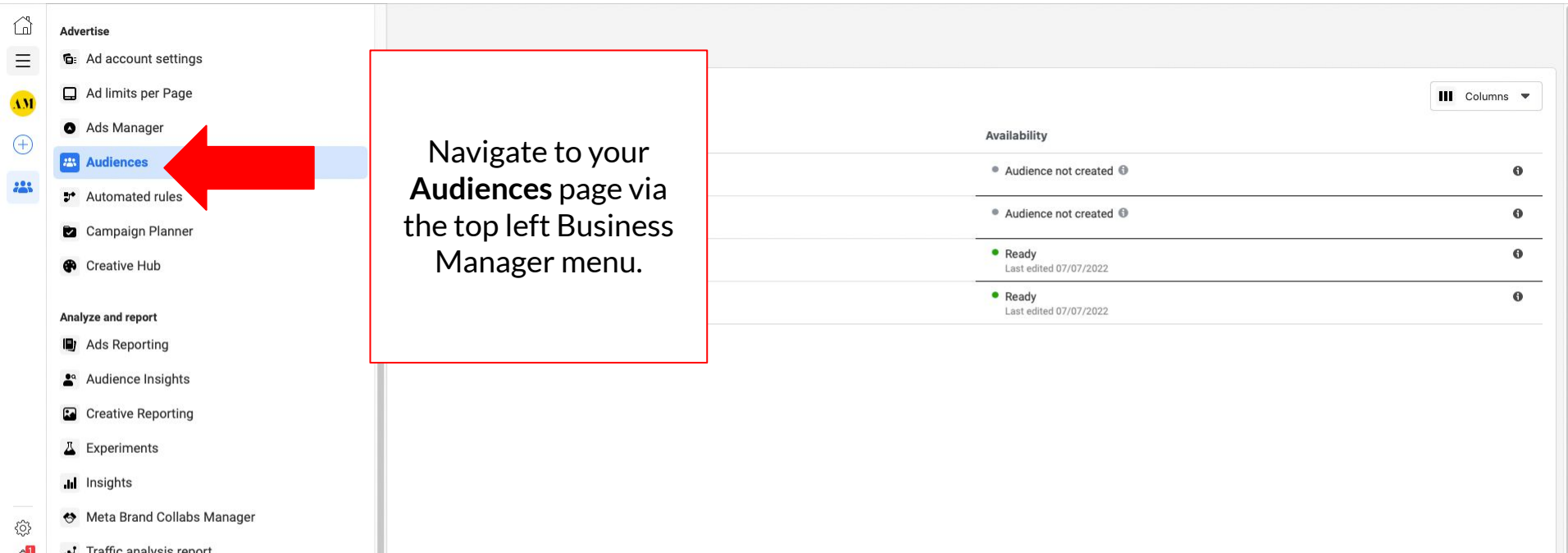
Meta Pixel

Email the Pixel Code to your web developer for installation on your website:

The screenshot displays the Meta Pixel interface. On the left, the 'Data sources' sidebar shows 'AdsManaged.Co PIXEL'. The main content area is titled 'AdsManaged.Co PIXEL' and includes an 'Overview' tab. A modal window titled 'Email Pixel Code' is open in the center. The modal has a 'To:' field with a placeholder 'Add a recipient' and a red arrow pointing to it. Below this is a 'Draft Message' section with a profile picture and text explaining that the organization uses Facebook pixels and provides instructions on installing code snippets. A section titled '1 Facebook Pixel ID' explains that the pixel ID is a unique number used in the pixel base code. At the bottom of this section, a 'Pixel ID' field shows a partially visible ID ending in '001' and a 'See more' button. The background interface includes a search bar, a 'Last 28 days' filter, a 'Create' button, and a 'Manage Integrations' button.

Custom Audience

Create a **Custom Audience** of the website traffic your Meta Pixel is tracking:



The screenshot displays the Meta Business Manager interface. On the left, a navigation menu is visible under the 'Advertise' section, with 'Audiences' highlighted in blue. A large red arrow points from a text box to the 'Audiences' menu item. The main content area shows a table of audience availability.

Advertise

- Ad account settings
- Ad limits per Page
- Ads Manager
- Audiences**
- Automated rules
- Campaign Planner
- Creative Hub

Analyze and report

- Ads Reporting
- Audience Insights
- Creative Reporting
- Experiments
- Insights
- Meta Brand Collabs Manager
- Traffic analysis report

Availability

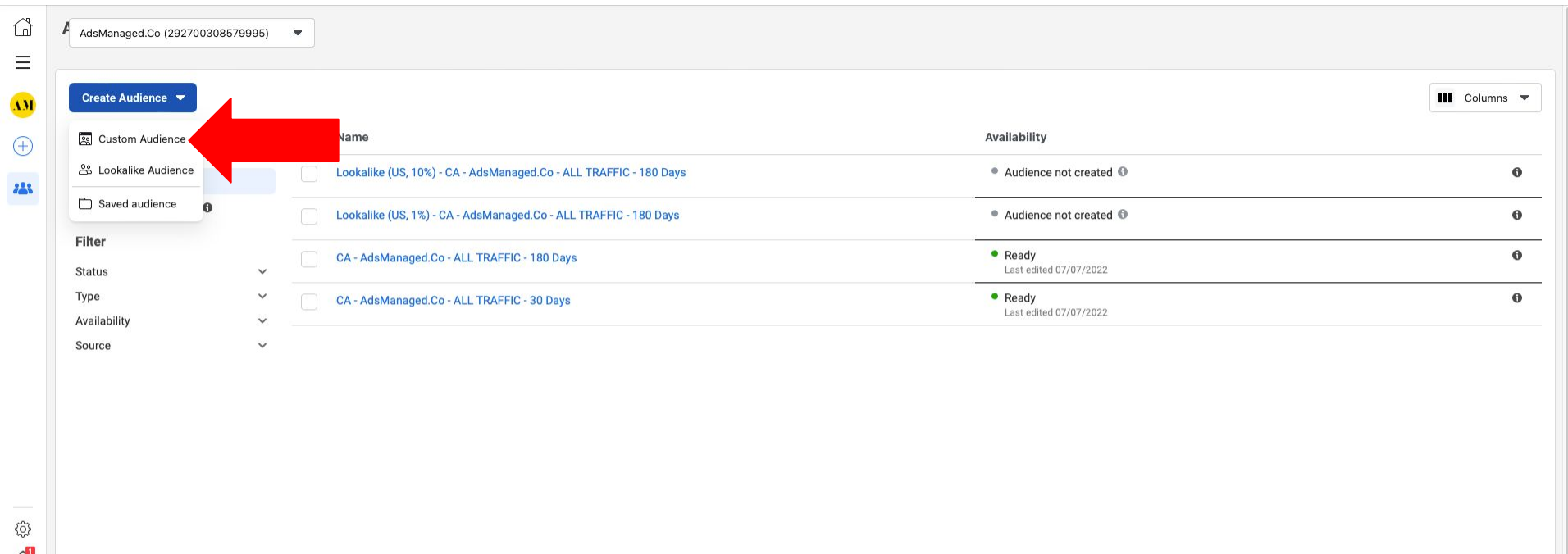
Audience not created ⓘ	ⓘ
Audience not created ⓘ	ⓘ
Ready Last edited 07/07/2022	ⓘ
Ready Last edited 07/07/2022	ⓘ

Columns ▼

Navigate to your **Audiences** page via the top left Business Manager menu.

Custom Audience

Select **Custom Audience** in the **Create Audience** dropdown menu:



The screenshot displays the Facebook Ads interface for account AdsManaged.Co (292700308579995). The 'Create Audience' dropdown menu is open, showing options for Custom Audience, Lookalike Audience, and Saved audience. A red arrow points to the 'Custom Audience' option. The main table lists existing audiences with their names, filters, and availability status.

Name	Availability
<input type="checkbox"/> Lookalike (US, 10%) - CA - AdsManaged.Co - ALL TRAFFIC - 180 Days	• Audience not created ⓘ
<input type="checkbox"/> Lookalike (US, 1%) - CA - AdsManaged.Co - ALL TRAFFIC - 180 Days	• Audience not created ⓘ
<input type="checkbox"/> CA - AdsManaged.Co - ALL TRAFFIC - 180 Days	• Ready Last edited 07/07/2022 ⓘ
<input type="checkbox"/> CA - AdsManaged.Co - ALL TRAFFIC - 30 Days	• Ready Last edited 07/07/2022 ⓘ

Filter

- Status ▾
- Type ▾
- Availability ▾
- Source ▾

Custom Audience

Select **Website** as the Custom Audience source:

The screenshot displays the Facebook Ads interface for creating a custom audience. A modal dialog titled "Choose a custom audience source" is open, showing various options for connecting with people who have shown interest in the business. The "Website" option is selected, indicated by a blue dot and a red arrow pointing to it. Other options include Customer list, App activity, Offline activity, Catalog, Video, Instagram account, Lead form, Events, Instant Experience, Facebook page, AR Experience, Shopping, and On-Facebook listings. The background shows a list of existing custom audiences with columns for Name, Status, Type, Availability, and Source.

Choose a custom audience source
Connect with people who have already shown an interest in your business or product.

Your sources

- Website
- Customer list
- App activity
- Offline activity
- Catalog

Meta Sources

- Video
- Instagram account
- Lead form
- Events
- Instant Experience
- Facebook page
- AR Experience
- Shopping
- On-Facebook listings

Buttons: Cancel, Next

Custom Audience

Create a Custom Audience of “All website visitors” for the ## last days:

Create a website custom audience

Include [Accounts Center accounts](#) who meet **Any** Of the following criteria:

Source
AdManaged.Co PIXEL

Events
All website visitors

Retention
30 days

Audience Name
0/50

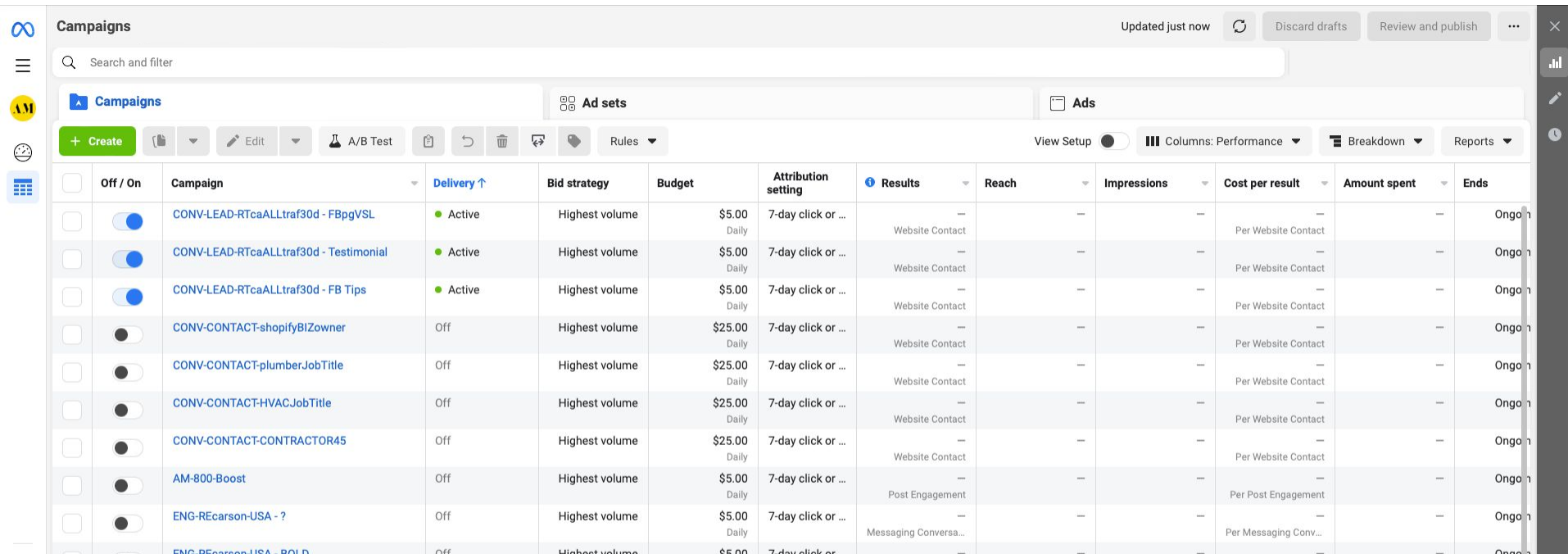
Description · Optional
0/100

Include more people **Exclude people**

The Custom Audience will be constantly updated to the most recent visitors for up to 180 days. We like to target the last 30 days only as they are the “warmest” to your brand.

Ads Manager

Navigate to your Ads Manager at: business.facebook.com/adsmanager

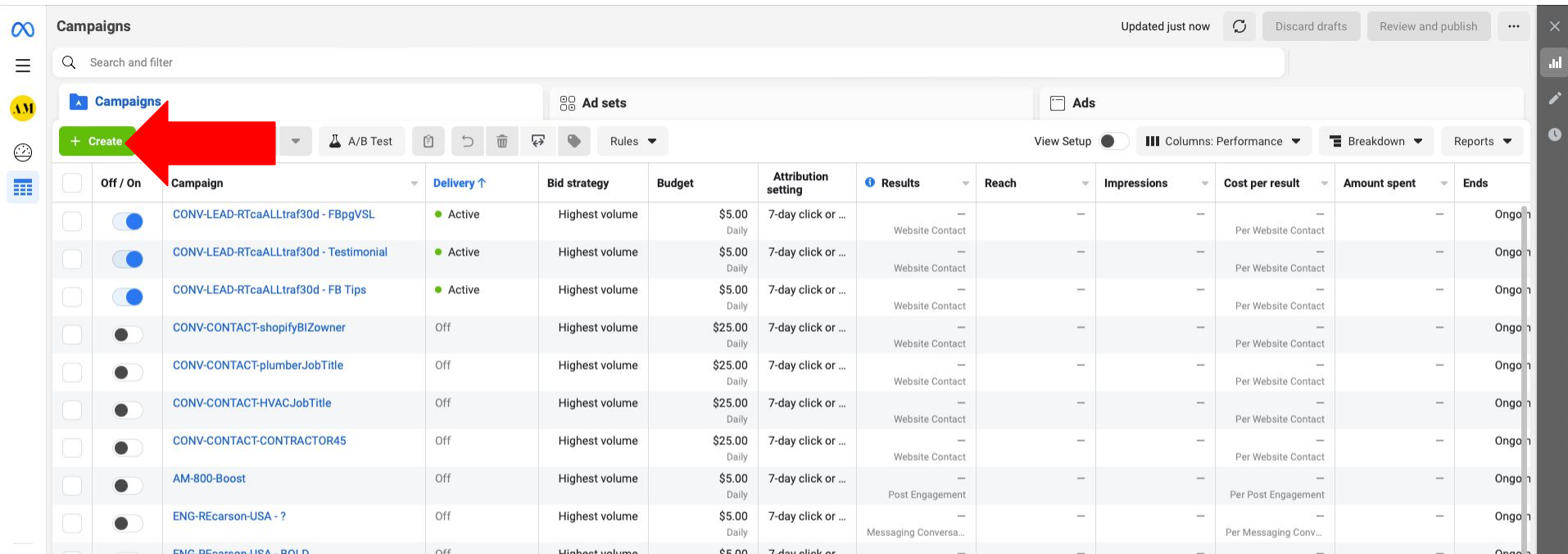


The screenshot displays the Facebook Ads Manager interface. At the top, there's a search bar and navigation tabs for 'Campaigns', 'Ad sets', and 'Ads'. Below this is a toolbar with various icons for creating, editing, and managing ads. The main area is a table listing several campaigns with columns for status, name, delivery status, bid strategy, budget, attribution setting, results, reach, impressions, cost per result, amount spent, and end date.

<input type="checkbox"/>	Off / On	Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - FBpgVSL	● Active	Highest volume	\$5.00 Daily	7-day click or ...	— Website Contact	—	—	— Per Website Contact	—	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - Testimonial	● Active	Highest volume	\$5.00 Daily	7-day click or ...	— Website Contact	—	—	— Per Website Contact	—	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - FB Tips	● Active	Highest volume	\$5.00 Daily	7-day click or ...	— Website Contact	—	—	— Per Website Contact	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	CONV-CONTACT-shopifyBIZowner	● Off	Highest volume	\$25.00 Daily	7-day click or ...	— Website Contact	—	—	— Per Website Contact	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	CONV-CONTACT-plumberJobTitle	● Off	Highest volume	\$25.00 Daily	7-day click or ...	— Website Contact	—	—	— Per Website Contact	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	CONV-CONTACT-HVACJobTitle	● Off	Highest volume	\$25.00 Daily	7-day click or ...	— Website Contact	—	—	— Per Website Contact	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	CONV-CONTACT-CONTRACTOR45	● Off	Highest volume	\$25.00 Daily	7-day click or ...	— Website Contact	—	—	— Per Website Contact	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	AM-800-Boost	● Off	Highest volume	\$5.00 Daily	7-day click or ...	— Post Engagement	—	—	— Per Post Engagement	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	ENG-RECarson-USA - ?	● Off	Highest volume	\$5.00 Daily	7-day click or ...	— Messaging Conversa...	—	—	— Per Messaging Conv...	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	ENG-RECarson-USA - BOLD	● Off	Highest volume	\$5.00 Daily	7-day click or ...	—	—	—	—	—	Ongoing

How to Create a Retargeting Ad

Click the Create button.



The screenshot shows the Facebook Ads interface. At the top, there's a 'Campaigns' header with a search bar and buttons for 'Updated just now', 'Discard drafts', and 'Review and publish'. Below the header, there are tabs for 'Campaigns', 'Ad sets', and 'Ads'. A red arrow points to the '+ Create' button in the top left of the main content area. Below this, there's a toolbar with icons for 'A/B Test', 'Duplicate', 'Undo', 'Delete', 'Refresh', 'Share', and 'Rules'. The main area contains a table of campaigns with columns for 'Off / On', 'Campaign', 'Delivery', 'Bid strategy', 'Budget', 'Attribution setting', 'Results', 'Reach', 'Impressions', 'Cost per result', 'Amount spent', and 'Ends'.

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - FBpgVSL	Active	Highest volume	\$5.00 Daily	7-day click or ...	Website Contact	—	—	Per Website Contact	—	Ongoing
<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - Testimonial	Active	Highest volume	\$5.00 Daily	7-day click or ...	Website Contact	—	—	Per Website Contact	—	Ongoing
<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - FB Tips	Active	Highest volume	\$5.00 Daily	7-day click or ...	Website Contact	—	—	Per Website Contact	—	Ongoing
<input type="checkbox"/>	CONV-CONTACT-shopifyBIZowner	Off	Highest volume	\$25.00 Daily	7-day click or ...	Website Contact	—	—	Per Website Contact	—	Ongoing
<input type="checkbox"/>	CONV-CONTACT-plumberJobTitle	Off	Highest volume	\$25.00 Daily	7-day click or ...	Website Contact	—	—	Per Website Contact	—	Ongoing
<input type="checkbox"/>	CONV-CONTACT-HVACJobTitle	Off	Highest volume	\$25.00 Daily	7-day click or ...	Website Contact	—	—	Per Website Contact	—	Ongoing
<input type="checkbox"/>	CONV-CONTACT-CONTRACTOR45	Off	Highest volume	\$25.00 Daily	7-day click or ...	Website Contact	—	—	Per Website Contact	—	Ongoing
<input type="checkbox"/>	AM-800-Boost	Off	Highest volume	\$5.00 Daily	7-day click or ...	Post Engagement	—	—	Per Post Engagement	—	Ongoing
<input type="checkbox"/>	ENG-REcarson-USA - ?	Off	Highest volume	\$5.00 Daily	7-day click or ...	Messaging Conversa...	—	—	Per Messaging Conv...	—	Ongoing
<input type="checkbox"/>	ENG-REcarson-USA - BOLD	Off	Highest volume	\$5.00 Daily	7-day click or ...	Messaging Conversa...	—	—	Per Messaging Conv...	—	Ongoing

How to Create a Retargeting Ad

- Select the “Leads” campaign objective.
- Click the “Continue” button.

The screenshot displays the Facebook Ads Manager interface. On the left, a table lists various campaigns with columns for 'Off / On' status, 'Campaign' name, and 'Delivery' status. The 'Leads' campaign objective is highlighted in the 'Choose a campaign objective' section of the 'Create new campaign' dialog box. A red arrow points to the 'Leads' option. The dialog box also shows the 'Buying type' set to 'Auction' and the 'Continue' button at the bottom right.

Off / On	Campaign	Delivery
<input type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - FBpgVSL	Active
<input type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - Testimonial	Active
<input type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - FB Tips	Active
<input type="checkbox"/>	CONV-CONTACT-shopifyBIZowner	Off
<input type="checkbox"/>	CONV-CONTACT-plumberJobTitle	Off
<input type="checkbox"/>	CONV-CONTACT-HVAC.JobTitle	Off
<input type="checkbox"/>	CONV-CONTACT-CONTRACTOR45	Off
<input type="checkbox"/>	AM-800-Boost	Off
<input type="checkbox"/>	ENG-REcarson-USA - ?	Off
<input type="checkbox"/>	ENG-REcarson-USA - BOLD	Off
<input type="checkbox"/>	MSG-LEAD-RooferJobTitle	Off
<input type="checkbox"/>	CONV-LEAD-RooferJobTitle	Off

Results from 13 campaigns ⓘ

7-day click or ...

Accounts C...

How to Create a Retargeting Ad

- Select “Manual” leads campaign.
- Click the “Continue” button.

The screenshot displays the Facebook Ads Manager interface. A modal window titled "Choose a campaign setup" is open, offering two options: "Streamlined" and "Manual control". A red arrow points to the "Manual control" option, which is labeled "Manual leads campaign".

Off / On	Campaign	Delivery
<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - FBpgVSL	Active
<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - Testimonial	Active
<input checked="" type="checkbox"/>	CONV-LEAD-RTcaALLtraf30d - FB Tips	Active
<input type="checkbox"/>	CONV-CONTACT-shopifyBIZowner	Off
<input type="checkbox"/>	CONV-CONTACT-plumberJobTitle	Off
<input type="checkbox"/>	CONV-CONTACT-HVACJobTitle	Off
<input type="checkbox"/>	CONV-CONTACT-CONTRACTOR45	Off
<input type="checkbox"/>	AM-800-Boost	Off
<input type="checkbox"/>	ENG-REcarson-USA - ?	Off
<input type="checkbox"/>	ENG-REcarson-USA - BOLD	Off
<input type="checkbox"/>	MSG-LEAD-RooferJobTitle	Off
<input type="checkbox"/>	CONV-LEAD-RooferJobTitle	Off

Results from 13 campaigns ⓘ

Navigation sidebar with icons for home, menu, analytics, and other tools. A red arrow points to the 'New Leads Campaign' item in the left-hand menu.

You will now create your ad campaign.

First, at the "Campaign" level, toggle on "Advantage campaign budget" set your daily ad budget (\$20-\$50 minimum per day is our rule of thumb).

Campaign details

Buying type
Auction

Campaign objective ⓘ
Leads
[Show more options](#) ▾

A/B Test Create A/B Test

To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

Advantage campaign budget + On

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget

Daily Budget USD

You'll spend up to \$25.00 on some days, and less on others. You'll spend an average of \$20.00 per day and no more than \$140.00 per calendar week. [Learn more](#)

Campaign bid strategy
Highest volume
[Show more options](#) ▾

Next, at the “Ad Set” level, select your “**Conversion location**” and “**Conversion Event**”.

“**Website**” for Conversion location and “**Contact**” for Conversion event. This will track anytime a user clicks your ad and submits the contact form on your website.

New Leads Campaign > New Leads Ad Set > 1 Ad

In draft

Edit Review

Ad set name

New Leads Ad Set [Create template](#)

Conversion

Conversion location

Choose where you want to generate leads. [Learn more](#)

Website
Generate leads through your website.

Instant forms
Generate leads by asking people to fill out a form.

Messenger
Generate leads through Messenger.

Instant forms and Messenger
Generate leads by asking people to fill out a form or sending them to Messenger.

Instagram
Generate leads through Instagram chats.

Calls
Generate leads by asking people to call your business.

App
Generate leads through your app.

Conversion Event

Contact

Close ✓ All edits saved

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 242,100,000 - 284,900,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

611 - 1.8K

Conversions ⓘ

21 - 61

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may change as [Accounts Center accounts](#) update to iOS 14. [Learn more](#)

Back **Next**

Navigation sidebar with icons for home, menu, analytics, and other tools. The main content area shows a breadcrumb trail: **New Leads Campaign** > **New Leads Ad Set** > **1 Ad**. Below the breadcrumb, there are buttons for **Edit** and **Review**. The left sidebar contains a list of items: **New Leads Campaign**, **New Leads Ad Set** (highlighted with a red arrow), and **New Leads Ad**.

Next (still at the “Ad Set” level), scroll down to the “Audience” section. Click the field below “Custom audiences”.

Audience

Define who you want to see your ads. [Learn more](#)

New audience

Custom audiences

Create new

Reach people who interacted with your business or others who may be similar.

Search existing audiences

Exclude

* Locations

- United States

Age

18 - 65+

Gender

All genders

Detailed targeting

Include people who match

Add demographics, interests or behaviors

Suggestions Browse

We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. [Learn more.](#)

Exclude

Languages

Close All edits saved

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 242,100,000 - 284,900,000

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back Next

Select the Custom Audience we created earlier that includes "All website visitors".

Audience

Define who you want to see your ads. [Learn more](#)

New audience

Custom audiences

Create new

Reach people who interacted with your business or others who may be similar.

Search existing audiences

All

Lookalike audience

Custom audience

Lookalike (US, 10%) - CA - AdsManaged.Co - ALL TRAFFIC - 180 Days
Lookalike

Lookalike (US, 1%) - CA - AdsManaged.Co - ALL TRAFFIC - 180 Days
Lookalike

CA - AdsManaged.Co - ALL TRAFFIC - 180 Days
Website

CA - AdsManaged.Co - ALL TRAFFIC - 30 Days
Website

Include people who match

Add demographics, interests or behaviors

Suggestions Browse

We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. [Learn more.](#)

Exclude

Languages

Close All edits saved

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 242,100,000 - 284,900,000

Estimates may vary significantly over time based on your targeting selections and available data.

Size: Not available

Name: CA - AdsManaged.Co - ALL TRAFFIC - 30 Days

Type: Website

for this

ized across

Back

Next

This ad campaign will now ONLY target (appear for) our website visitors from the past 30 days when they are on Facebook and Instagram.

New Leads Campaign > New Leads Ad Set > 1 Ad

Edit Review

Audience

Define who you want to see your ads. [Learn more](#)

New audience

Custom audiences Create new

Website > CA - AdsManaged.Co - ALL TRAFFIC - 30 Days

Reach people who interacted with your business or others who may be similar.

Search existing audiences

Exclude

Advantage custom audience +

Reach people beyond your custom audience when it is likely to improve performance.

💡 We may deliver ads beyond your lookalike audiences for your selected objective, if it's likely to improve performance. [Learn more.](#)

* Locations

- United States

Age

18 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Close ✓ All edits saved

Audience definition

Audience definition is unavailable.

Specific ————— ————— Broad

Estimated audience size: Unavailable ⓘ

📉 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back Next

Leave the rest of the “Ad Set” level as the default. We want Meta to target users on both Facebook and Instagram for the maximum audience reach.

Languages

All languages

Save this audience

Placements

Advantage+ placements (recommended)

Use Advantage+ placements to maximize your budget and reach more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#)

Optimization & delivery

Optimization for ad delivery

Conversions

Cost per result goal

\$X.XX

Meta will aim to spend your entire budget and get the most contacts using the highest volume bid strategy.

[Show more options](#)

Close ✓ All edits saved

Audience definition

Audience definition is unavailable.

Specific

Broad

Estimated audience size: Unavailable

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back

Next

New Leads Campaign

New Leads Ad Set

New Leads Ad

Finally, at the “Ad” level, select your Facebook Page and Instagram Account to link with this ad.

Ad name

New Leads Ad [Create template](#)

Ad preview

Share [Advanced preview](#)

Identity

Branded content ad

* Facebook Page

Ads Managed Co

Instagram account

adsmanaged

Ad setup

Create ad

Creative source

Choose how you'd like to provide the media for your ad.

Manual upload
Manually upload images or videos.

Catalog
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

Format

Choose how you'd like to structure your ad.

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Close All edits saved

Back

Upload your “Ad creative” image or video.

We use [Canva.com](https://www.canva.com) for all our graphic designs.

We see the best results from targeting this warm audience (i.e. they know our brand and have been to our website already) with **past customer testimonials** to further promote our value to them.

The screenshot shows the Facebook Ads Manager interface for a campaign named "New Leads Campaign". The current ad set is "New Leads Ad Set" and the ad is "New Leads Ad". The interface is in "Edit" mode. On the left, there are navigation options for the campaign, ad set, and ad. The main content area is divided into sections: "Ad creative" (with 3 recommendations), "Media" (with 20 placements), and "Advantage+ creative" (with 4/4 optimization). The "Media" section lists three categories: "Feeds, In-stream ads for videos and reels" (11 placements), "Stories and Reels, Apps and sites" (7 placements), and "Right column, Search results" (2 placements). A red arrow points to the "Edit" button next to the "Feeds" category. The "Advantage+ creative" section shows a circular progress indicator for "Fully optimized" (4/4) and a list of enhancements: "Standard enhancement...", "Image brightness & co...", "Music", and "3D animation". The "Primary text" section is visible at the bottom. On the right, there is an "Ad preview" section showing a mobile device view of the ad. The ad features a yellow background with the text: "They helped us increase our revenue, from \$20,000 to \$130,000." and a 5-star rating. The ad is sponsored by "Ads Managed Co". Below the ad, there are options to "Like", "Comment", and "Share", and a "See variations" button. At the bottom right, there are "Back" and "Publish" buttons. A footer note states: "By clicking 'Publish,' you agree to Facebook's Terms and Advertising Guidelines." The "Publish" button is highlighted in green.

Complete your ad copywriting
and select a "Call to action"
button.

Primary text 1 of 5

write your #1 Value Proposition here...

You can add multiple text options and we'll show one of them to each person, based on what they're most likely to respond to.
[Learn more](#)

+ Add text option

Headline

write your Call to Action here...

+ Add headline option

Description 1 of 5

write your #2 Value Proposition here...

+ Add description option

Optimize text per person

Enabled

Call to action ⓘ

Learn more

Ad preview

Share

Advanced preview

Facebook Feeds

Ads Managed Co
Sponsored

write your #1 Value Proposition here...

"They helped us
increase our revenue,
from \$20,000 to
\$130,000."

AM

displayurl.com
write your Call to Action
here...

Learn more

Like

Comment

Share

See variations

Ad rendering and interaction may vary based on device, format and other factors.

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close

✓ All edits saved

Back

Publish

Input your ad **“Destination”**
(ad landing page URL) and
Publish your campaign.

Call to action ⓘ

Learn more

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Website and shop
We'll automatically send people where we think they're most likely to purchase: your website or your shop on Facebook or Instagram. [Learn more](#)

Website
Send people to your website.

* Website URL

http://www.example.com/page

Enter the website URL field for your ad.

Build a URL parameter

Display link

Enter the link you want to show on your ad

Call extension

Show call extension on your website

Instant Experience
Send people to a fast-loading, mobile-optimized experience.

Facebook event
Send people to an event on your Facebook Page.

Edit

Review

In draft

Ad preview

Share

Advanced preview

Facebook Feeds

Ads Managed Co
Sponsored

write your #1 Value Proposition here...

*"They helped us
increase our revenue,
from \$20,000 to
\$130,000."*

AM

displayurl.com
write your Call to Action
here...

Learn more

Like Comment Share

See variations

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

By clicking "Publish," you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

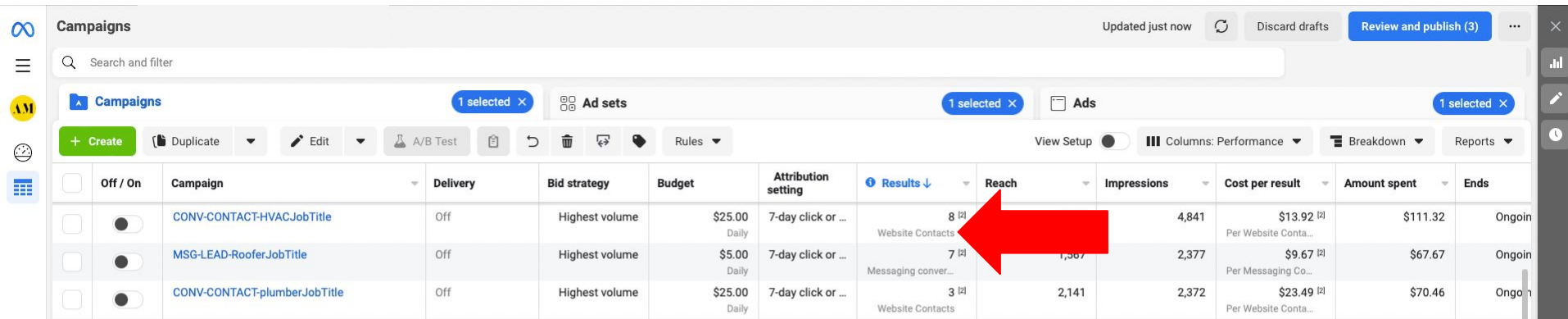
Close All edits saved

Back

Publish

Ads Manager Reporting

- Navigate to your Ads Manager at: business.facebook.com/adsmanager
- Monitor your ad campaign results.
- Toggle off losing campaigns (not converting) and scale up the budget on winning campaigns.
- Split test images, videos, and ad copy to optimize your cost per result. Test ONE variable at a time per campaign, so you can easily identify winning variables in each campaign.



The screenshot displays the Facebook Ads Manager interface. At the top, there's a search bar and navigation options. Below that, a table lists several ad campaigns. A red arrow points to the 'Reach' column in the table.

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results ↓	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	CONV-CONTACT-HVACJobTitle	Off	Highest volume	\$25.00 Daily	7-day click or ...	8 ^[2] Website Contacts	←	4,841	\$13.92 ^[2] Per Website Conta...	\$111.32	Ongoing
<input type="checkbox"/>	MSG-LEAD-Roofer.JobTitle	Off	Highest volume	\$5.00 Daily	7-day click or ...	7 ^[2] Messaging conver...	1,367	2,377	\$9.67 ^[2] Per Messaging Co...	\$67.67	Ongoing
<input type="checkbox"/>	CONV-CONTACT-plumber.JobTitle	Off	Highest volume	\$25.00 Daily	7-day click or ...	3 ^[2] Website Contacts	2,141	2,372	\$23.49 ^[2] Per Website Conta...	\$70.46	Ongoing



AdsManaged.co

Brand Awareness

- Remember what I've said... People are busy, so multiple touchpoints where they consume content are crucial (e.g. on social media).
- On average, a consumer needs to see and/or engage with your brand 7-8 times before they take action!
- Don't depend on your website, SEO, Google Ads, and Facebook Ads alone! Increase your brand awareness by creating profiles on relevant business platforms and social media marketing platforms.

Where Are Your Customers?

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Pinterest
- Snapchat
- TikTok
- Reddit
- Quora
- Yelp
- Google Maps (via [Google Business](#))

Social Media Marketing

We follow the **70-20-10 Rule** for creating content on social media. The 70-20-10 rule is a social media content strategy that suggests dividing your social media content into three categories:

- 70% of your content should be informative, provide value, or be entertaining (for example, memes and funny videos get the highest engagement for our clients)
- 20% of your content should be shared from others (e.g. reposting/sharing other brands relevant content on your social media channels)
- 10% of your content should be promotional (i.e. selling your product/service)

The idea behind this rule is to provide a balanced mix of content to your audience that keeps them engaged and interested in your brand, without overwhelming them with self-promotion.



Ads with people in them drive WAY higher conversion rates than ads without people in them.

70% Informative and Entertaining:

- Educational blog posts, lists, and articles related to your industry
- Infographics or data visualizations
- Share interesting facts, statistics, or quotes
- How-to guides and tutorials (always brand with your logo or URL)
- Behind-the-scenes photos or videos
- User-generated content

20% Shared from Others:

- Industry news articles, YouTube videos, and blog posts
- Relevant news and information from other brands or influencers in your industry
- User-generated content that promotes your brand

10% Promotional:

- Product or service announcements
- Promotions or discounts
- Testimonials or customer success stories
- Company news or updates

Canva.com

Create your ads, images, and videos with the free design software: [Canva.com](https://www.canva.com)

Canva Design spotlight Business Education Plans and pricing Learn

Search thousands of templates

Create a design

Personal Free • 81

Try Canva Pro

Back to Home

All templates

Business

Social Media

Facebook Ad

Video

Marketing

Custom Prints

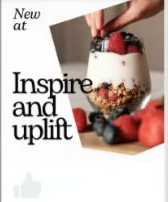
Cards & Invitations

Education

Photos

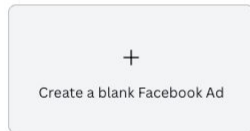
Facebook ad templates

Take your brand and business to the next level with Canva's Facebook ad templates—fully customizable to suit any brand or business!

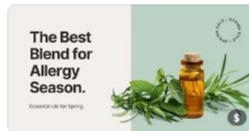


All Filters

7,860 templates



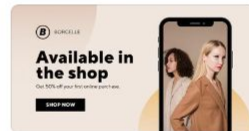
Yellow Furniture Sale Facebook Ad by Raining Leads



Green Spring Sale Essential Facebook Ad by My Social Design



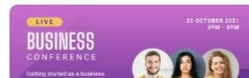
Real Estate Facebook Ad Facebook Ad by Kanvas Kosong



Beige Minimalist Fashion Product Facebook Ad by elversia



Blue Modern Business Consultant Facebook Ad by Fatih Kaya



Later.com

- Don't get overwhelmed with creating content for each platform. Create one post and auto share it to Facebook, Twitter, Instagram, Pinterest, LinkedIn, and TikTok via [Later.com](#)

The screenshot displays the Later.com interface for scheduling social media posts. On the left sidebar, the 'Create Text Post' button is highlighted with a red arrow. The main area shows a scheduling grid for the week of April 23-29, 2024. At the top of the grid, social media icons for Instagram, Facebook, Twitter, Pinterest, LinkedIn, and TikTok are visible, with a red arrow pointing to them. A red-bordered box in the center of the grid contains the text: "Simple link your social media accounts and create/schedule posts for the entire month!". The grid shows a post scheduled for Monday, April 24th at 11 AM. The post content is "Best ACT Prep Course". The interface also includes a "Start 14-Day Free Trial" button in the top right corner and a "View Posts Left" dropdown menu.

Online Reviews

Online reviews management is crucial to establish a positive reputation in your market!

- **Encourage Positive Reviews:** Encourage satisfied customers to leave positive reviews on relevant review platforms, such as [Google Business](#), [Yelp for Business](#), [Trustpilot](#), and [Testimonial](#). Include a link to the review platform on your website, in email signatures, and on invoices.
- **Respond to Negative Reviews:** Respond to negative reviews promptly and professionally. Acknowledge the customer's concerns and offer to make things right. Responding to negative reviews in a positive manner can help mitigate the impact of the negative review and show potential customers that you care about their satisfaction.

Online Reviews

- **Monitor Online Reviews:** Monitor online reviews regularly, so you can respond to negative reviews quickly and address any concerns. Set up [Google Alerts](#) for your business name, so you can stay informed of any new reviews or mentions.
- **Engage on Social Media:** Engage with your customers on social media by responding to comments and messages promptly. Encourage customers to share their experiences with your business on social media and tag your business.
- **Provide Excellent Customer Service:** Providing excellent customer service can help prevent negative reviews and encourage positive ones. Train your employees to provide exceptional service and to address any customer concerns promptly.
- **Use Customer Feedback to Improve:** Use customer feedback to improve your business processes and services. Address any recurring issues or concerns to prevent future negative reviews.

Email Marketing

Email marketing is the practice of sending commercial messages to a group of people via email.

Over 70% of US consumers prefer email marketing over other types of promotion and have made a purchase because of email marketing!

When brainstorming email marketing content, your goal should be:

- 80% content that provides value
- 20% content that is promoting your product/service

Email Marketing

One of our biggest sources of AdsManaged.co marketing agency clients comes from referrals! Specifically referrals from our newsletter subscribers! Why? Because we provide a ton of FREE value in our newsletters!

Try applying the ***Law of Reciprocity*** to your own business! Provide value to people for free (expecting nothing in return) and they typically will provide value back (e.g. refer business to you)!

Email Marketing Newsletter Content Ideas

You know your business customers best and what they would value, but here are a few “value providing” email newsletter content ideas:

- Helpful blog posts, lists, infographics
- Tutorials
- Free software you discovered
- YouTube video
- Tips and tricks for your customers
- Case studies/success stories
- Industry news
- Customer Q&A or FAQ

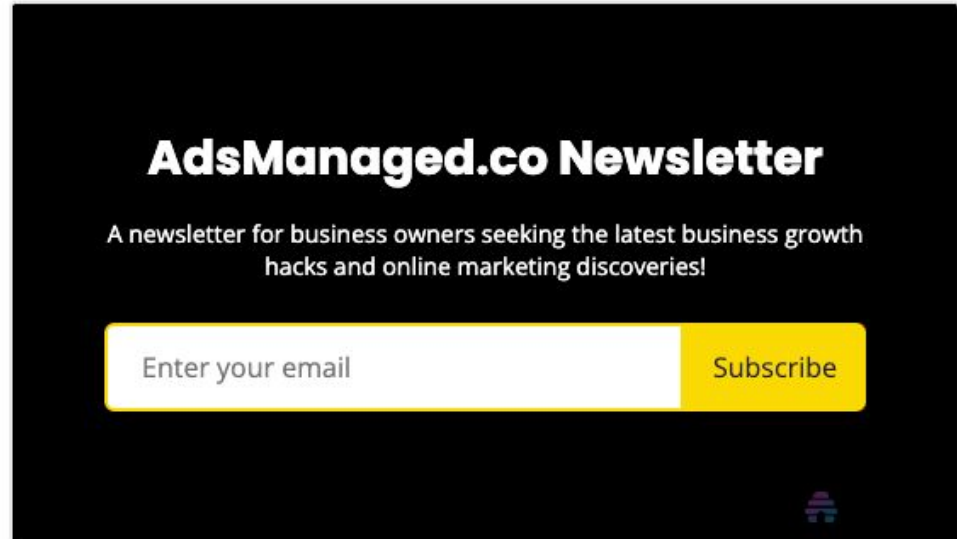
Free Email Marketing Newsletter Software

Here's the email marketing platform we use for all our clients and our own newsletter:

- beehiiv.com/?via=free-signup
(partner link)

Subscribe to our newsletter at:

- adsmanaged.co/newsletter





AdsManaged.co