Google Ads Reporting - 2019

Outline

In today's webinar we will be covering the following topics.

1) Review basics of Google Analytics
2) Review Ad reports in Google Analytics
3) Review Basics of Google Ads
4) How to find actionable data within your ad's data tables
5) How to make changes based on captured data
6) Learn about Predefined reports
7) How to edit Predefined reports to change data options and display format
8) How to build a custom report from scratch

Google Ads

In **previous** Google Ads **webinars** we went over the following:

- Introduction to **Google Ads Express**

  - Which is great if you **just want to get added to local Google Maps** results but it's **not optimized** so you might so up for some unrelated searches

  - Creating and **connecting Google Analytics to your Google Ads** account which will be necessary for the first part of this reporting based webinar

- Introduction to **Google Ads Advanced**

  - Access to the full blown advanced dashboard which gives you **more control** over certain aspects of your ads like better **keyword** control and **demographic targeting**

Both of these previous webinars can be found here:
https://sportclips.com/iapps/webinar-videos-by-topics

Now we are going to take a **look at the reports** that you have access to and how to make some **data driven decisions (actionable items)** about your campaigns.

Google Analytics

We're going to start with your Google Analytics account that you should have created if you followed the first webinar.

To get to your Google Analytics, go to: https://analytics.google.com/analytics/
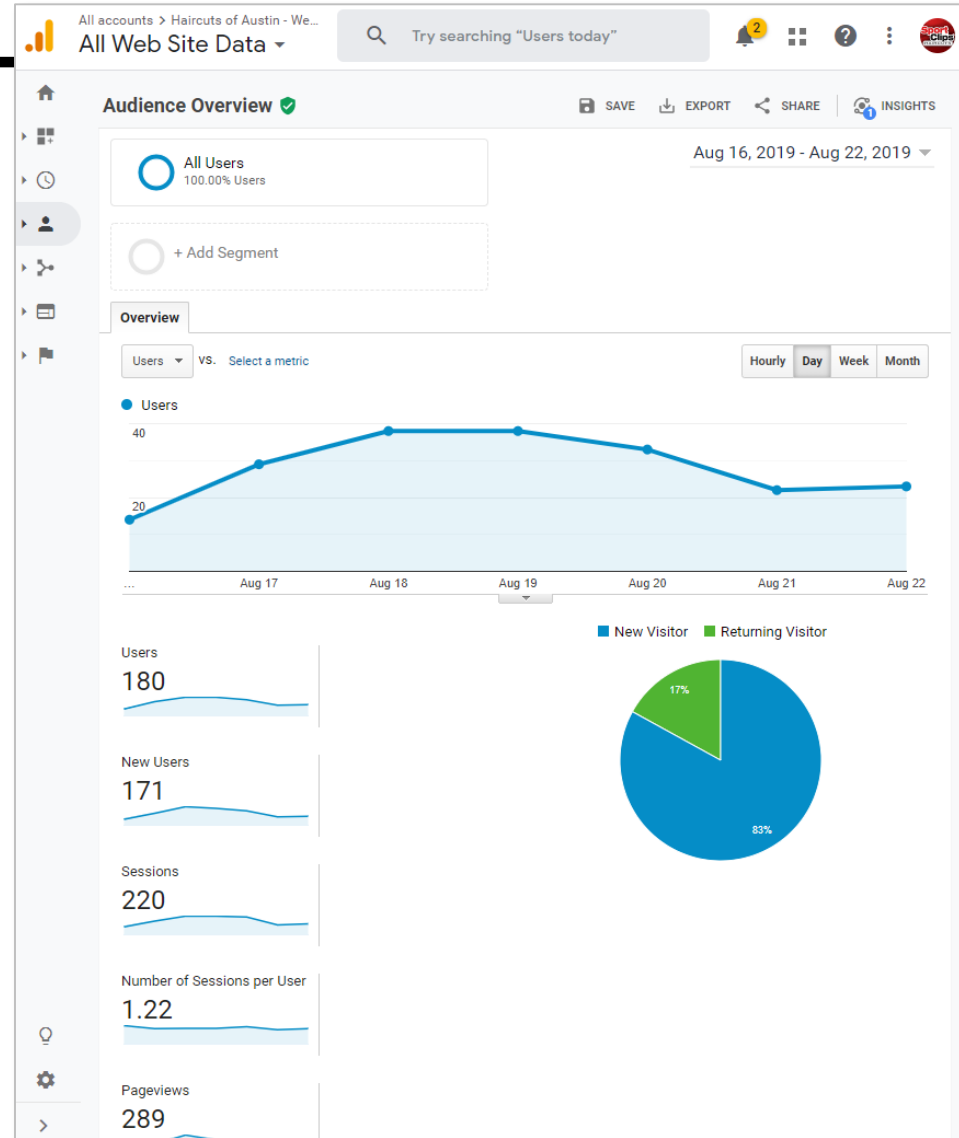
Google Analytics

I don't want to spend a lot of time going through Google Analytics, but here's a **brief introduction** into Google Analytics.

This is the **navigation sidebar**. This is how you will navigate throughout the different reports.

The sidebar navigation can be **hidden or shown** by clicking on the arrow shaped bracket in the bottom corner of the left side of the page.
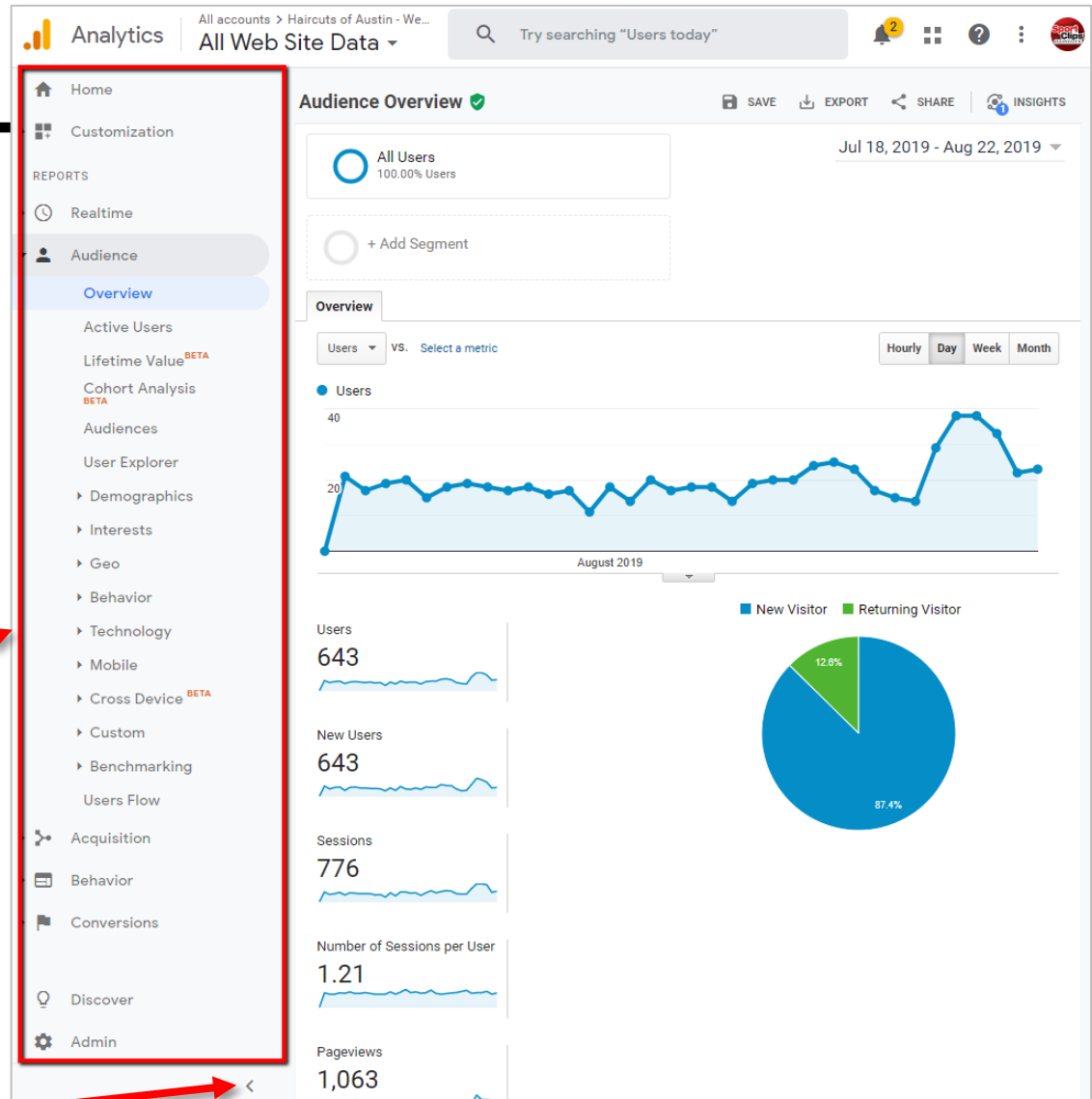
Google Analytics

To **set the time span** you want to see the statistics for you will need to click the date range at the top of the page.

Clicking on a day on the calendar will set the **start date** here.

Clicking on a second day on the calendar will set the **end date** here.

Then click **Apply**.
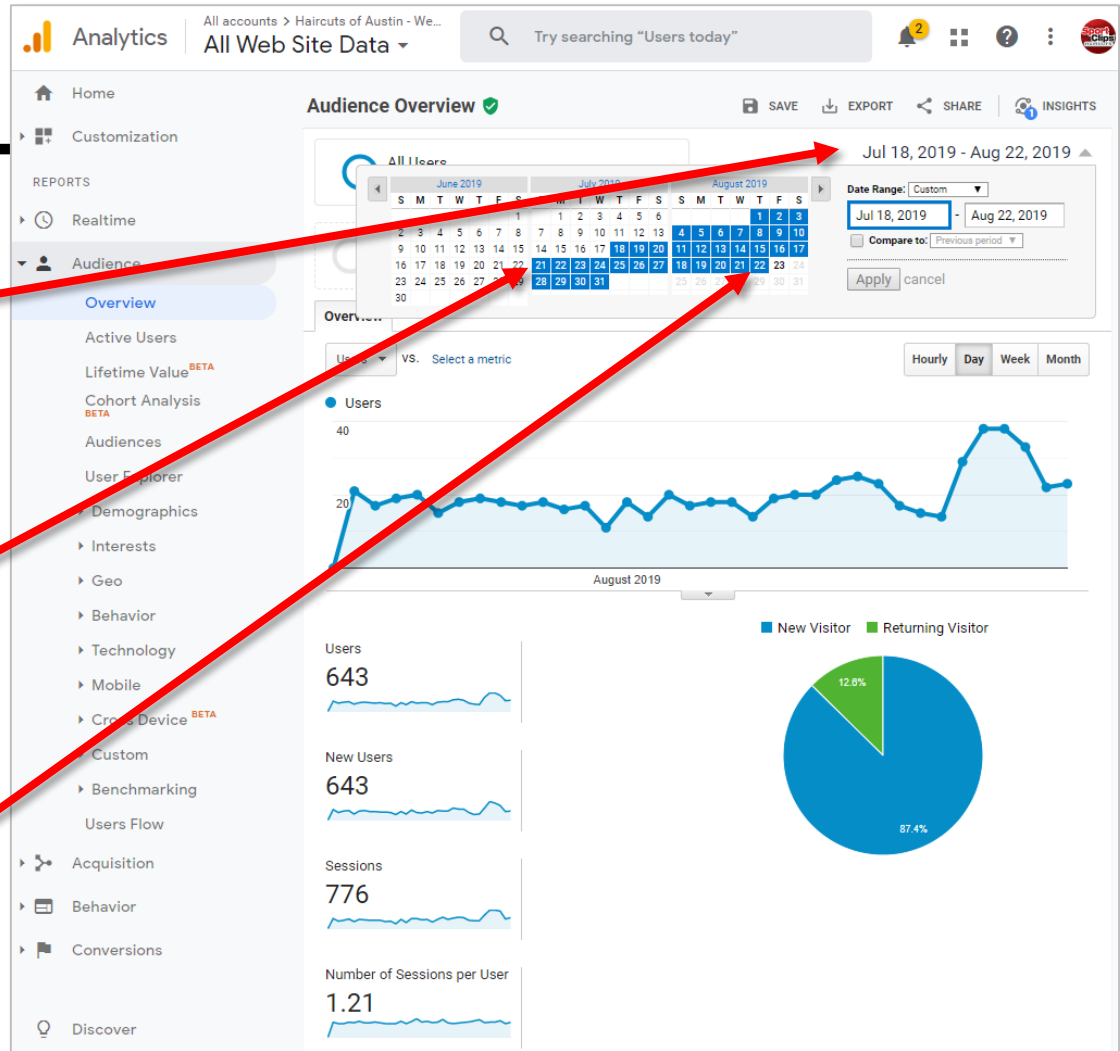
Google Analytics

If you click on:

Audience > Overview you can get a glimpse at your website's **overall performance** for your specific time period.

Users show you the number of unique visitors to your website.

Sessions shows you the number of visits to your website.
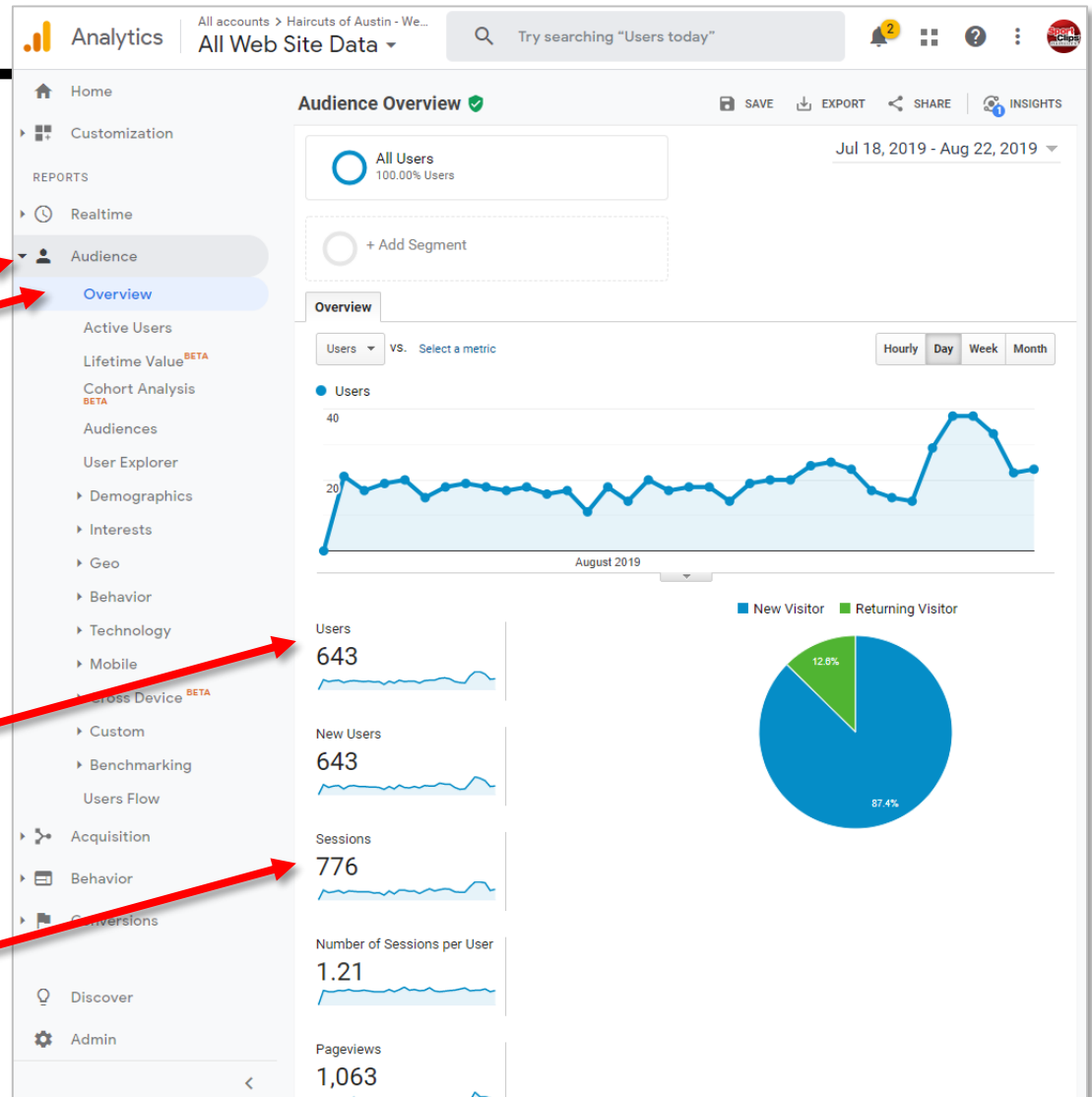
Google Analytics

But we're interested in our newly acquired Google Ads traffic. So navigate to the following:

Acquisition > Google Ads > Campaigns

website.request@sportclips.com

SportClips HAIRCUTS

Google Analytics

Acquisition > Google Ads > **Campaigns**

This campaign report shows you all of the **campaigns that you are running** and some of the more important statistics tied to that campaign.

In this case I am only running one campaign, but if I was running ads for **multiple stores**, I would probably run each one as **separate campaigns**.
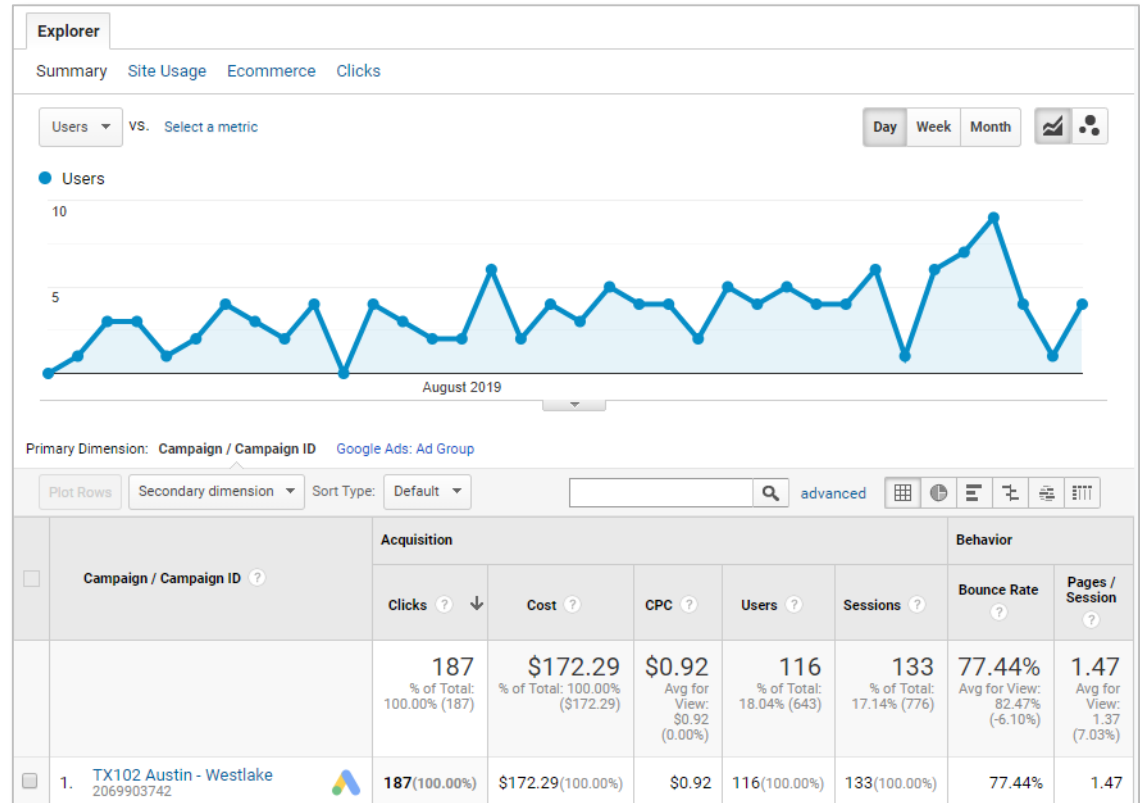

In these stats we can see the number of **clicks** on our ads in this time-frame, the **cost** we've spent on the ads, the **CPC** (cost per click), the number of website **users** & **visits** from the campaign as well as the user's **engagement** all broken down by campaign.

Google Analytics
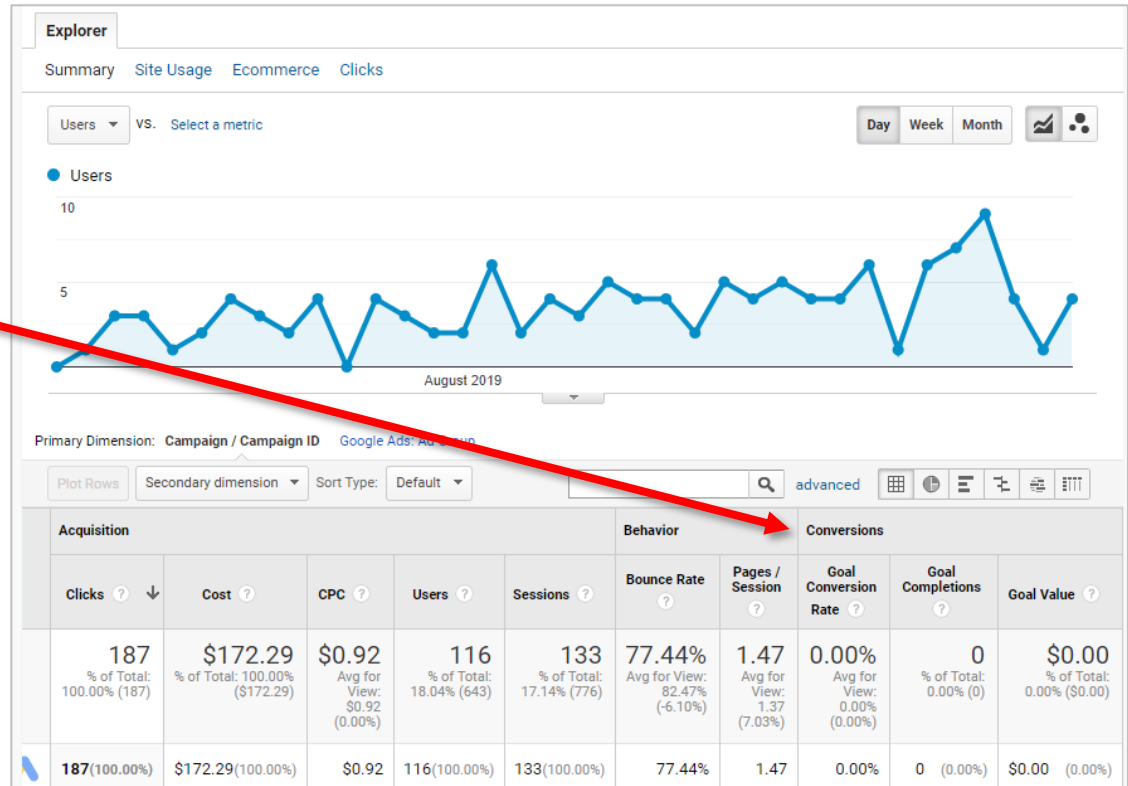
Acquisition > Google Ads > **Campaigns**

Note that there are **more Clicks than** there are **Sessions**. That is because if your ad gets served in a maps results, the clicks can go to a **click-to-call** phone call or a click to the **Online Check-in website**.
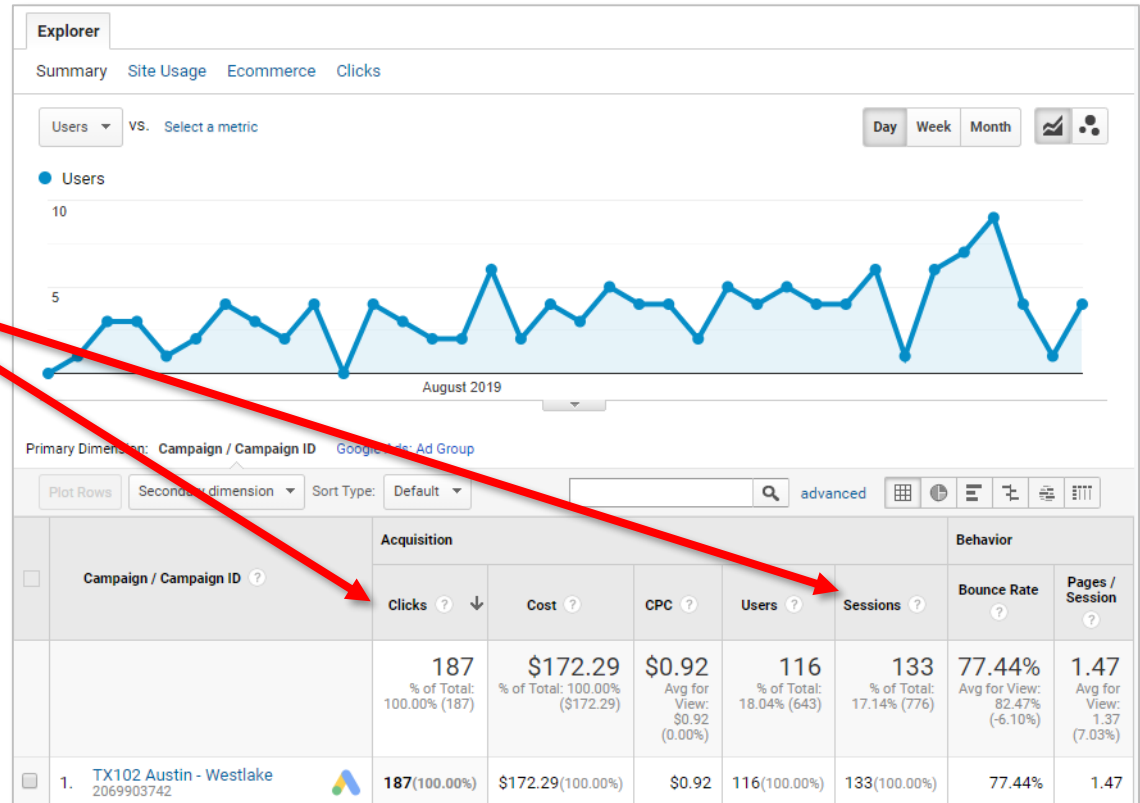
Google Analytics

Acquisition > Google Ads > **Campaigns**

One set of statistics on this page is the **Conversion group**. As our ads are not selling a product online or pointing people to a join form, the **Conversion statistics will** always **be at zero**. That's Ok because that is not the target for our campaign.

Google Analytics

SportClips HAIRCUTS

Acquisition > Google Ads > **Campaigns**

One of the things I like to do on Google Ads report is to change the **Explorer view** from 'Summary' to 'Clicks' because it gives me Impression data.

In addition to impressions, this view also gives me the **CTR (click through ratio)**. This shows us how many people **saw the add (impressions)** and the rate of those that saw them to those that clicked on a link in our ad.

You can change the view to clicks on any of the following reports as well.

A **5.49% CTR** is **pretty good.**

Explorer

Summary   Site Usage   Ecommerce   Clicks

Users ▾   VS.   Select a metric

● Users

Day   Week   Month

10

5

August 2019

Primary Dimension: Campaign / Campaign ID   Google Ads: Ad Group

Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | advanced

	Campaign / Campaign ID		Users	Sessions	Impressions	Clicks	Cost	CTR	CPC
			116 % of Total: 18.04% (643)	133 % of Total: 17.14% (776)	3,408 % of Total: 100.00% (3,408)	187 % of Total: 100.00% (187)	$172.29 % of Total: 100.00% ($172.29)	5.49% Avg for View: 5.49% (0.00%)	$0.92 Avg for View: $0.92 (0.00%)
	1. TX102 Austin - Westlake 2069903742		116(100.00%)	133(100.00%)	3,408(100.00%)	187(100.00%)	$172.29(100.00%)	5.49%	$0.92

Google Analytics

Acquisition > Google Ads >
Campaigns

What is a good CTR? It depends upon industry and what your ads are for.

To the right you can see **average conversion rates for Google Ads by industry**, but it's not perfect.

For instance, if I added another campaign which was a **promotional campaign** offering $5 off any service in my store if the user clicked the ad and printed off a coupon, we could expect that campaign to have a **higher CTR** than our general awareness campaign.

Industry	Average CTR (Search)	Average CTR (Display)
Advocacy	4.41%	0.59%
Auto	4.00%	0.60%
B2B	2.41%	0.46%
Consumer Services	2.41%	0.51%
Dating & Personals	6.05%	0.72%
E-Commerce	2.69%	0.51%
Education	3.78%	0.53%
Employment Services	2.42%	0.59%
Finance & Insurance	2.91%	0.52%
Health & Medical	3.27%	0.59%
Home Goods	2.44%	0.49%
Industrial Services	2.61%	0.50%
Legal	2.93%	0.59%
Real Estate	3.71%	1.08%
Technology	2.09%	0.39%
Travel & Hospitality	4.68%	0.47%

Google Analytics

Acquisition > Google Ads > **Sitelinks**

In the Google Ads Advanced webinar we created **sitelinks** that **point deeper into the website** than the main link does and appears below the main ad section.

This report shows us how many clicks those deeper links are driving to your website.

Keep in **mind sitelinks make your ad bigger**, so their value lies more in **driving** your **competitors down** on the **search page** than driving users deeper into you website.
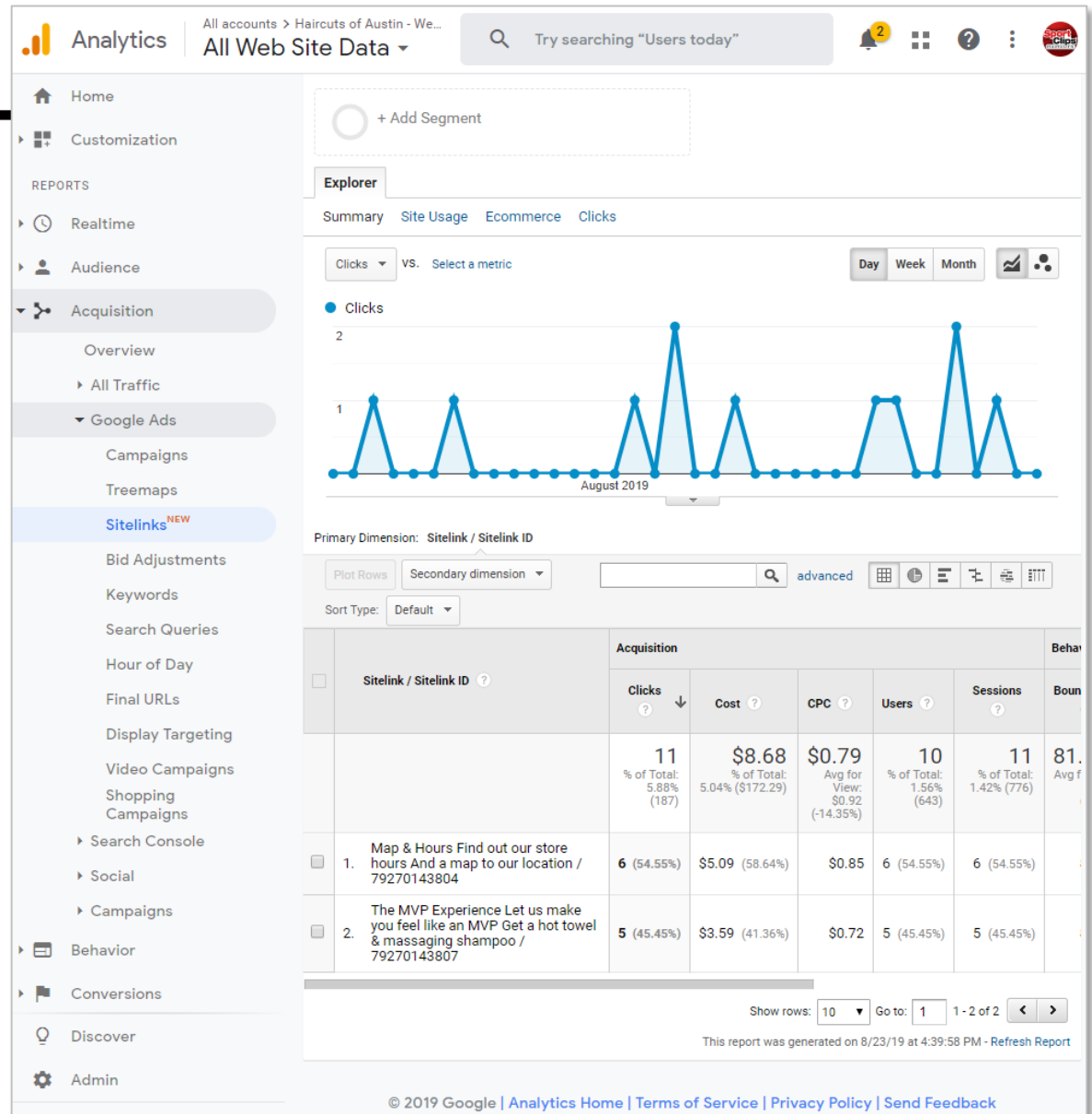
Google Analytics

Acquisition > Google Ads
> **Bid Adjustments**

There are a couple of things that might be of interest to you in the Bid Adjustments report.

The first is the default tab that shows you how your ads are doing in **mobile versus desktop & tablet**. The idea here is if you see one category not doing very well (for instance tablet) you can go into bid adjustments in Google Ads and **decrease** your bids based on the user's **device type**. We quickly covered that in the Google Ads Advanced webinar.
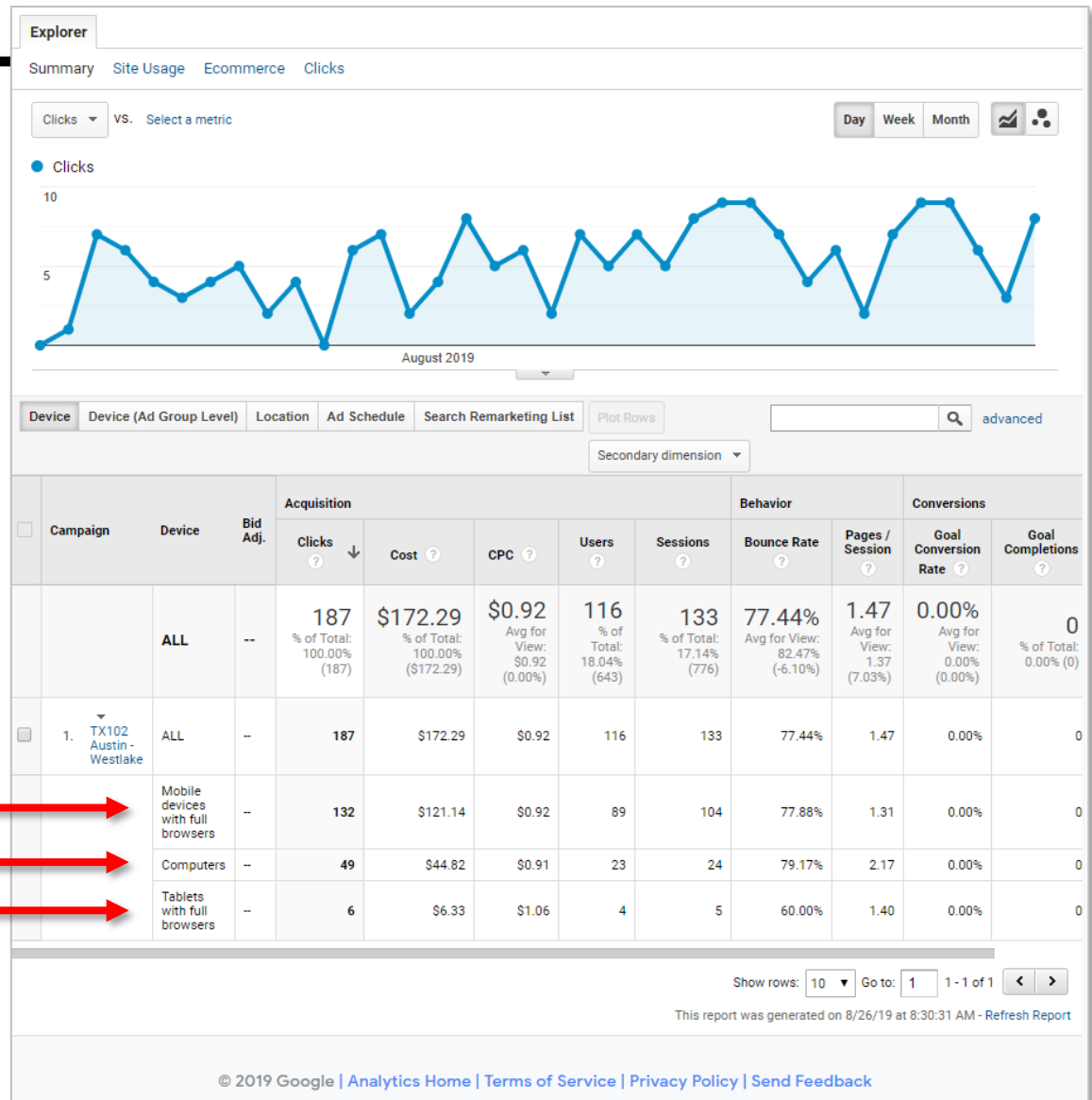
Google Analytics

Acquisition > Google Ads > **Bid Adjustments**

While device Bid Adjustments are probably going to be the most useful Bid Adjustment, if you have others – for example multiple ad **time of day schedules** – you can find that information by clicking on the tabs as seen in the image on the right.

If you have **not set an ad schedule**, no helpful data will be present on that tab.
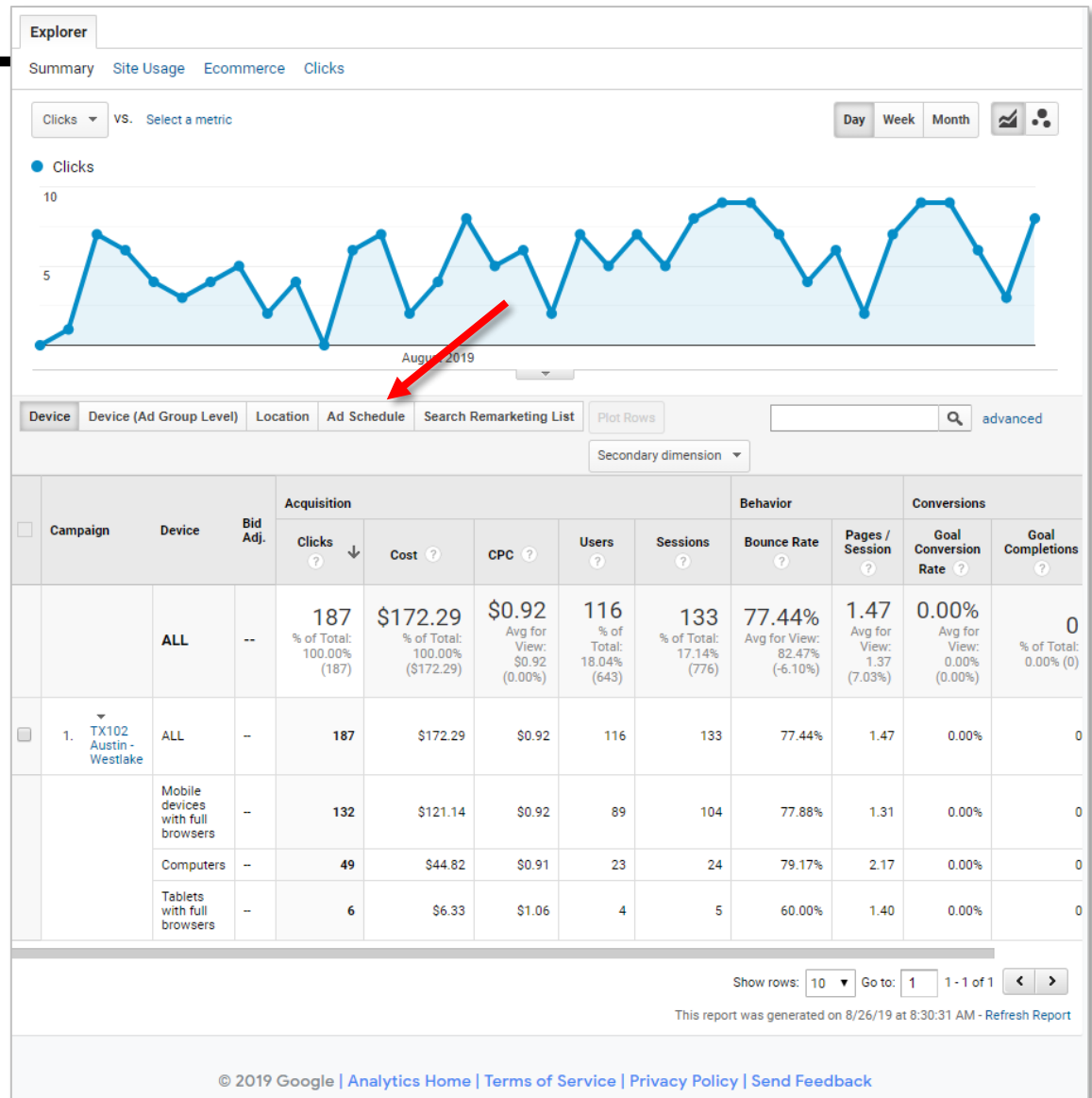
Google Analytics

Acquisition > Google Ads > **Keywords**

The Keywords report will show you show you **your keywords** that users used to find your website.

You can break those results down by **device type**.

You can also change the **Explorer to Clicks** like we did in the Campaigns tab to see the number of **impressions and CTR** for each of your keywords.

We're not going to do a lot with this report because we will spend more time on the **Keywords report in Google Ads**.
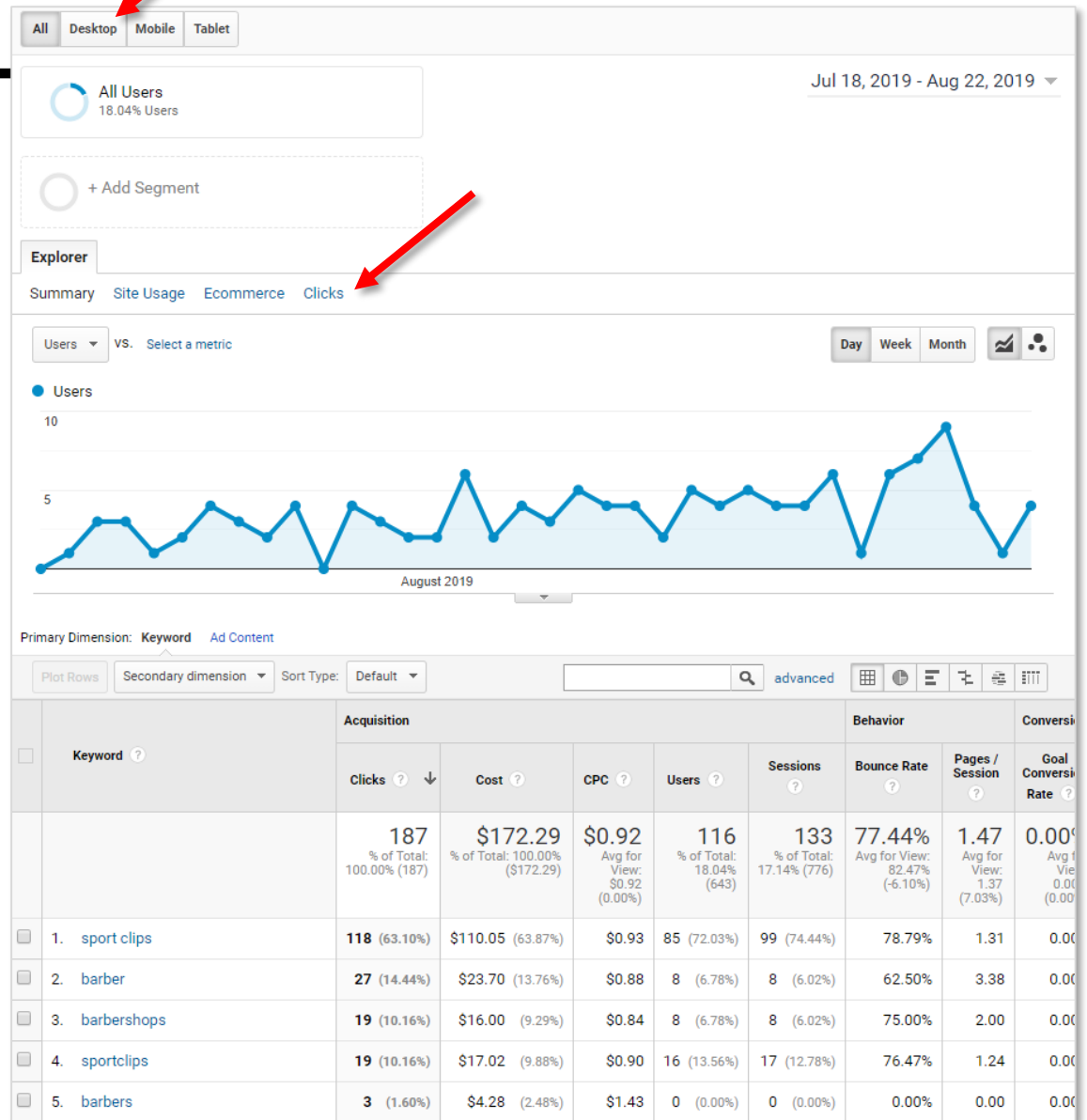
Google Analytics

Acquisition > Google Ads > **Search Queries**

The previous report showed which of your selected keywords were bringing in traffic to your website.

The Search Queries report shows the **actual search strings that your user's typed** in to find your website.

For example, **'sports clips' (extra 'S')** is not in our keyword list, but it's what most people search for and Google's ad matching technology understand it as a plural of a keyword.

	Search Query	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate
		187 % of Total: 100.00% (187)	$172.29 % of Total: 100.00% ($172.29)	$0.92 Avg for View: $0.92 (0.00%)	116 % of Total: 18.04% (643)	133 % of Total: 17.14% (776)	77.44% Avg for View: 82.47% (-6.10%)	1.47 Avg for View: 1.37 (7.03%)	0.00% Avg for View: 0.00% (0.00%)
1.	sports clips	71 (37.97%)	$64.01 (37.15%)	$0.90	52 (41.94%)	55 (41.35%)	78.18%	1.33	0.00%
2.	sport clips	17 (9.09%)	$12.32 (7.15%)	$0.72	13 (10.48%)	13 (9.77%)	69.23%	1.31	0.00%
3.	sportclips	8 (4.28%)	$4.94 (2.87%)	$0.62	7 (5.65%)	7 (5.26%)	100.00%	1.00	0.00%
4.	sportsclips	8 (4.28%)	$7.97 (4.63%)	$1.00	6 (4.84%)	6 (4.51%)	100.00%	1.00	0.00%
5.	barber shop	4 (2.14%)	$2.67 (1.55%)	$0.67	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%
6.	floyd's barbershop austin	3 (1.60%)	$2.08 (1.21%)	$0.69	1 (0.81%)	1 (0.75%)	100.00%	1.00	0.00%
7.	floyds austin	3 (1.60%)	$2.25 (1.31%)	$0.75	2 (1.61%)	2 (1.50%)	100.00%	1.00	0.00%
8.	haircuts austin tx	3 (1.60%)	$2.00 (1.16%)	$0.67	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%
9.	austin haircut	2 (1.07%)	$1.24 (0.72%)	$0.62	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%
10.	beard cut near me	2 (1.07%)	$1.20 (0.70%)	$0.60	0 (0.00%)	0 (0.00%)	0.00%	0.00	0.00%
11.	floyd's barbershop	2 (1.07%)	$1.17 (0.68%)	$0.58	2 (1.61%)	2 (1.50%)	100.00%	1.00	0.00%

Google Analytics

Acquisition > Google Ads
> **Search Queries**

We're going to **dive deeper** in to user search queries in the **Google Ads** platform itself.

Google Analytics

SportClips HAIRCUTS
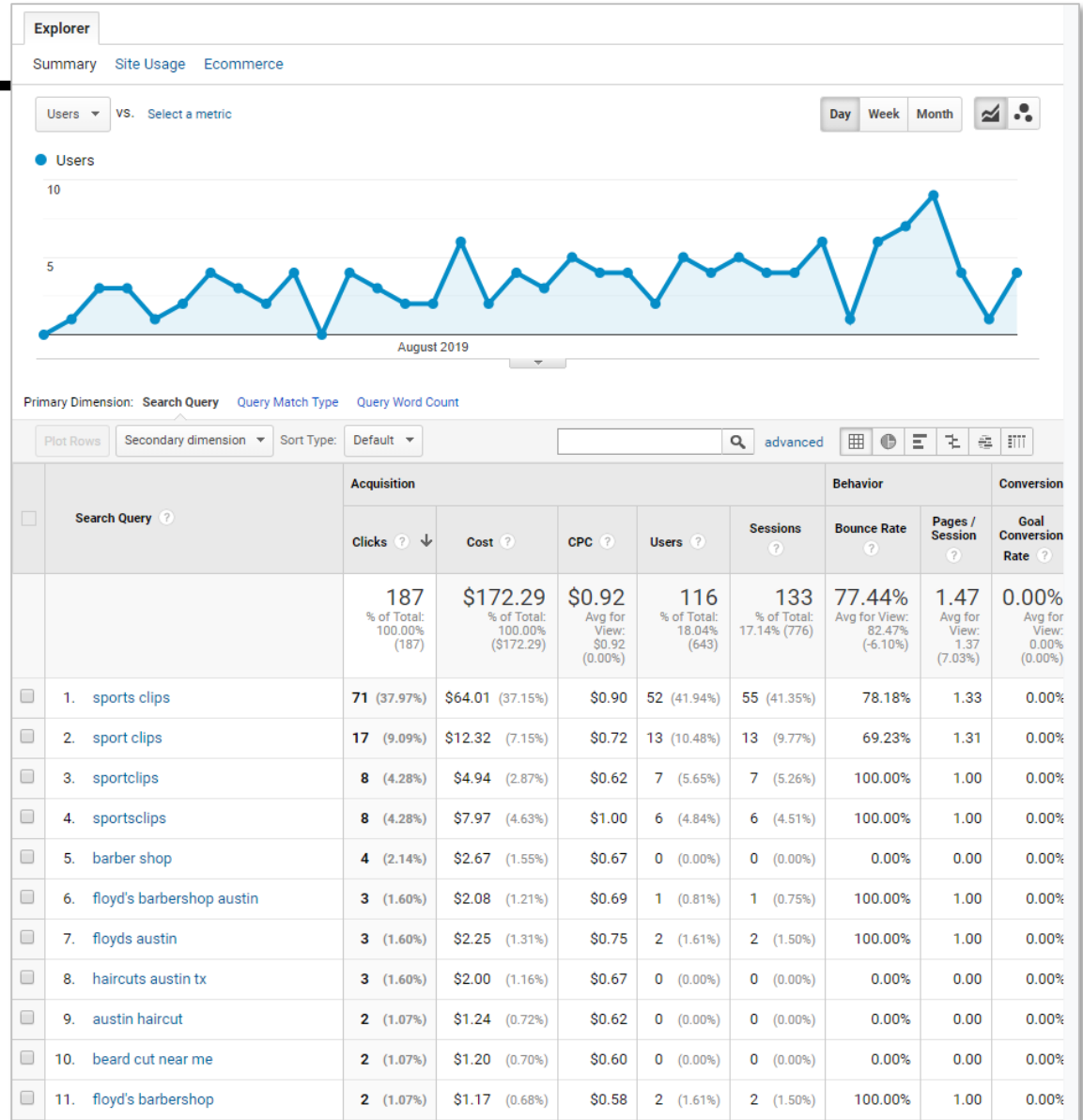
This report shows the hours of the day (**military time** in the table) and how your ads are doing at each hour level.

With this information, you can **adjust your ad schedule** to only show when there is the most interest in your store if you would like.

You can also **segment** this information by **device type**. I think this report would be more useful for us if we had specific conversions that we could track because we could optimize for that time, but my assumption would be the results on this table will **closely match the store hours**.

| All | Desktop | Mobile | Tablet |

All Users
18.04% Users

Jul 18, 2019 - Aug 22, 2019

+ Add Segment

Explorer

Summary Site Usage Ecommerce

Users VS. Select a metric

● Users

20

10

... 2:00 AM 4:00 AM 6:00 AM 8:00 AM 10:00 AM 12:00 PM 2:00 PM 4:00 PM 6:00 PM 8:00 PM 10:00 PM

Primary Dimension: **Hour** Day of Week

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ advanced

Hour	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	116 % of Total: 18.04% (643)	111 % of Total: 17.26% (643)	133 % of Total: 17.14% (776)	77.44% Avg for View: 82.47% (-6.10%)	1.47 Avg for View: 1.37 (7.03%)	00:00:38 Avg for View: 00:00:42 (-10.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total 0.00% (0
1. 04	2 (1.61%)	2 (1.80%)	2 (1.50%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%
2. 05	5 (4.03%)	5 (4.50%)	5 (3.76%)	40.00%	2.00	00:00:41	0.00%	0 (0.00%
3. 06	9 (7.26%)	8 (7.21%)	9 (6.77%)	77.78%	1.56	00:00:48	0.00%	0 (0.00%
4. 07	10 (8.06%)	9 (8.11%)	12 (9.02%)	75.00%	1.33	00:00:07	0.00%	0 (0.00%
5. 08	13 (10.48%)	13 (11.71%)	14 (10.53%)	78.57%	2.36	00:01:05	0.00%	0 (0.00%
6. 09	12 (9.68%)	11 (9.91%)	14 (10.53%)	92.86%	1.07	<00:00:01	0.00%	0 (0.00%

Google Analytics

Acquisition > Google Ads
> **...**

There are additional reports in the Google Ads section of the Acquisition report, but they really are **not** going to be very **relevant** to our ads.
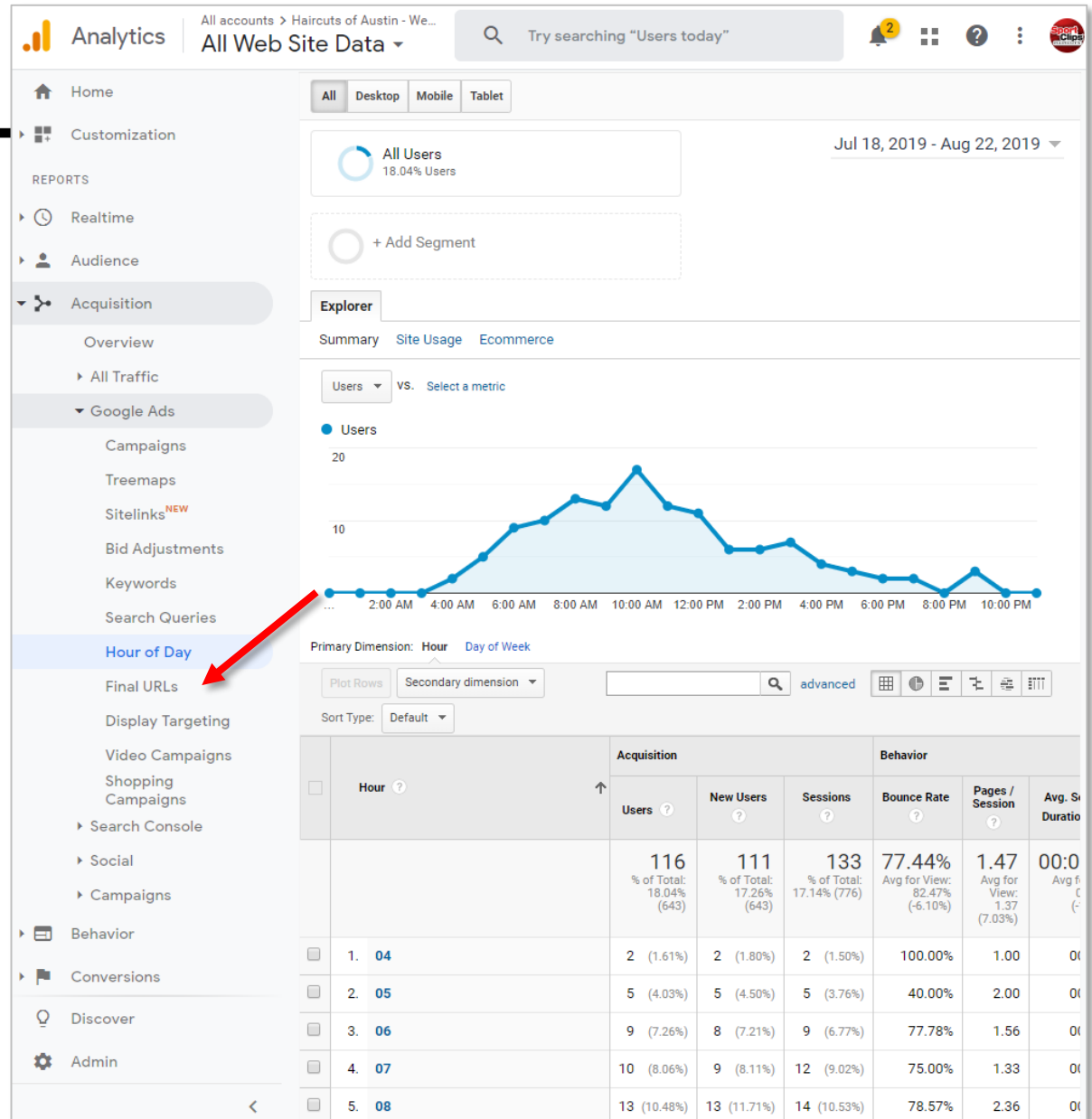
Google Ads

	Google Ads

So now it is time to move over to Google Ads reporting.

To see these reports go to:

https://ads.google.com/
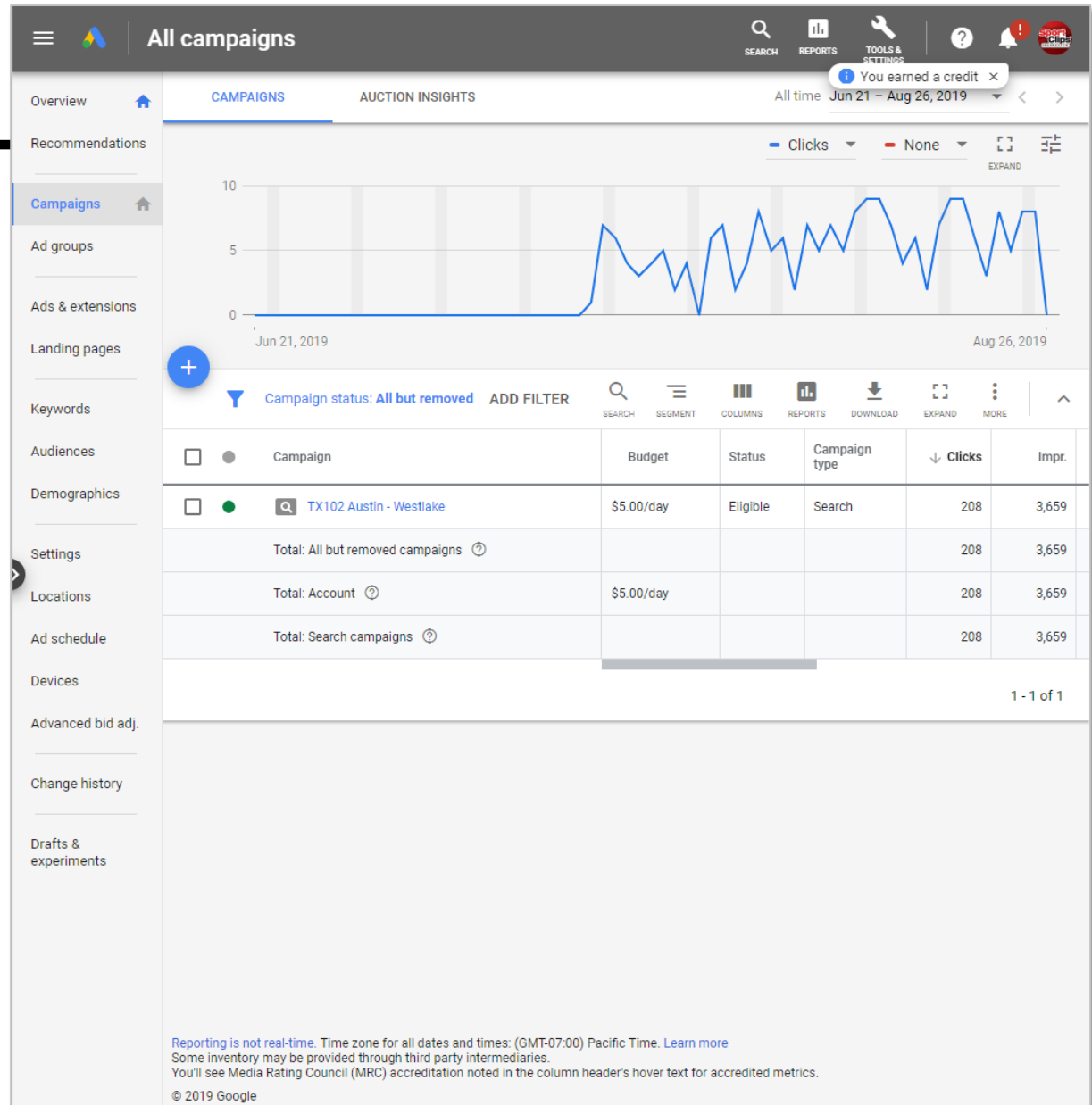
Google Ads

Google Ads

Just like with Google Analytics, we can **set the date** range that we are interested in by clicking the date span in the upper right hand corner of the screen.

Click on the date where you want the report to **start**, and then click on the day you want the date to **end** and then click Apply.

Google Ads

Google Ads

We will look at reports at the Ad Group level, so to get there we want to click on the **Campaigns** link in the left hand navigations, and then **click on the campaign** we created on the right.

![SportClips Haircuts logo]

Google Ads

| Campaign > |

We will now see all of the **Ad Groups** in the campaign, so I will click on the Ad Group I am interested in looking at, in my situation I only have 1 Ad Group.

Google Ads

Campaign > Ad Group

In my case Google Ads took me to the keywords tab when I went into my Ad Group. If yours does not, click the **Keywords** link in the left hand navigation.

Google Ads

Campaign > Ad Group > **Keywords** > **Search Keywords**

What you are seeing here is the list of all of **my keywords targets**, and how they are doing very similar to what we saw in Google Analytics.
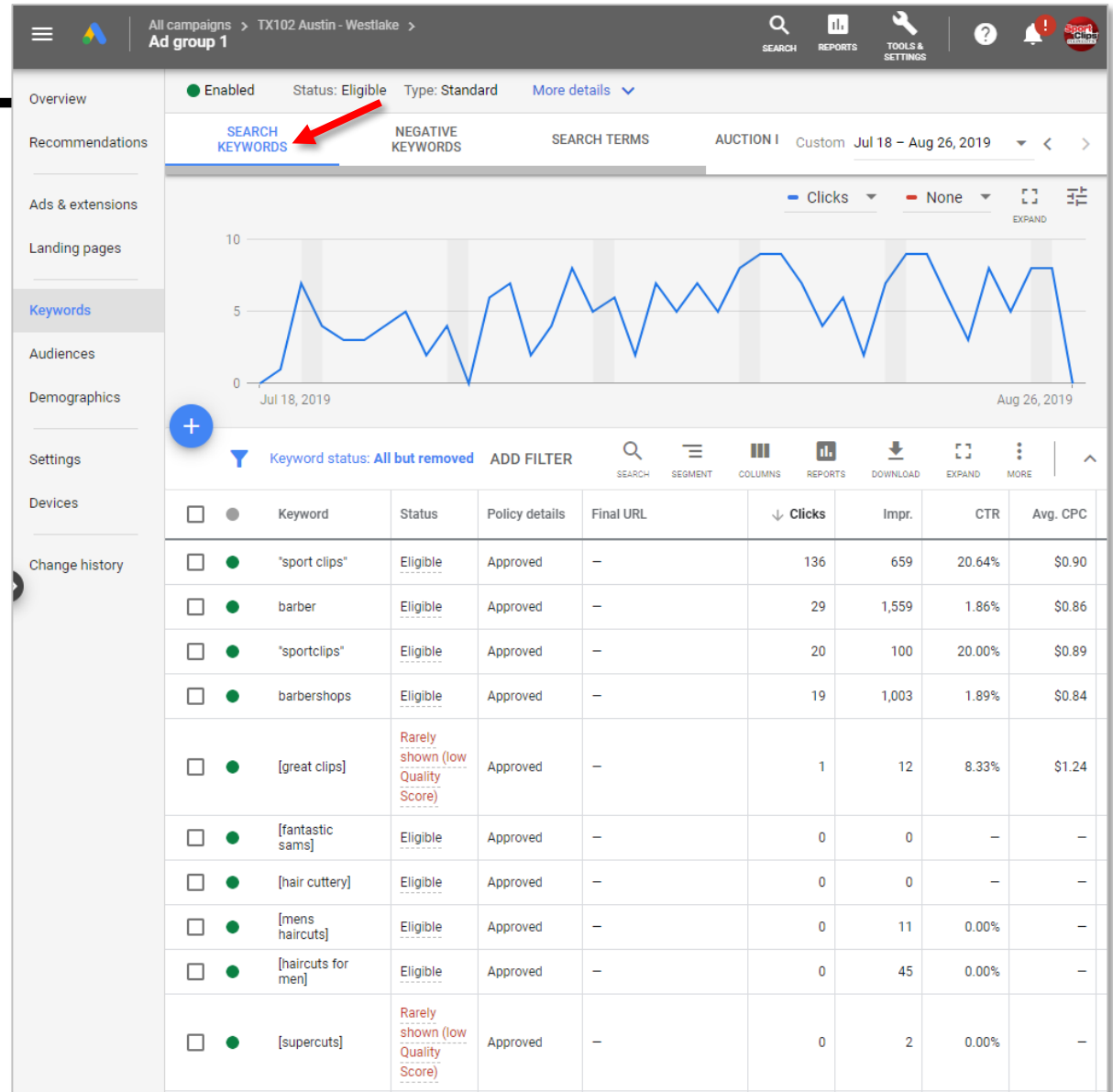
Google Ads

Campaign > Ad Group > Keywords > **Search Keywords**

One thing to note is in the status column, some of our keyword strings – like [supercuts] say that they are **rarely showing** due to a **low quality score**.
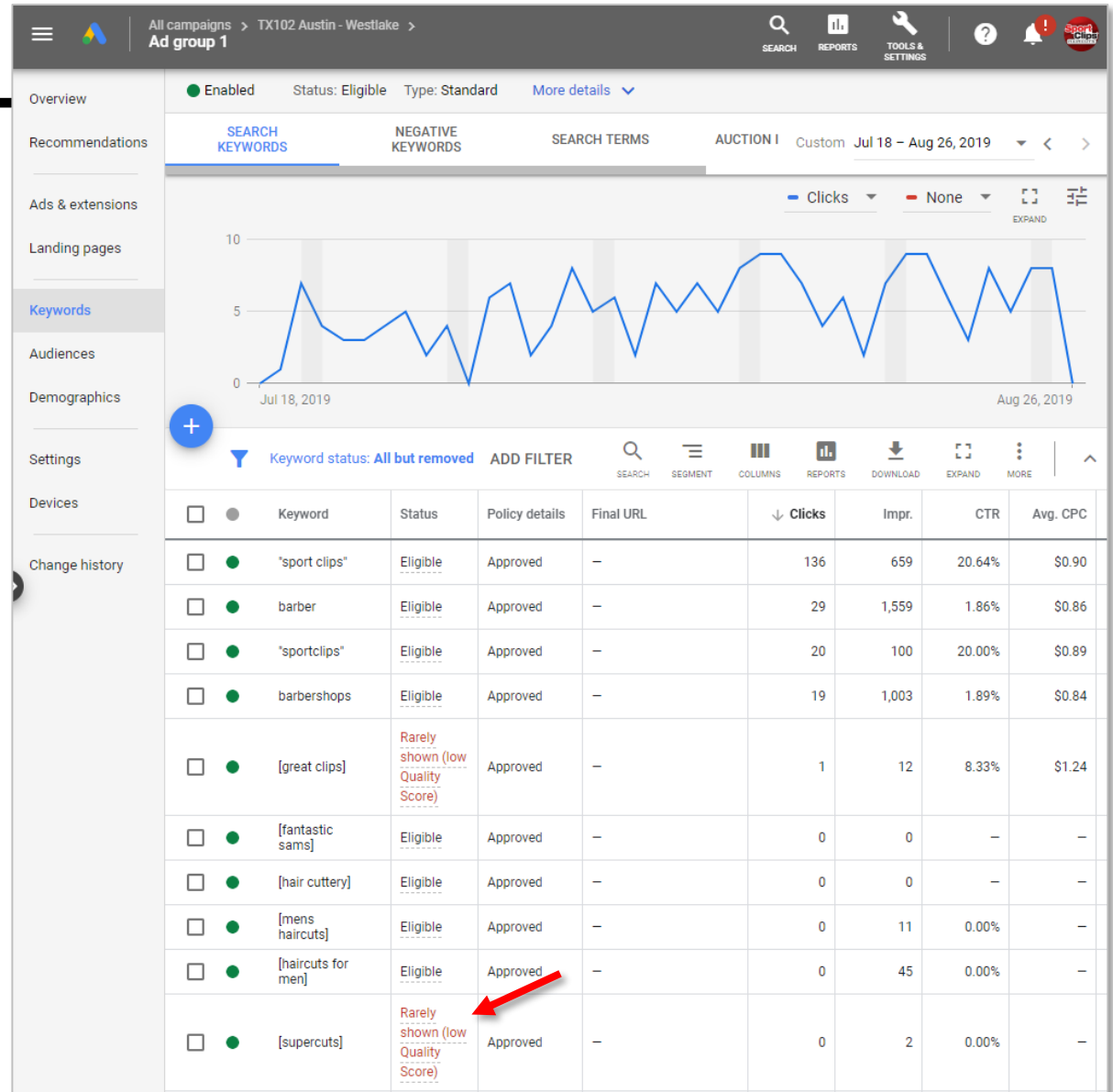
Google Ads

Campaign > Ad Group > Keywords > **Search Keywords**

The quality score comes from the **relevance of the keyword** to our **ad** & **relevance of the keyword to the landing page**.

A low quality score makes your bid more expensive in the auction.

As we don't mention Supercuts on the website (and we cannot mention them in our ads) we have a fairly low quality score for that term. If Supercuts bids in an auction for their brand name against us, they should win that bid and rightfully so.
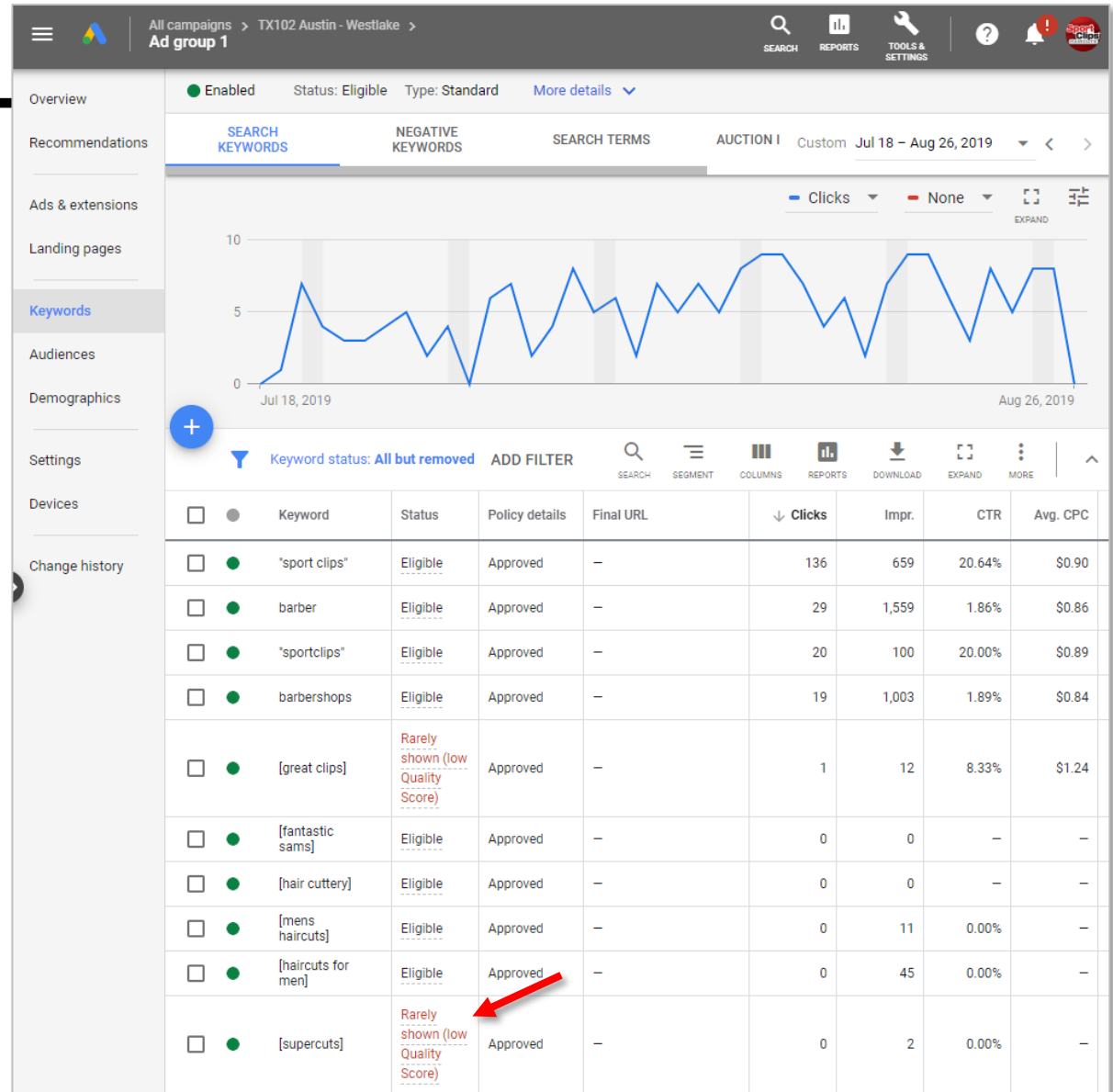
Google Ads

Campaign > Ad Group > Keywords > **Search Terms**

Let's go to **my favorite** Google Ads data to review. The **Search Terms** report which we can see if we click the Search Terms tab link as seen on the right.

One of the reasons I like the Search Terms report is because **Google hides search terms** in **Google Analytics**, claiming user privacy. But **if you pay** for ads, **privacy no longer matters** and you can see what terms users are using to find our website.

Google Ads interface screenshot showing:

All campaigns > TX102 Austin - Westlake > Ad group 1

Status: Enabled | Status: Eligible | Type: Standard | More details

Tabs: SEARCH KEYWORDS | NEGATIVE KEYWORDS | SEARCH TERMS | AUCTION I...

Custom Jul 18 – Aug 26, 2019

Search term	Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
Total: Search te...			208	1,079	19.28%	$0.90	$186.24	0.00
sports clips	Exact match (close variant)	None	76	339	22.42%	$0.88	$67.20	0.00
sport clips	Exact match	✓ Added	22	129	17.05%	$0.70	$15.33	0.00
sportsclips	Exact match (close variant)	None	14	36	38.89%	$0.85	$11.86	0.00
sportclips	Exact match	✓ Added	8	52	15.38%	$0.62	$4.94	0.00
floyds austin	Broad match	None	3	68	4.41%	$0.75	$2.25	0.00
haircuts austin tx	Broad match	None	3	4	75.00%	$0.67	$2.00	0.00
barber shop	Phrase match	None	2	27	7.41%	$0.76	$1.52	0.00
austin haircut	Broad match	None	2	8	25.00%	$0.62	$1.24	0.00
beard cut near me	Broad match	None	2	3	66.67%	$0.60	$1.20	0.00
floyd's barbershop austin	Broad match	None	2	5	40.00%	$0.66	$1.31	0.00
floyds 99	Broad match	None	2	25	8.00%	$1.03	$2.07	0.00
haircut austin tx	Broad match	None	2	4	50.00%	$1.54	$3.08	0.00

Google Ads

Campaign > Ad Group > Keywords > **Search Terms**

The other reason I love the Search Terms page is that it is the **easiest most impactful actionable data**.

Every month you should **review the Search Terms** for the previous month and look for terms that are **not related to your business**.

If you used the keywords list we used in the previous webinar, your search terms should be fairly on point with your website, but bad keywords can sneak in.

	Search term	Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:
	Total: Search te... ?			208	1,079	19.28%	$0.90	$186.24	0.00
☐	sports clips	Exact match (close variant)	None	76	339	22.42%	$0.88	$67.20	0.00
☐	sport clips	Exact match	✓ Added	22	129	17.05%	$0.70	$15.33	0.00
☐	sportsclips	Exact match (close variant)	None	14	36	38.89%	$0.85	$11.86	0.00
☐	sportclips	Exact match	✓ Added	8	52	15.38%	$0.62	$4.94	0.00
☐	floyds austin	Broad match	None	3	68	4.41%	$0.75	$2.25	0.00
☐	haircuts austin tx	Broad match	None	3	4	75.00%	$0.67	$2.00	0.00
☐	barber shop	Phrase match	None	2	27	7.41%	$0.76	$1.52	0.00
☐	austin haircut	Broad match	None	2	8	25.00%	$0.62	$1.24	0.00
☐	beard cut near me	Broad match	None	2	3	66.67%	$0.60	$1.20	0.00
☐	floyd's barbershop austin	Broad match	None	2	5	40.00%	$0.66	$1.31	0.00
☐	floyds 99	Broad match	None	2	25	8.00%	$1.03	$2.07	0.00
☐	haircut austin tx	Broad match	None	2	4	50.00%	$1.54	$3.08	0.00

Google Ads

SportClips HAIRCUTS

Campaign > Ad Group > Keywords > **Search Terms**

When going through my list I notice that keyword searches for the 'southpark meadows' and 'stone hill' Sport Clips are showing up in my search terms, but let's assume those locations are **owned by different team leaders**.

I will most likely **not want to serve ads to people that are specifically looking for those two stores**.

Well I can do that in Google ads through **Negative Keywords**.

All campaigns > TX102 Austin - Westlake >
Ad group 1

● Enabled   Status: Eligible   Type: Standard   More details ⌄

▼ ADD FILTER

SEGMENT   COLUMNS   DOWNLOAD   EXPAND

	Search term	Match type	Added/Excluded	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
☐	cave	(close variant)	None	1	1	100.00%	$1.26	$1.26	0.00
☐	sport clips coupon	Phrase match (close variant)	None	1	3	33.33%	$1.58	$1.58	0.00
☐	sport clips free haircut	Phrase match (close variant)	None	1	1	100.00%	$0.85	$0.85	0.00
☐	sport clips haircuts of austin southpark meadows	Phrase match (close variant)	None	1	1	100.00%	$1.51	$1.51	0.00
☐	sport clips points	Phrase match (close variant)	None	1	1	100.00%	$0.95	$0.95	0.00
☐	sport clips westlake	Phrase match (close variant)	None	1	1	100.00%	$0.99	$0.99	0.00
☐	sportclips austin	Phrase match (close variant)	None	1	1	100.00%	$0.74	$0.74	0.00
☐	sportclips online checking	Phrase match (close variant)	None	1	1	100.00%	$2.38	$2.38	0.00
☐	sports clip com checkin	Phrase match (close variant)	None	1	1	100.00%	$1.83	$1.83	0.00
☐	sports clips check in online	Phrase match (close variant)	None	1	4	25.00%	$0.90	$0.90	0.00
☐	sports clips prices	Phrase match (close variant)	None	1	7	14.29%	$1.55	$1.55	0.00
☐	sports clips shave	Phrase match (close variant)	None	1	1	100.00%	$0.96	$0.96	0.00
☐	sports clips stone hill	Phrase match (close variant)	None	1	1	100.00%	$2.79	$2.79	0.00
☐	sports clips vip	Phrase match (close variant)	None	1	1	100.00%	$0.76	$0.76	0.00
☐	sportsclip austin	Phrase match (close variant)	None	1	1	100.00%	$0.93	$0.93	0.00
☐	barbershop	Broad match	None	0	6	0.00%	—	$0.00	0.00
☐	barber near me	Phrase match (close variant)	None	0	1	0.00%	—	$0.00	0.00
	Total: Se... ⌄			208	1,079	19.28%	$0.90	$186.24	0.00
	Total: Ad... ⌄			208	1,079	19.28%	$0.90	$186.24	0.00

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website.request@sportclips.com

Google Ads

Campaign > Ad Group > Keywords > **Negative Keywords**

To stop showing ads with those keywords in them I need to scroll back up to the top of the page and click the **Negative Keywords** tab.

Once there I need to **click** either of the **blue plus button** links as shown in the image on the right.

Google Ads

Campaign > Ad Group > Keywords > **Negative Keywords**

In the Negative Keywords form field I type in the 2 keyword phrases I want to remove as follows:

[southpark meadows]
[stone hill]

The brackets mean an exact match with those key terms because these locations are **very specific**. If I wanted something **more broad**, like hair coloring for example, I could just enter that term **without brackets** like so:

coloring

Google Ads

Campaign > Ad Group >
Keywords > **Negative
Keywords**

To save the list of Negative
Keywords that I have added I
click the blue Save button.

Now, **if a user's search
query includes the terms**
"southpark meadows" or
"stone hill", **my ad will not be
shown** to that user.

Other keyword terms you
might see include **salon
services** that you do not offer
& **sports bar** type queries.
Now you know how to find
those queries and remove
them from being shown in the
future.

Google Ads

Campaign > Ad Group > Keywords > **Auction Insights**

Switching over to the **Auction Insights** tab allows us to compare the **performance of our ads against competing advertisers**.

So we can see in the screenshot that currently our only competitors in our 10 mile radius that we set for geo-targeting is *Finley's for Men* and *SportClips.com*.

Google Ads

Campaign > Ad Group > Keywords > **Auction Insights**

So why are we seeing SportClips.com you may wonder. **The Sport Clips marketing team does run Google ads in your region**, but those ads **point to SportClips.com**, not your local website.

Google Ads

Campaign > Ad Group > Keywords > **Auction Insights**

So are your Google ads a bit **redundant**? They could be, but **they're worth it** for the following reasons.

- The Google Ads vendors may **cease spending** in your area when **your region has hit the max budget for the month** meaning your ads would not show up until the month refreshes.

- The SportClips.com Google Ads **do not always appear on Google Maps** results and we want ads on the map results because they appear at the top of the page and are more important to people who are looking for a local service.

- The Sport Clips vendor is **reducing the spend for the Sport Clips brand name** opting for more **general awareness** terms. So someone searching for 'Sport Clips' may not see their regional ad.

- If your ad does appear **at the same time as a national ad**, Sport Clips results will **dominate the top listings pushing local competitors down lower** on the page which increases the CTR for the Sport Clips ads.

    - In my testing **I have not seen both the corporate and a local ad appear at the same time**.

The only way to assure you are at the **top of a Google Maps** result is to **have paid ads running**, so if that's your goal then **ensure you appear there** for potential customers by **running your own Google Ads campaign**.

Google Ads

Campaign > Ad Group > **Demographics**

Now it's time to take a look at **Demographics** which you can get to by clicking on is in the left-hand navigation bar as seen in the image on the right.

Here you will see a breakout of all of the **age ranges** of people who have seen your ad (**impressions**) and their **CTR**, the **CPC** (cost per click) and overall cost that you have spent on this demographic given your current date range.
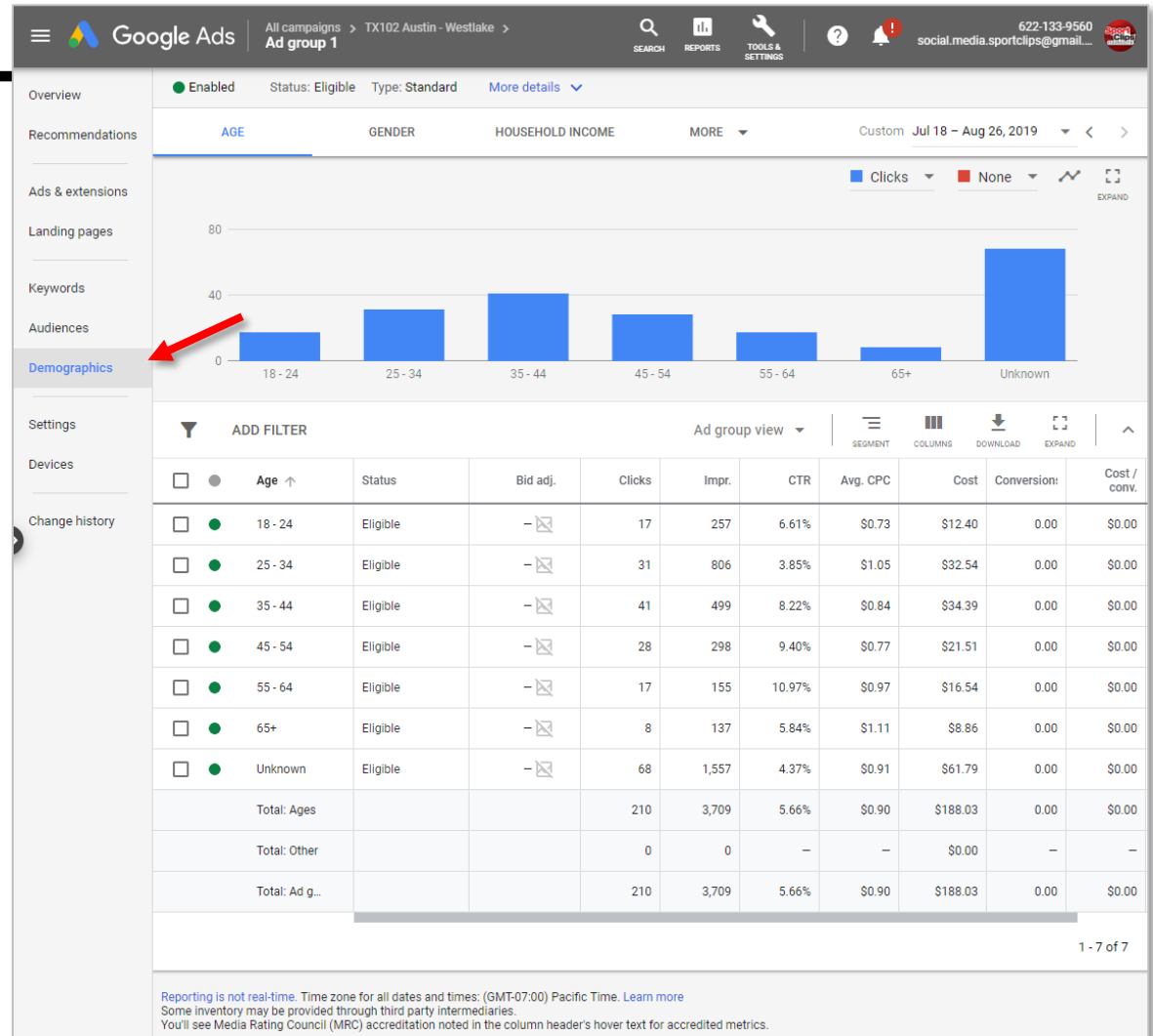
Google Ads

Campaign > Ad Group >
Demographics

In my ads case, looking at the highest CTR & lowest CPC 45-64 is really my sweet-spot.
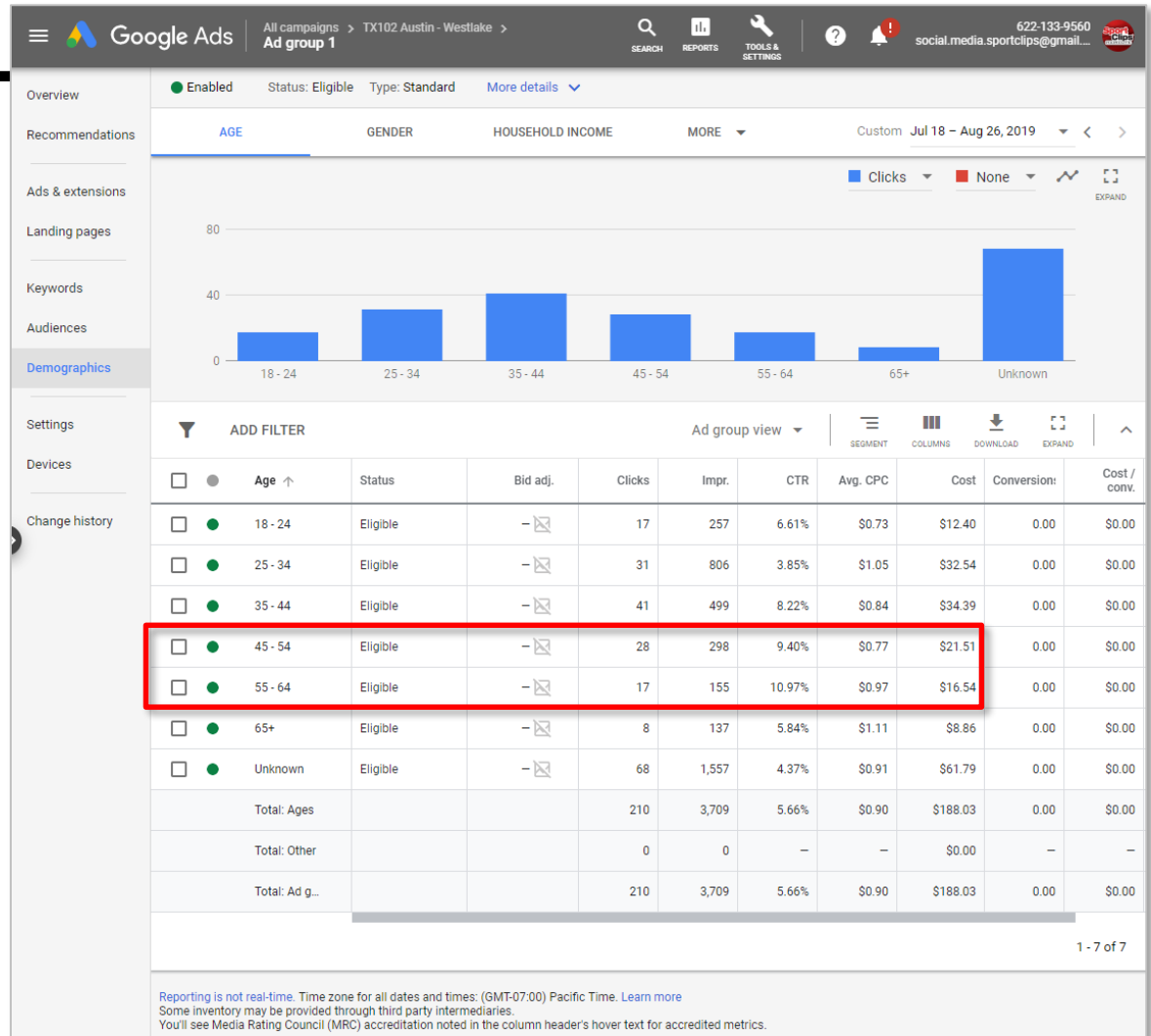
Google Ads

Campaign > Ad Group >
Demographics > Age

If you decide that you no longer want to advertise to a specific age group because maybe they do not seem interested in your ads and are not engaging with them, **you can** pause delivery **to this age group** by clicking on the green circle next to that age range and selecting **Exclude from Ad Group**.

From this point forward your ads will no longer be shown to this age group.

Google Ads

Campaign > Ad Group > Demographics > **Gender**

You can do the same thing with **Gender** and **exclude a whole gender**, but generally we **do not recommend this** unless there is absolutely no engagement by women.

Google Ads

Campaign > Ad Group > Demographics > **Household Income**

…and you can also exclude showing ads based on Household Income as well.
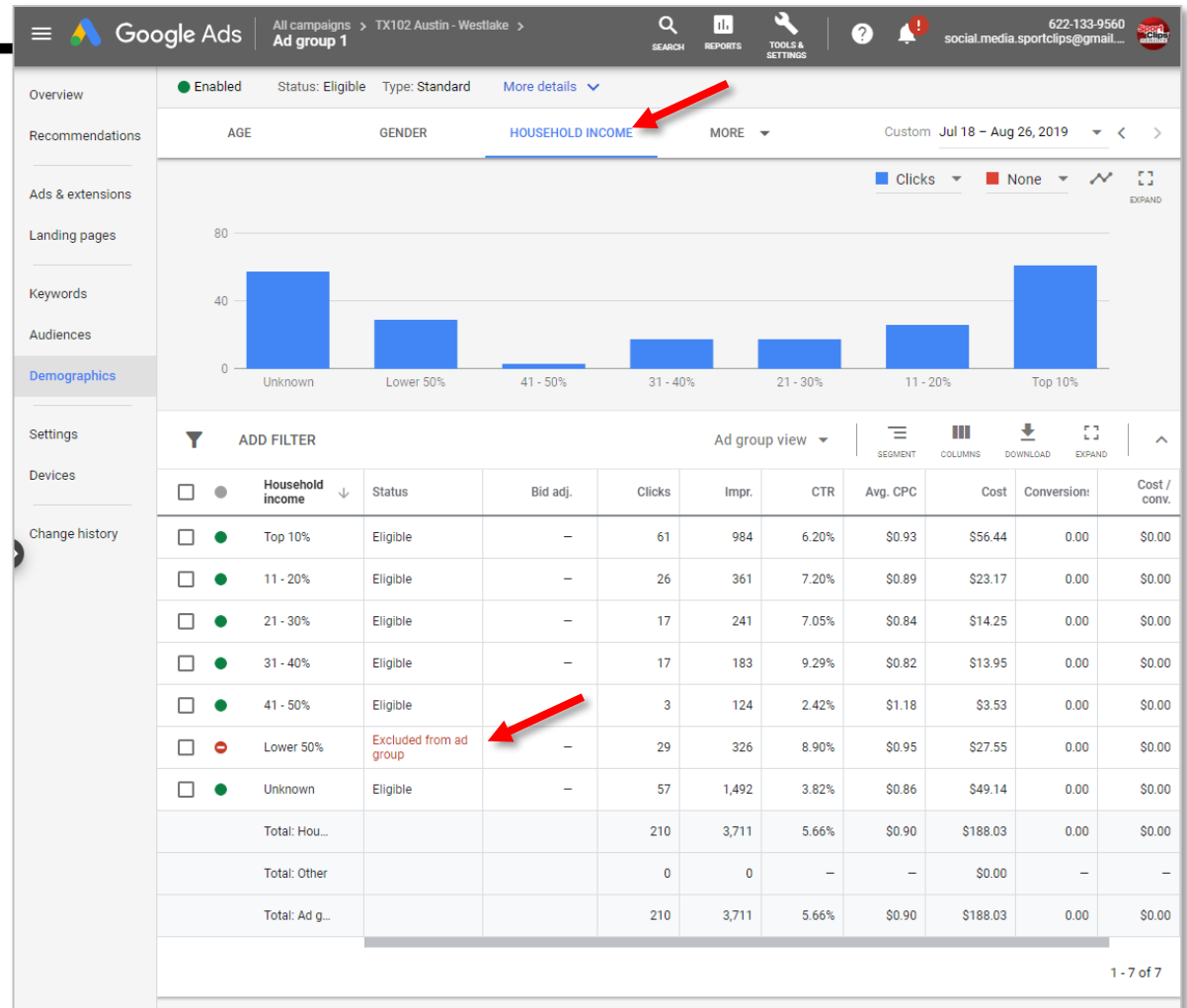
Google Ads

Campaign > Ad Group > Demographics > **Combinations**

If you click on the More you can choose **Combinations** which shows you combinations of age, sex, income and parental status and how those combinations are interacting with your ads.

You will **not be able to pause any of these combinations**, but they might give you some further insight into the value of your demographics.

Age ↑	Gender	Parental status	Household income	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:	Cost / conv.
18 - 24	Female	Not a parent	Top 10%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Female	Parent	Top 10%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Female	Unknown	Top 10%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Male	Not a parent	Top 10%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Male	Parent	Top 10%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Male	Unknown	Top 10%	0	18	0.00%	—	$0.00	0.00	$0.00
18 - 24	Unknown	Not a parent	Top 10%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Unknown	Parent	Top 10%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Unknown	Unknown	Top 10%	0	1	0.00%	—	$0.00	0.00	$0.00
18 - 24	Female	Not a parent	11 - 20%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Female	Parent	11 - 20%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Female	Unknown	11 - 20%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Male	Not a parent	11 - 20%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Male	Parent	11 - 20%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Male	Unknown	11 - 20%	2	41	4.88%	$0.48	$0.96	0.00	$0.00
18 - 24	Unknown	Not a parent	11 - 20%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Unknown	Parent	11 - 20%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Unknown	Unknown	11 - 20%	0	0	—	—	$0.00	0.00	$0.00
18 - 24	Female	Not a parent	21 - 30%	0	0	—	—	$0.00	0.00	$0.00

Google Ads

Campaign > Ad Group >
Ads & Extensions

Now let's check out the **Ads & Extensions** area. The first things you will see are your **current running ads**. If you created **multiple ads**, here is a way to see how they **compared to each other**.

With multiple ads running over time **Google will determine** which ad it **thinks is the best** and then **show the ad that has the best chance of success** more often. You can control this by pausing ads or creating new ads to test out.

Google Ads

Campaign > Ad Group >
Ads & Extensions > **Ads**

Similar to my Google Analytics statistics, **my ad here shows a 5.68% CTR which I am happy with**.

The CTR is **a bit higher in Google Ads** which might be because some users block **Google Analytics** from tracking them where Google Ads can count every click on a link before it gets to your website.

Even though they might not match exactly they should be close and my take is **Google Ads CTR is the most accurate**.

Google Ads

Campaign > Ad Group > Ads & Extensions > **Ads**

Generally I would **create another ad to test against the one I built**.

If one of the ads was a very **poor performer I would pause that ad** by clicking on the green circle and selecting pause as seen in the image on the right.

Google Ads

Campaign > Ad Group >
Ads & Extensions >
Extensions

Switching over to the
Extensions tab you can see
engagement data for each
one of the extensions that
you have running like your
Sitelinks and **Callout**
extensions.

Google Ads

Campaign > Ad Group >
Ads & Extensions >
Extensions

If your account has access to **multiple Google My Business locations** like mine does, you may need to **expand the Location extension** in order to see the results as seen in the image on the right.

Remember, people can get your **address**, phone number, **review rating**, number of reviews, and **store hours** with just an impression here, so **CTR does not need to be high here**. That said, my Location extension CTR is still over 5%.

Google Ads

Campaign > Ad Group > Ads & Extensions > **Extensions**

If any of these **extensions** look like they **are not performing** as well as other similar extensions you can **add a new extension (**purple arrow**), remove (**red arrows**) or edit one (**green arrow**)** as seen in the images on the right.

Google Ads

So far in Google Ads we have looked at **active elements** of our ads and seen how those elements are doing in a vacuum. That's fine to do, but if we want **more robust reporting** of our ad efforts we need to **switch** over to the **Google Ads Reports section**.

Google Ads Reports can be access via the **Reports button** in the top-nav as seen below.

Google Ads

Google Ads > **Reports**

When you click on Reports it will bring up a menu as seen below. We're going to start with **Predefined Reports**.

Google Ads

Google Ads > **Reports**

The **first time** you click on a **Pre-Defined Reports** option you should get a **short guided tour** on how to control the reports. We'll also cover the basics here.

Google Ads

Reports > **Pre-Defined Reports** > **Basic Reports** > **Ad**

As is, **Predefined Reports** will probably already have the data that you are looking for. If not, then you can easily **alter a report by editing the column** options.

To the right is the **Basic Report** > **Ads** which shows a table of how all of my ads are doing. In this case I only have 1 ad.

Google Ads

Reports > Pre-Defined Reports > **Basic Reports** > **Ad**

So let's **edit this report**. As I am **not tracking conversions** I can **turn that column off**.

And because I want to see the **average position** of all of my ads I want to **add that column**.

So the first thing I want to do is click the **columns icon** as seen in the image on my right.

Google Ads

Reports > Pre-Defined Reports > **Basic Reports** > **Ad**

That will bring up a **sidebar of options** on the left.

The first thing I am going to do is click on the **X button next to Conversions** option under Columns to get rid of that statistic.

Google Ads

Reports > Pre-Defined Reports > **Basic Reports** > **Ad**

Then I want to **drag** the Avg. **Position option over into the columns** area.

Once in place, you can drag & drop each column to sort them according to your preference.

Google Ads

Reports > Pre-Defined Reports > **Basic Reports** > **Ad**

Once that is done I **click the Columns icon** at the top right to **close the editor** and I can now see my updated report without a conversions field and with the Avg Position field.

Google Ads

Reports > Pre-Defined Reports > **Basic Reports** > **Search Keyword**

You can also **convert any of your tables into a graphical chart**.

In the example on the right I went into the **Predefined** > **Search Keyword** report and **converted** the table into a **bar chart** via the **drop-down** menu as seen in the image using **Clicks** & **Impressions** as the performance indicators to display.

In this format we can quickly see that the terms **Barber** and **Barbershops** see **a lot of impressions**, but **not a lot of clicks**.
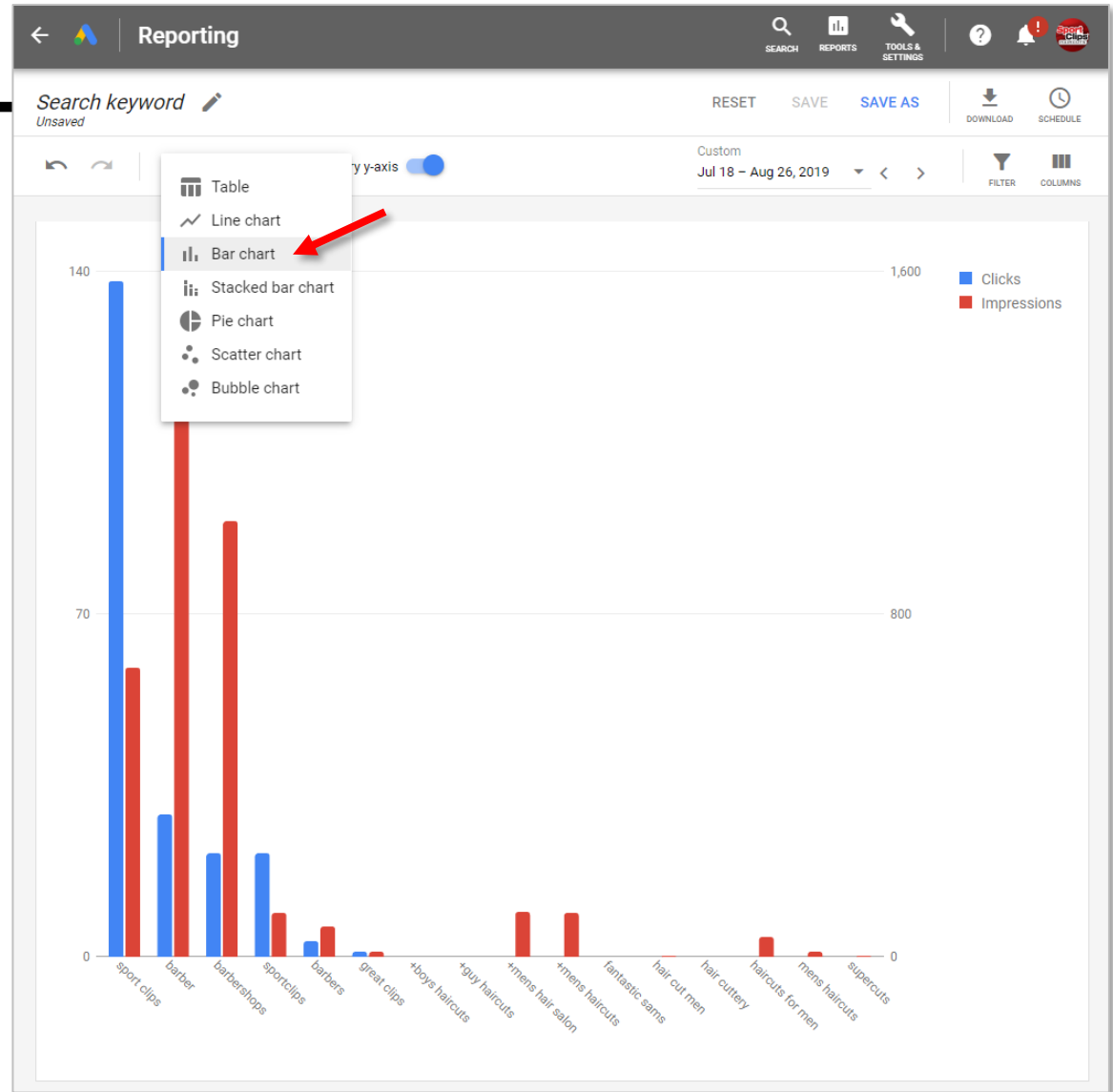
Google Ads

Reports > **Pre-Defined Reports**

By adding and removing columns in Google Ads **Predefined Reports** there is no limit to the data that you can review.

My favorite Predefined reports are:

- **Basic** > **Search Keyword**

- **Locations** > **Distance**

- **Time** > **Day of Week**

- **Extensions** > **Location Extensions**

- **Other** > **Billed Cost**

Google Ads

Reports > **Reports**

If you want to build a **report from scratch** you can do use the **Reports option** under Reports as seen on the right.

With the flexibility of being able to modify the Predefined Report's columns and turn them into graphical reports **I rarely need to build a report from scratch**, but we will create one that could be of interest.

Google Ads

Reports > **Reports**

We start the report building process by clicking the **+Custom button** on the left side of the screen and **selecting our chart type**.

For this report I selected a **bar chart**.

Google Ads

Reports > **Reports**

On the next screen I **typed** **'Device'** **into the search field** at the top of the screen. This will bring up all the chart options containing the word *device*.

In this case I want the **Targeting** option **Device** so I drag that over to where my report will be.

Google Ads

Reports > **Reports**

The report builder automatically put the '**Device**' into the **Row field**. So now I need some **metrics in the columns** that I want to see about Devices.

So I drag both **Clicks** and **Impressions** over into the columns area in the report.

Google Ads

Reports > **Reports**

Google builds the report, and I just **hid the columns** by clicking on the Columns button as seen in the image on the right.

This report shows us that **desktop** users are seeing our ad a lot, but **not clicking through very often**. Whereas **mobile users** are not seeing our ads as much but have a **high click through rate**.
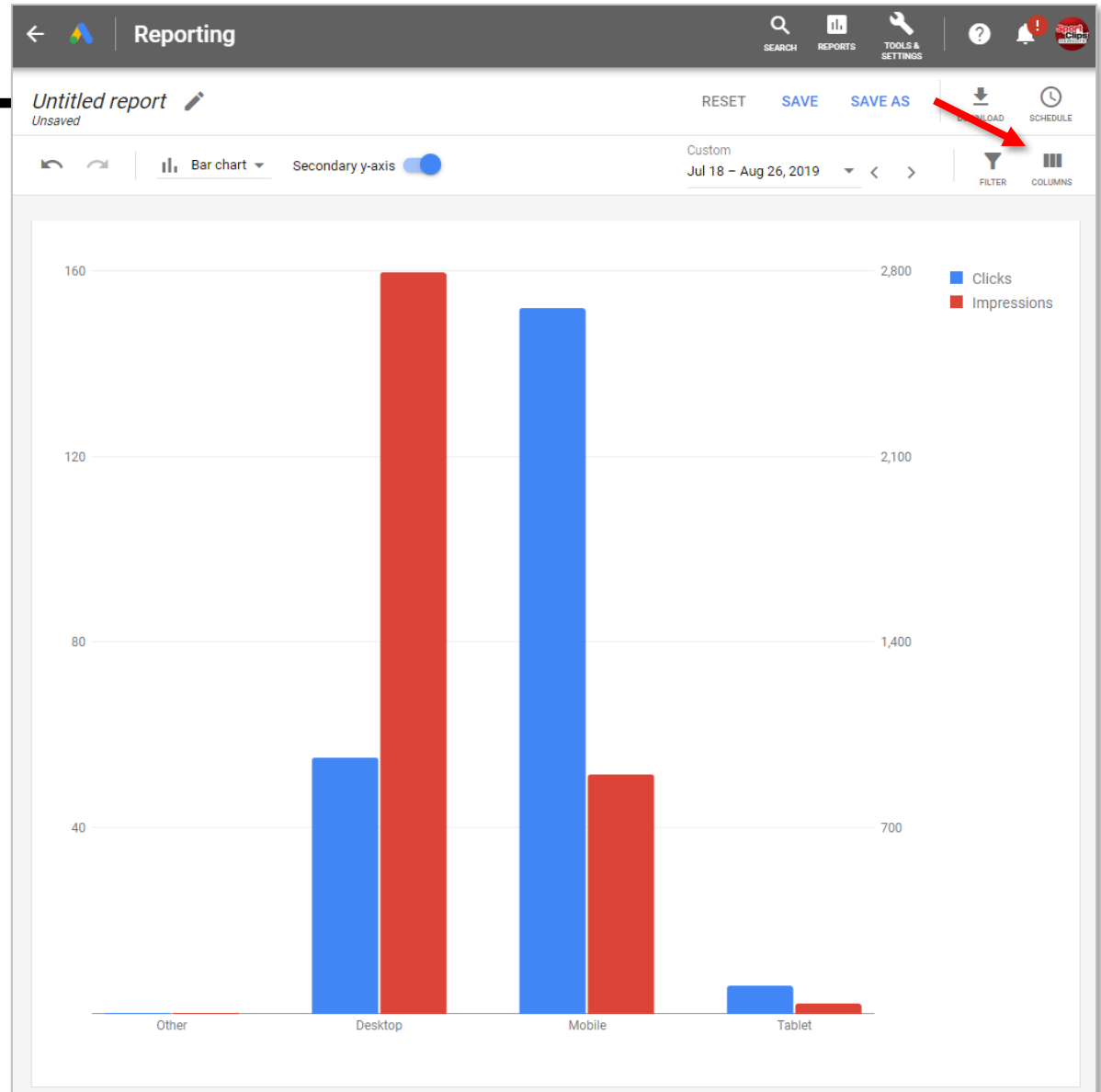
Google Ads

Reports > **Reports**

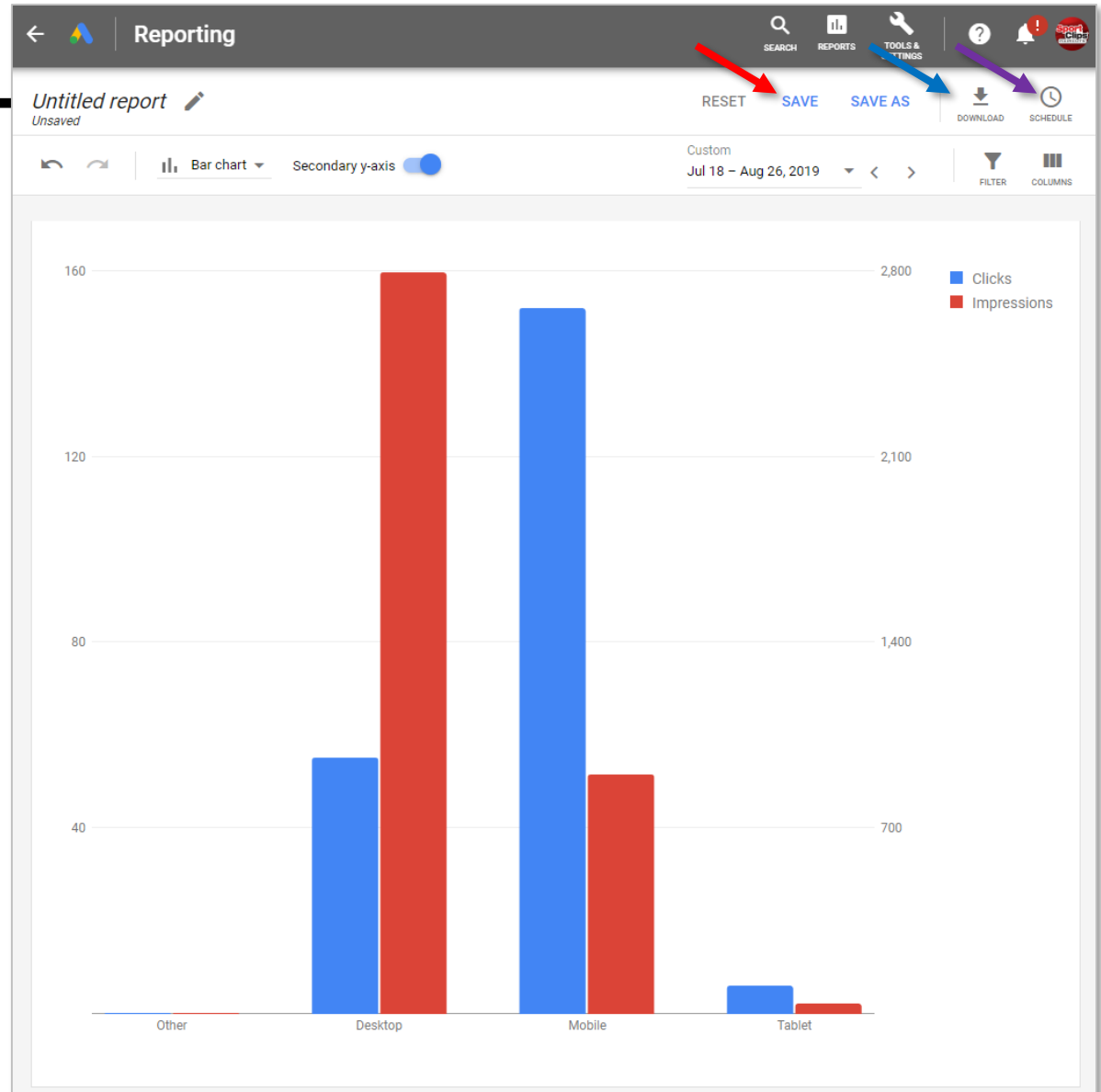If we just wanted to **optimize for clicks** we **could** put **decrease our ad spend** on **desktop** machines, but as this is an awareness campaign I will just leave the spend as is.

Finally you can **Save** your report (**red arrow**), **Download** your report (**blue arrow**) or **Share** it (**purple arrow**) with others.

Google Ads

In this webinar we went through various ways that you can look at or generate reports of your Google Ads efforts. This will be more important if you are **running multiple ads across multiple locations** (campaigns) to see what is having success and what is not.

As this is a **Google Paid product**, you can reach out to **Google's support department** if you have any questions and they will gladly help you. Chances are you will also be **contacted by a Google rep** who will offer to **help you optimize** your campaigns.

So to recap this webinar we covered:

- Google Analytics
    - Basic statistics and setting our date range
    - Change views to show click ratios
    - View the following reports in Google Analytics
        - Campaigns, Sitelinks, Devices, Keywords, Search Queries & Hour of Day
- Google Ads
    - Set date range for all reports
    - Looked at Keywords
        - Reviewed Search Keywords, Search Terms to build a Negative Keywords list (actionable item)
    - Reviewed Demographics
        - Looked at Age, Gender and Income and paused some Demographics based on the results (actionable item)
        - Reviewed Combinations of Demographics
    - Reviewed Ads & Extensions
        - With multiple ads you can pause or create new ads based on your ads level of success (actionable item)
        - Pause, remove or ads extensions based on their level of success (actionable item)
    - Access Predefined Reports
        - Editing columns to customize your reports
        - Changing chart type
    - Create a Report from scratch