



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:

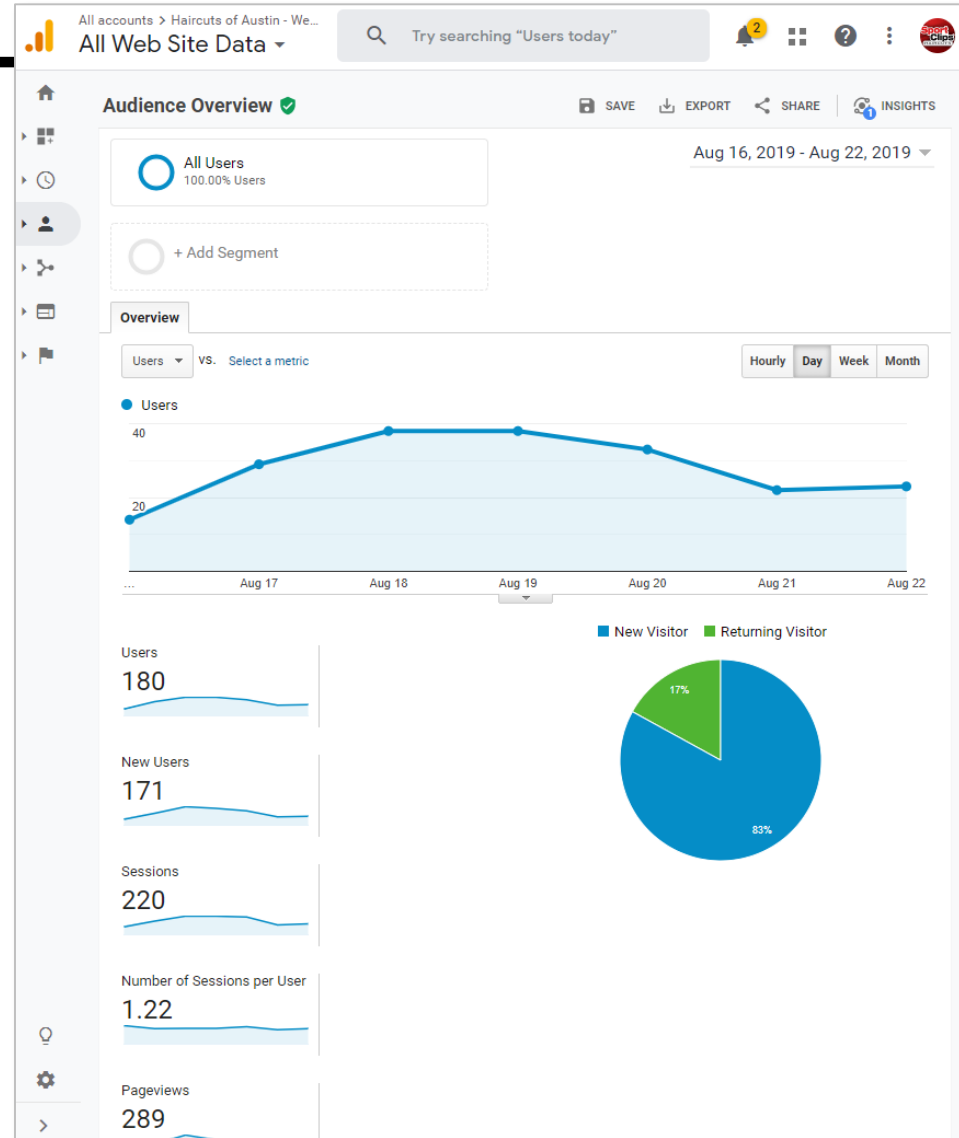
<https://sportclips.com/iapps/webinar-videos-by-topics>

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/>

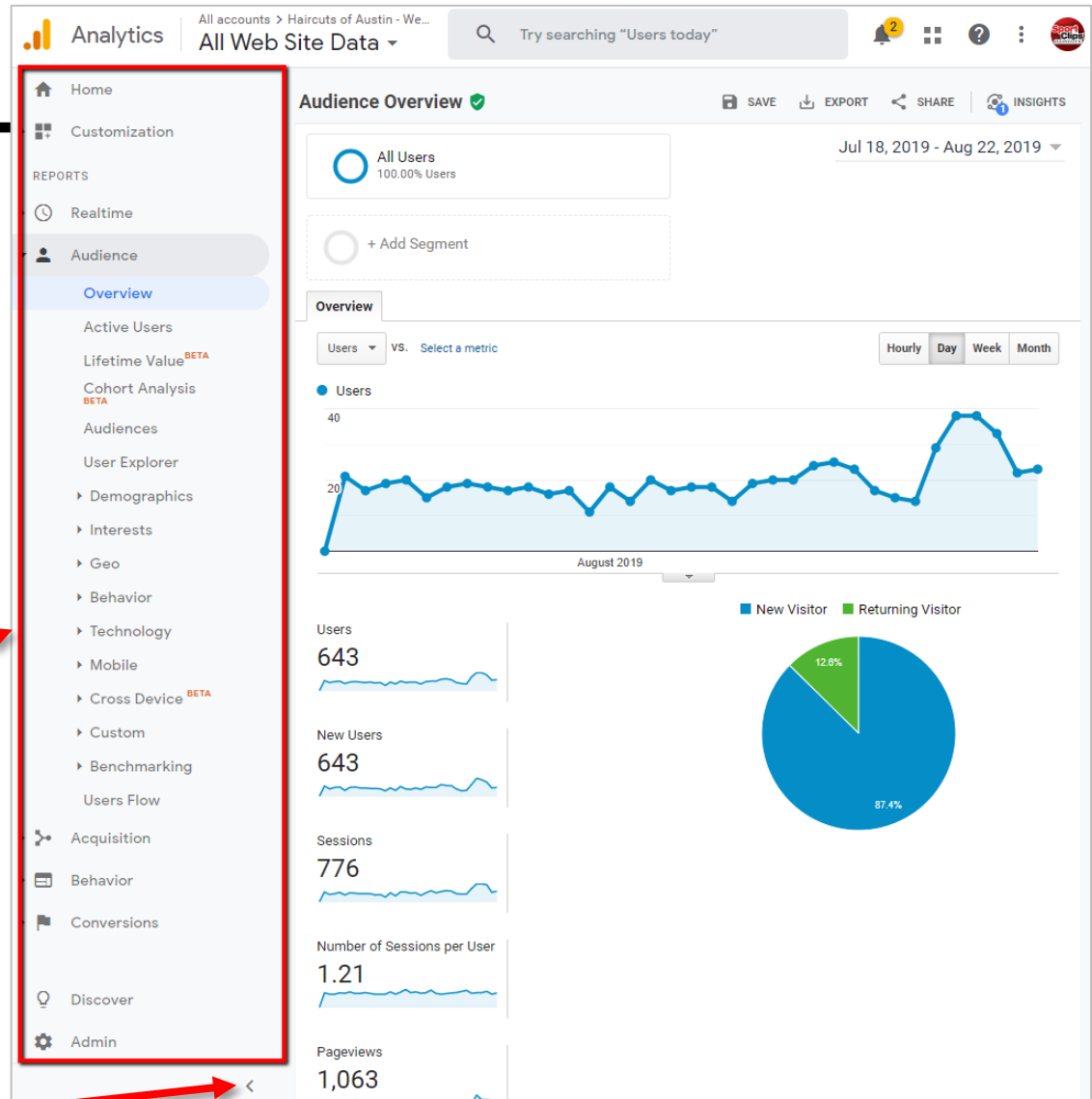


Google Analytics

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.



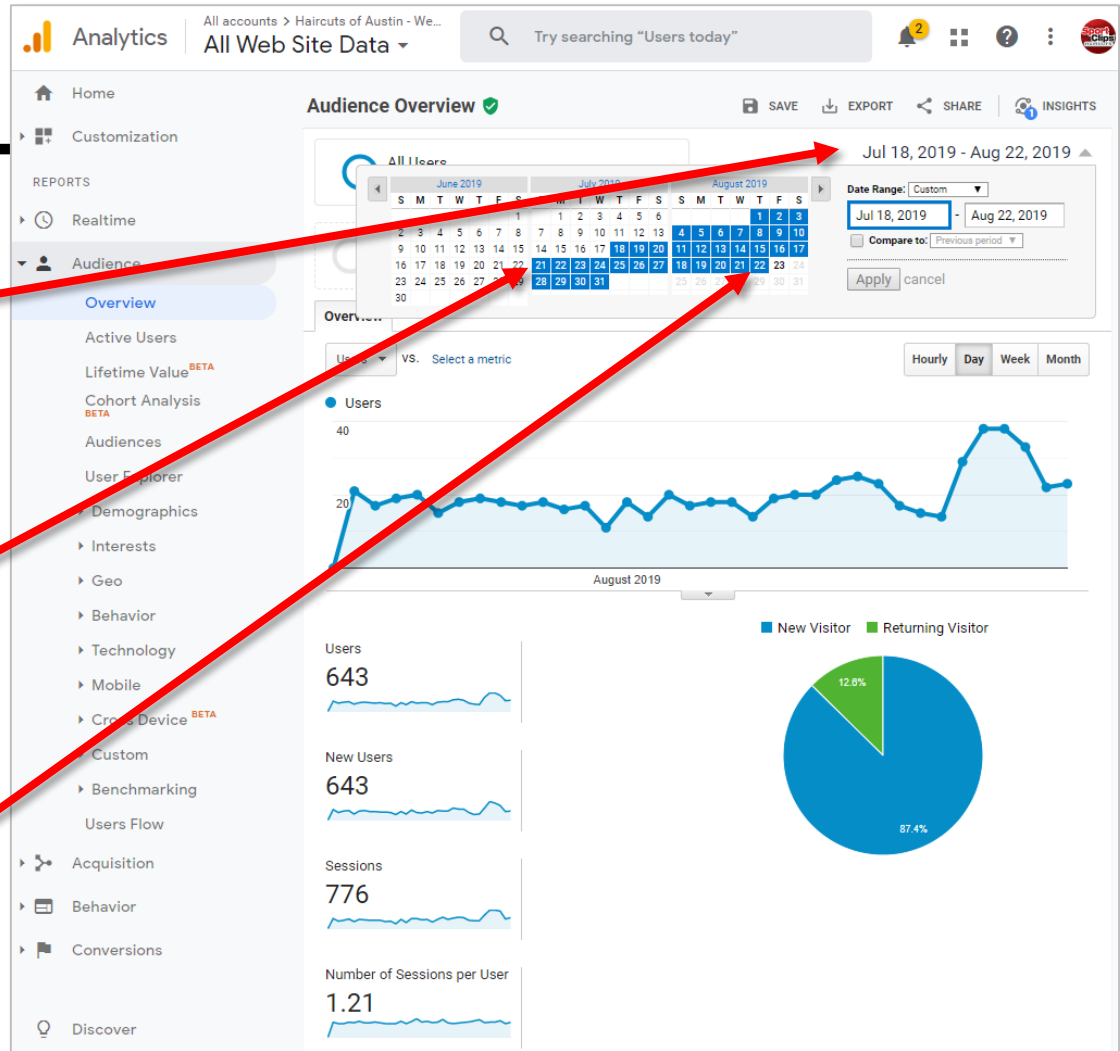
Google Analytics

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**.



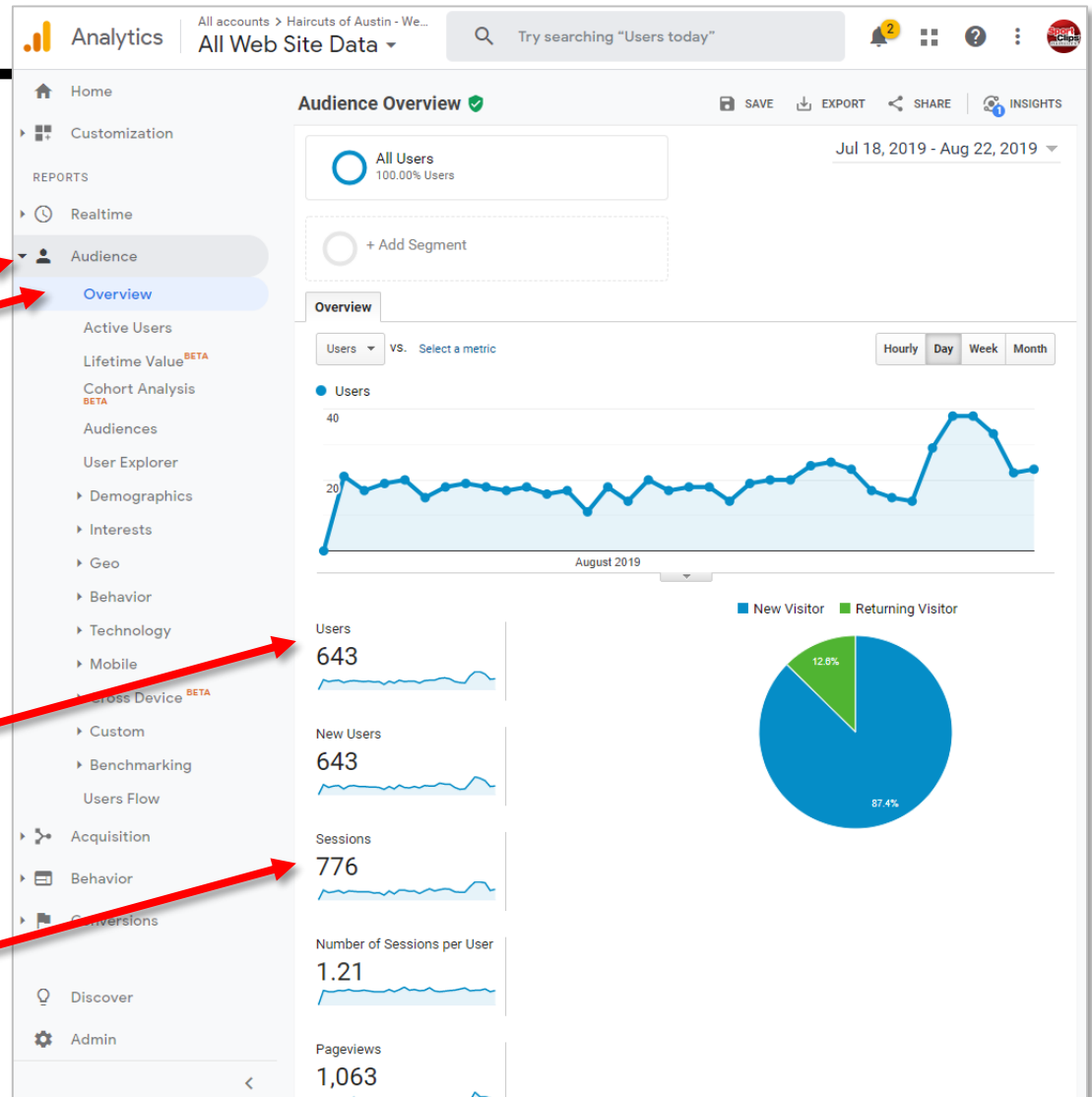
Google Analytics

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

Google Ads Campaigns SAVE EXPORT SHARE EDIT INSIGHTS

All Desktop Mobile Tablet

All Users
18.04% Users

Jul 18, 2019 - Aug 22, 2019

+ Add Segment

Explorer

Summary Site Usage Ecommerce Clicks

Users vs. Select a metric

Day Week Month

Users

10

5

August 2019

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

Plot Rows Secondary dimension

Sort Type: Default

Campaign / Campaign ID ?	Acquisition				
	Clicks ? ↓	Cost ?	CPC ?	Users ?	Sessions ?
	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)
1. TX102 Austin - Westlake 2069903742	187(100.00%)	\$172.29(100.00%)	\$0.92	116(100.00%)	133(100.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

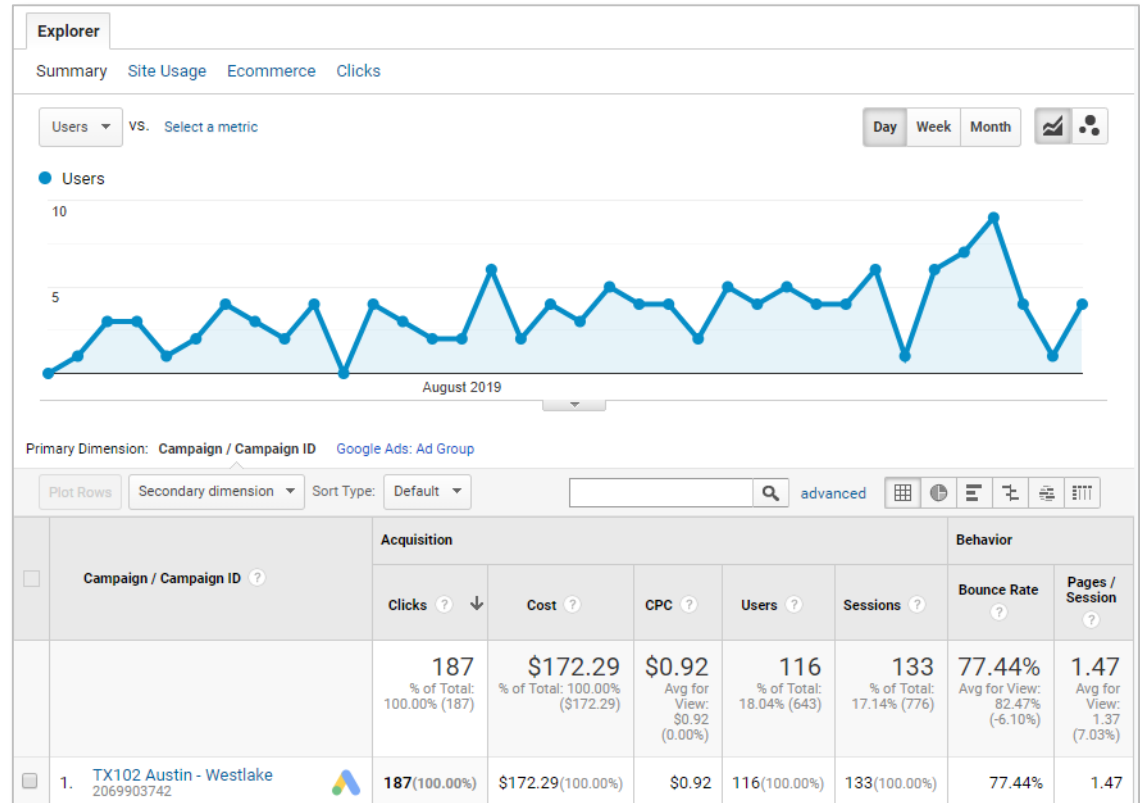
This report was generated on 8/23/19 at 3:49:36 PM - Refresh Report

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**.

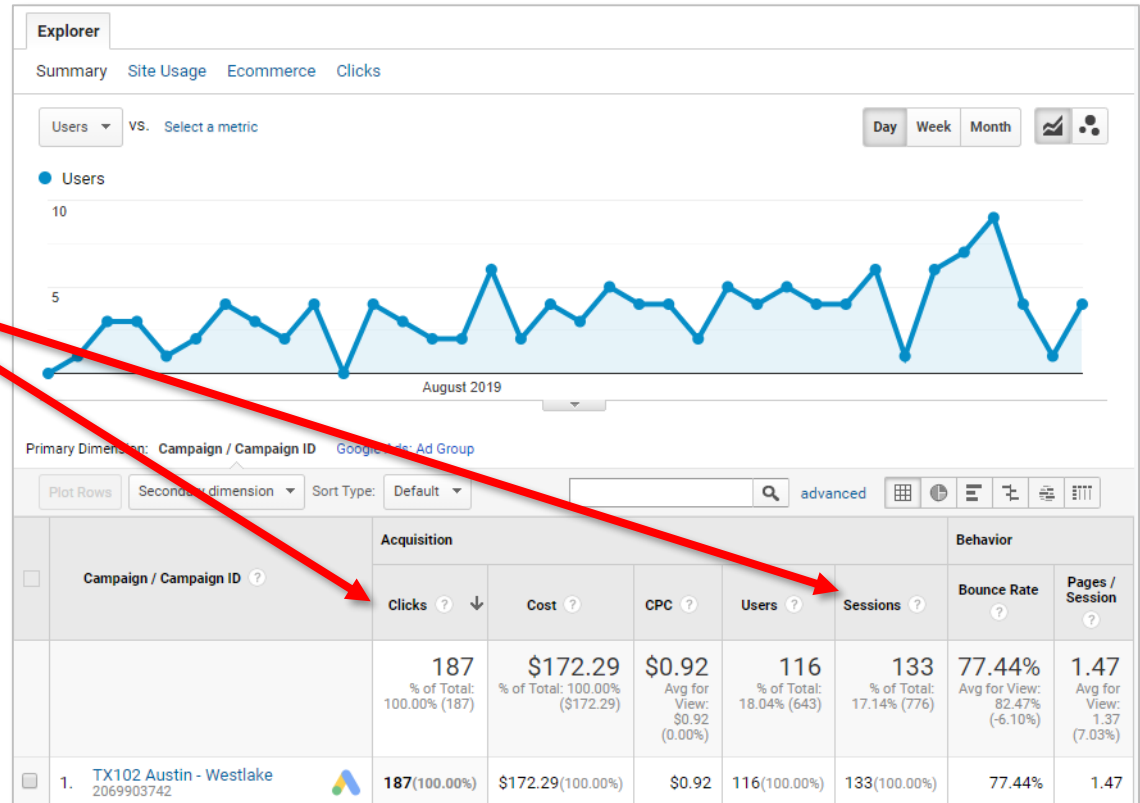


In these stats we can see the number of **clicks** on our ads in this time-frame, the **cost** we've spent on the ads, the **CPC** (cost per click), the number of website **users & visits** from the campaign as well as the user's **engagement** all broken down by campaign.

Google Analytics

Acquisition > Google Ads > **Campaigns**

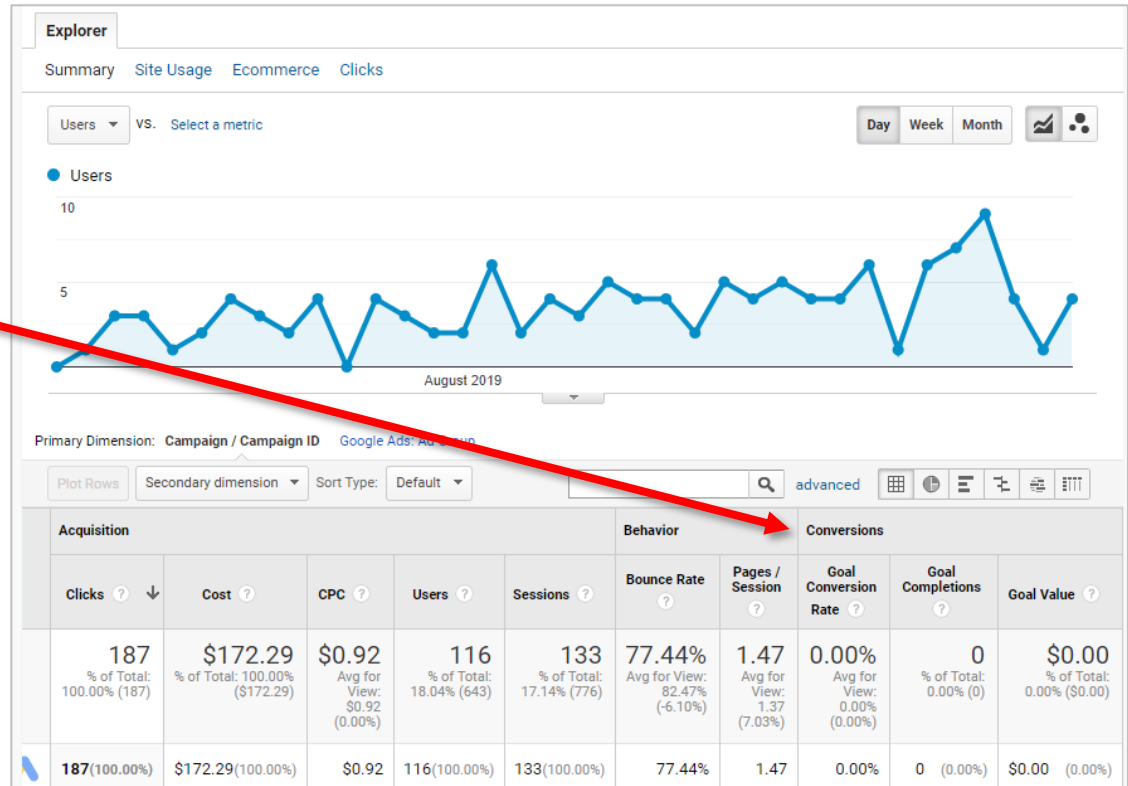
Note that there are **more Clicks than** there are **Sessions**. That is because if your ad gets served in a maps results, the clicks can go to a **click-to-call** phone call or a click to the **Online Check-in website**.



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.



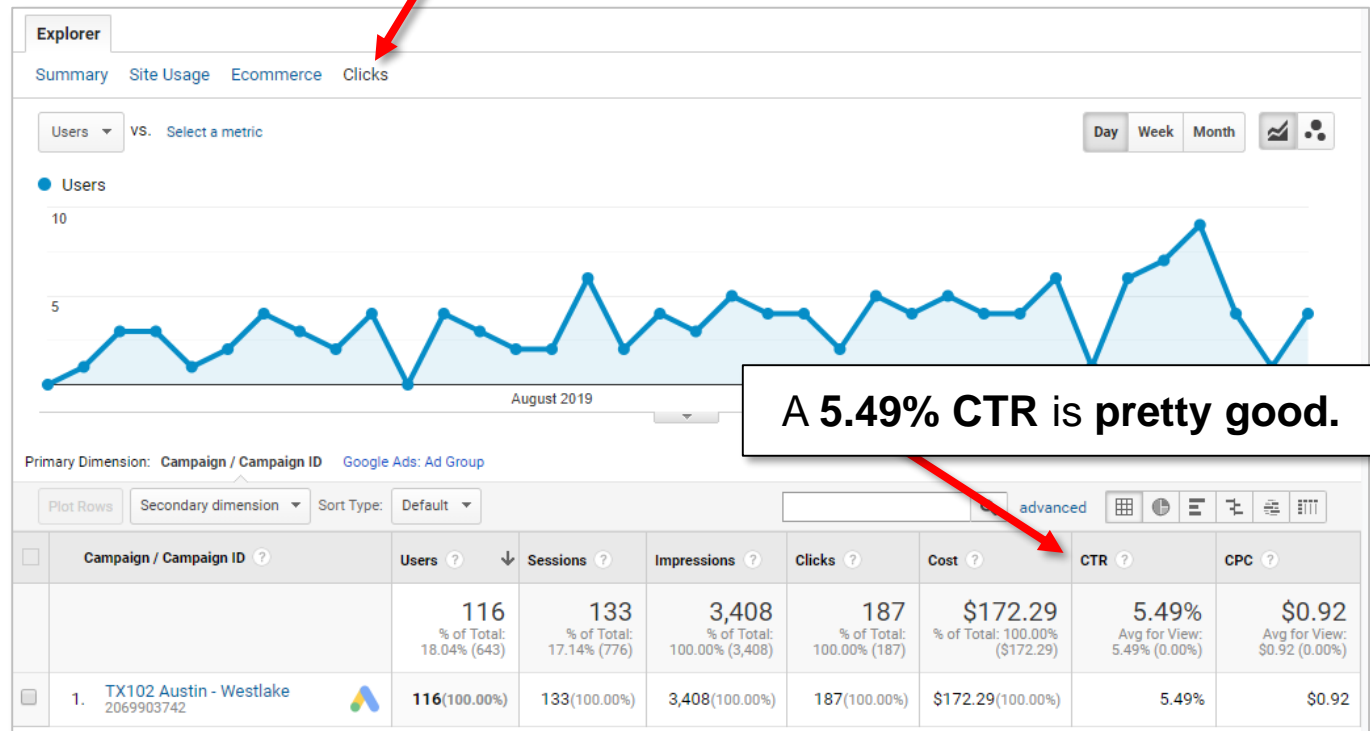
Google Analytics

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.

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%

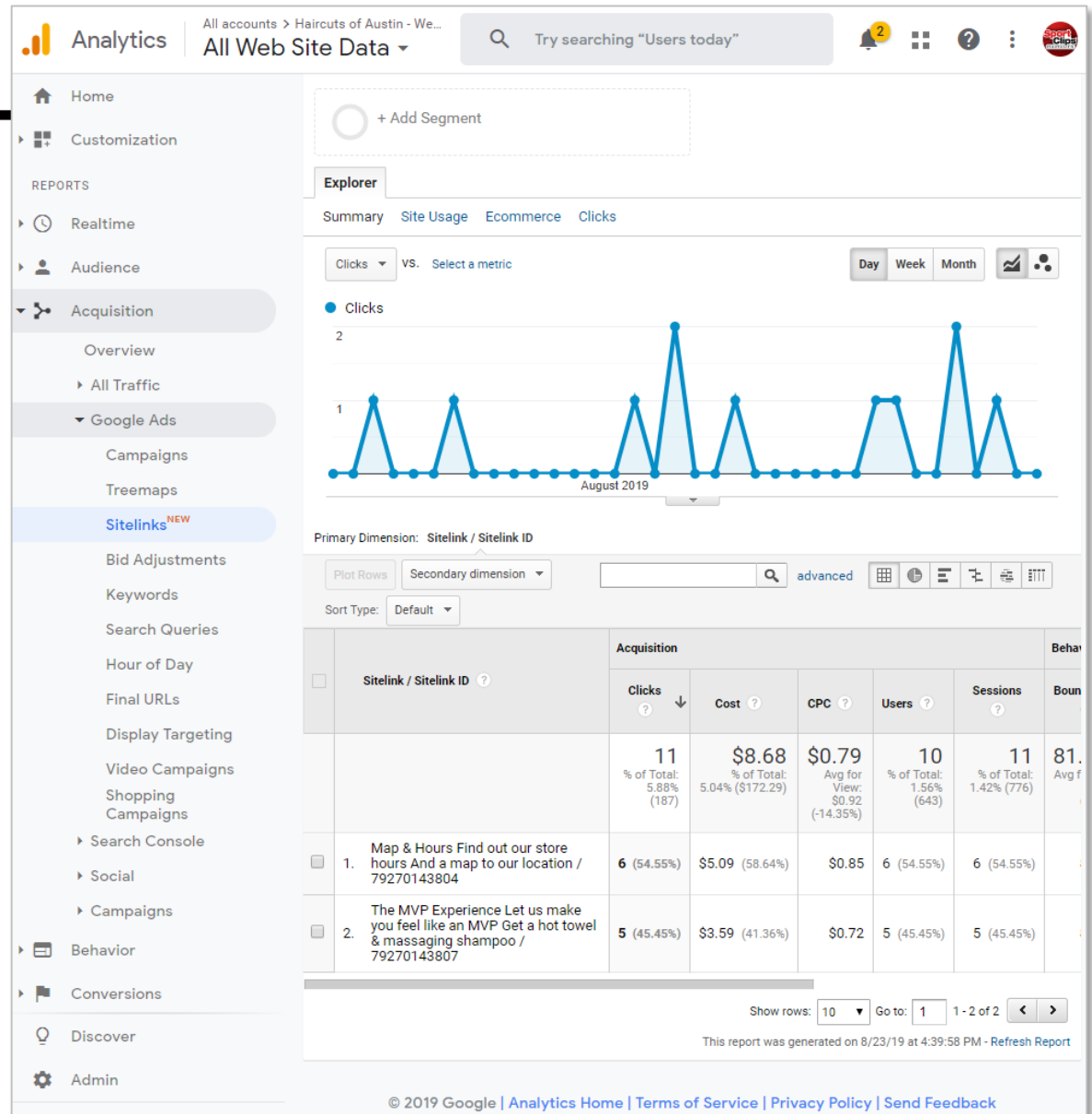
Google Analytics

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.

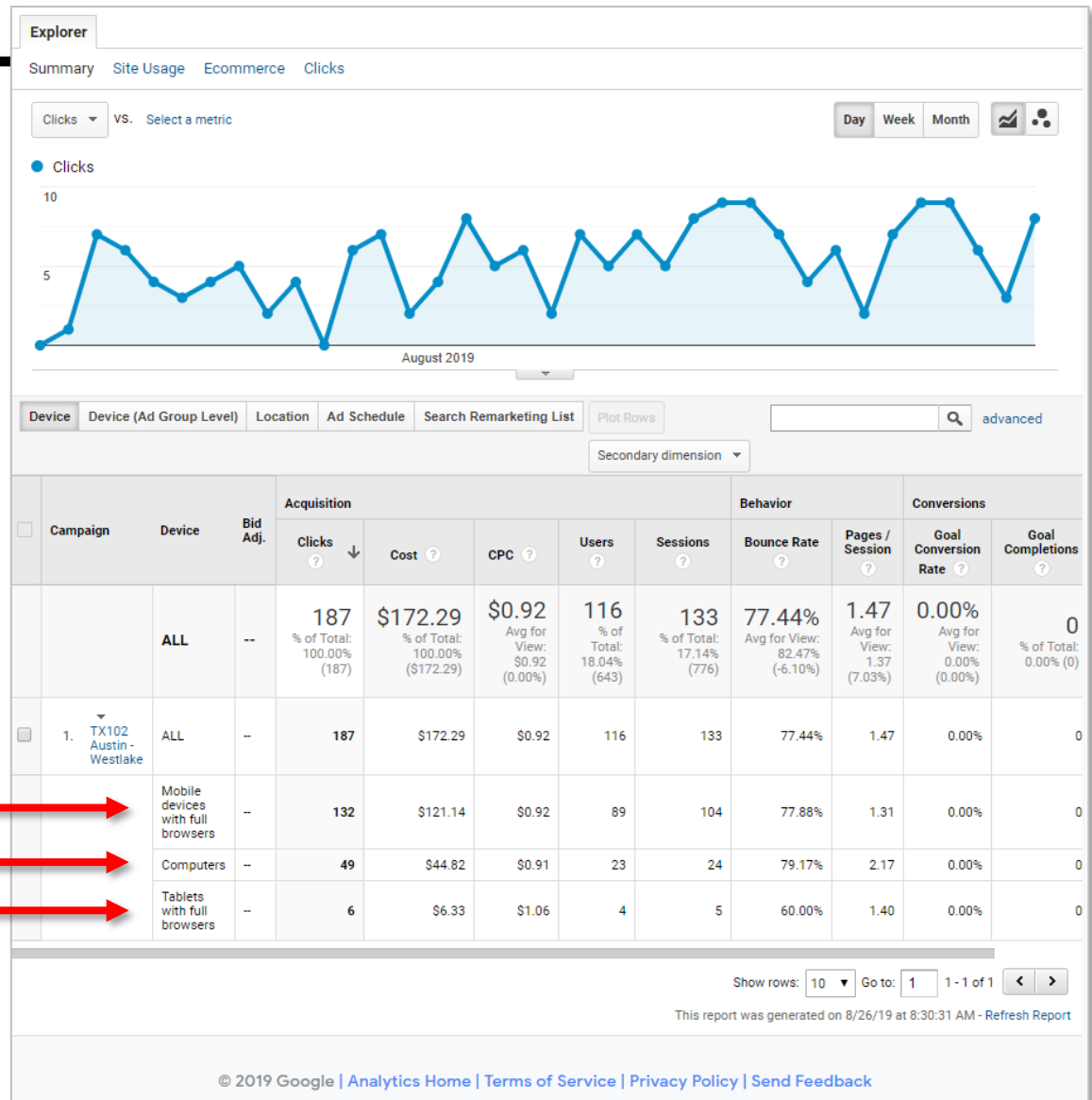


Google Analytics

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.

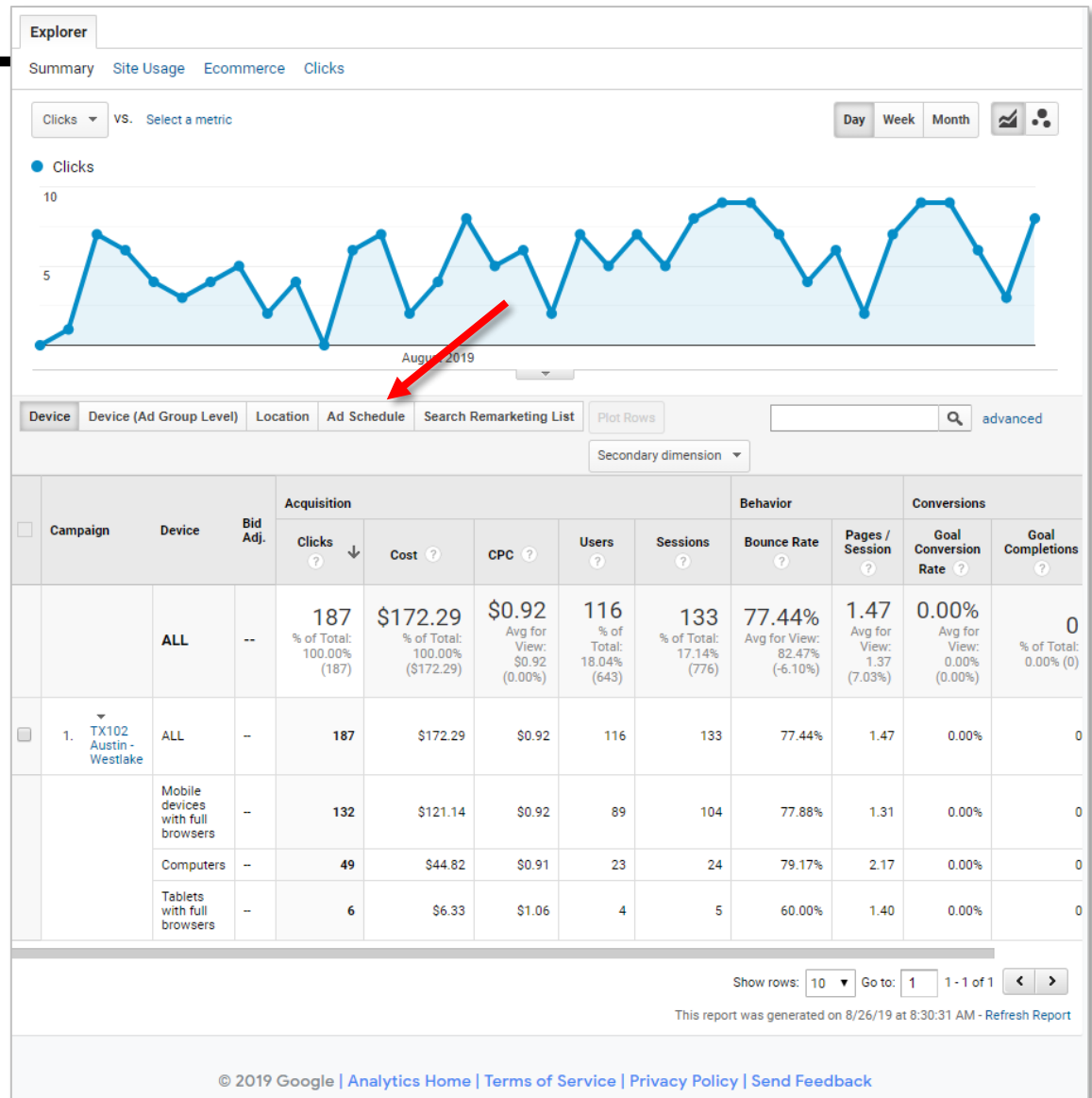


Google Analytics

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

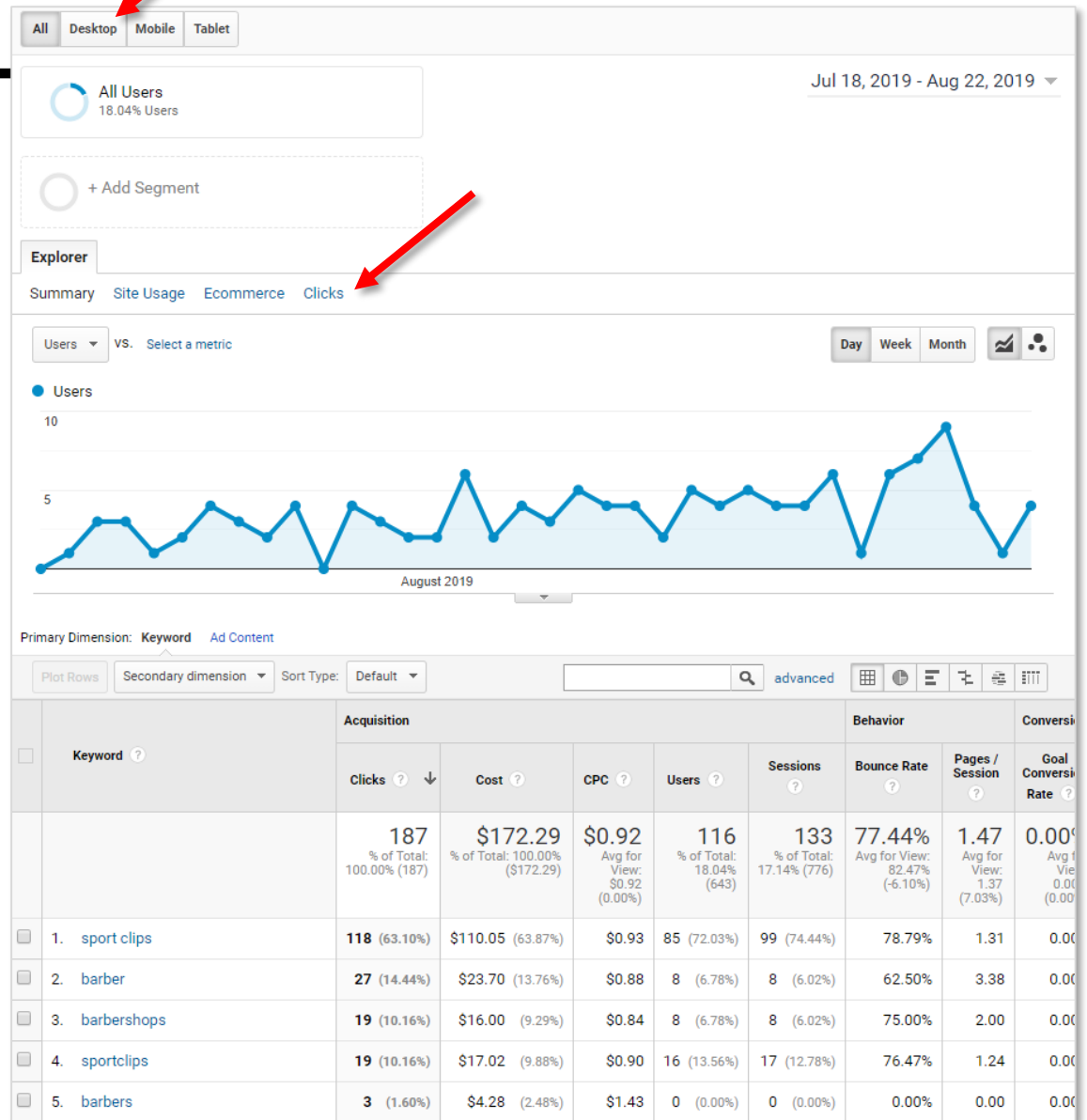
Acquisition > Google Ads
> **Keywords**

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**.



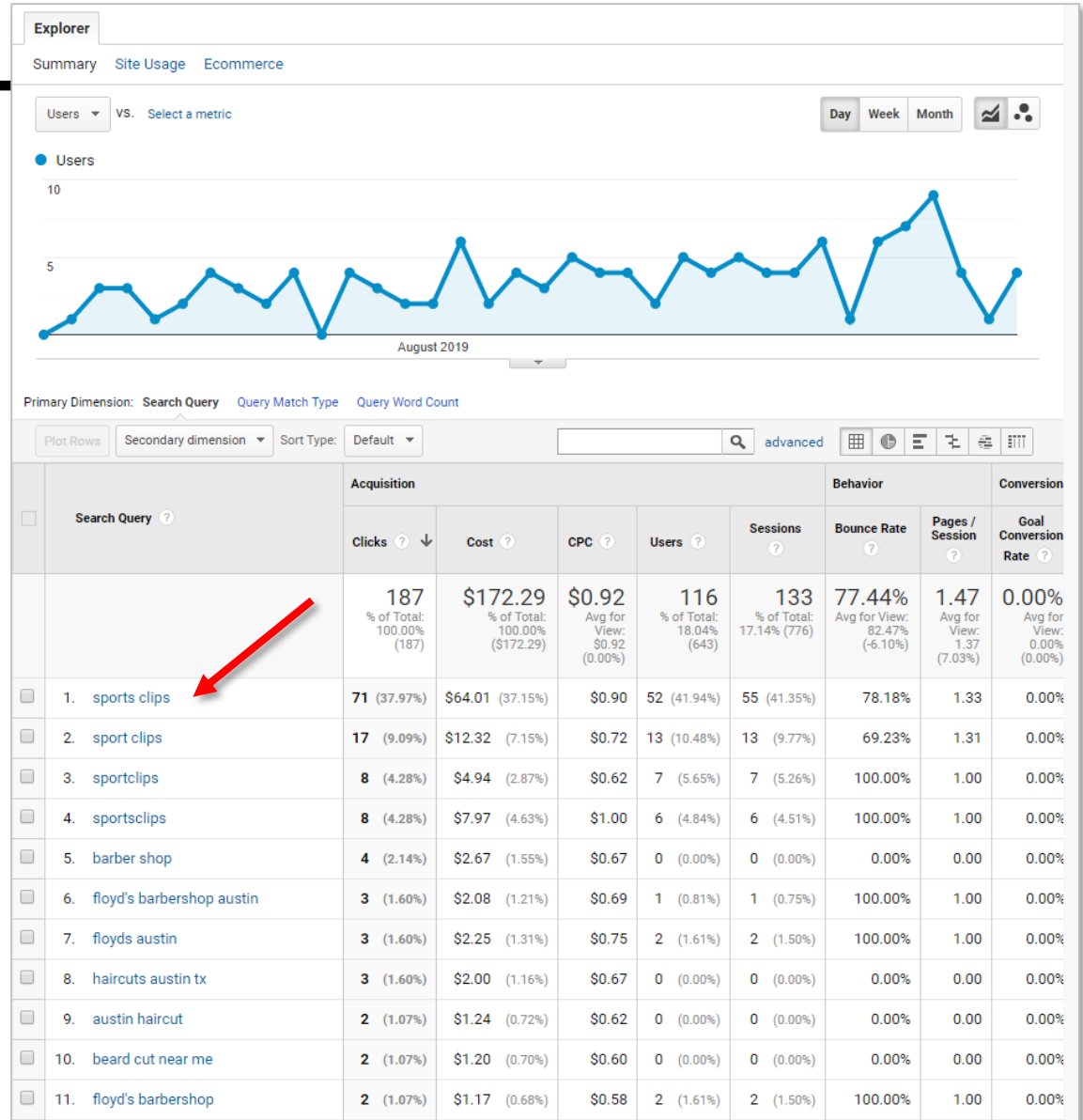
Google Analytics

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.

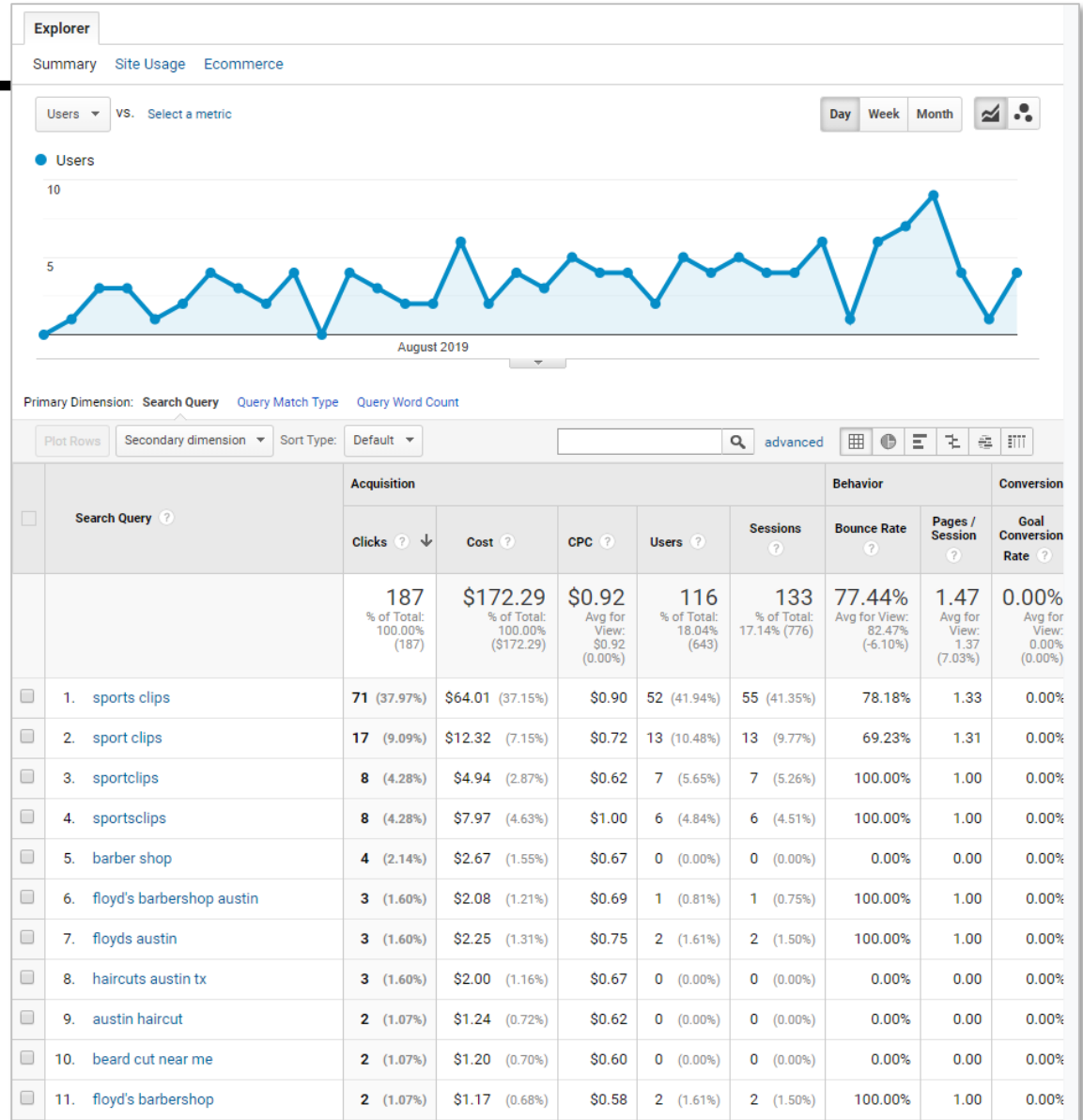
For example, **'sports clips' (extra 'S')** is not in our keyword list, but it's what most people search for and Google's ad matching technology understand it as a plural of a keyword.



Google Analytics

Acquisition > Google Ads
> **Search Queries**

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



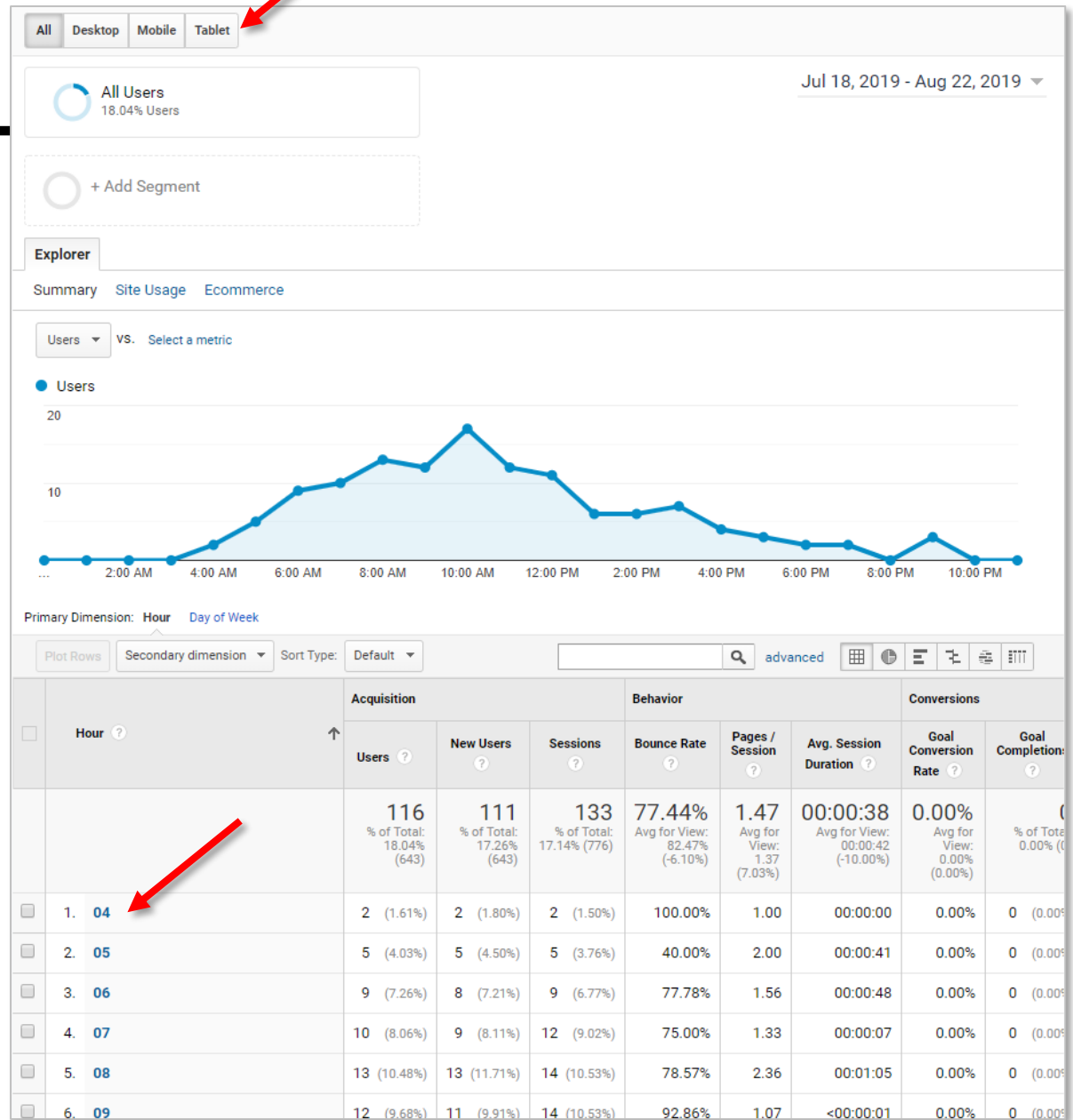
Google Analytics

Acquisition > Google Ads
> **Hour of Day**

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**.

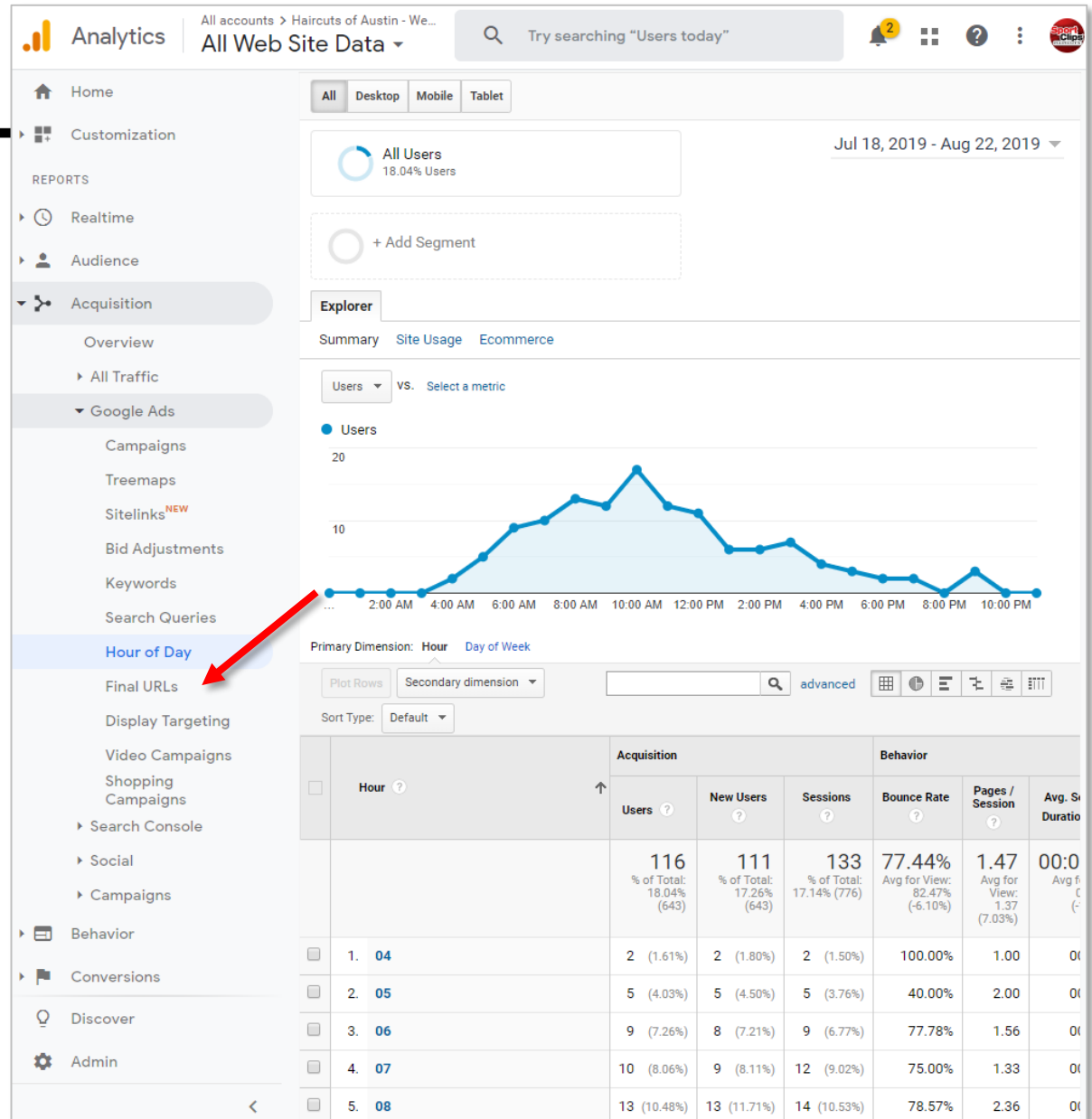


Google Analytics

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.



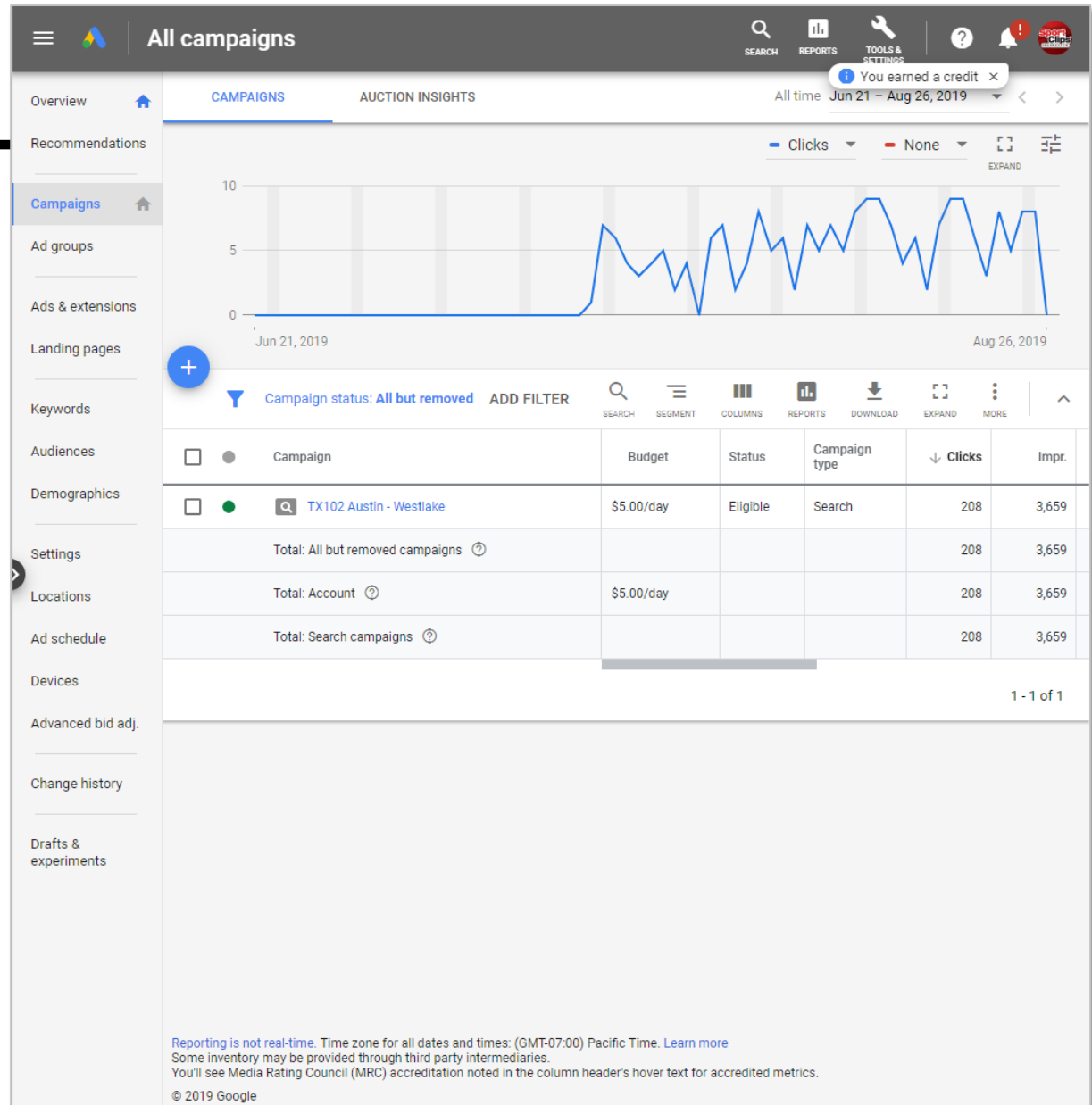
Google Ads

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.

The screenshot shows the Google Ads interface for 'All campaigns'. The 'CAMPAIGNS' tab is active, displaying a chart with a blue line and a '+' button. The date range is set to 'Jul 18, 2019 - 8/26/2019'. A dropdown menu is open, showing various date range options: Today, Yesterday, This week (Sun - Today), Last 7 days, Last week (Sun - Sat), Last 14 days, This month, Last 30 days, Last month, All time, 30 days up to today, and 30 days up to yesterday. A red arrow points to the 'Custom' option. Below the dropdown, a calendar is visible, showing the dates from July 18, 2019, to August 31, 2019. A red arrow points to the 'APPLY' button at the bottom right of the calendar. The interface also shows a left sidebar with navigation options like Overview, Recommendations, Campaigns, Ad groups, etc., and a bottom section with summary statistics and a footer with reporting information.

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.

The screenshot shows the Google Ads 'All campaigns' page. The left sidebar contains navigation links: Overview, Recommendations, Campaigns (highlighted with a red arrow), Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, Advanced bid adj., Change history, and Drafts & experiments. The main content area is titled 'All campaigns' and shows a line chart of clicks from July 18, 2019, to August 26, 2019. Below the chart is a table of campaigns with columns for Campaign, Budget, Status, Campaign type, Clicks, and Impr. A red arrow points to the 'TX102 Austin - Westlake' campaign in the table. The table also includes summary rows for 'All but removed campaigns', 'Account', and 'Search campaigns'. At the bottom, there is a footer with reporting information and a copyright notice for 2019 Google.

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Campaign type	Clicks	Impr.
<input type="checkbox"/>	<input checked="" type="radio"/>	TX102 Austin - Westlake	\$5.00/day	Eligible	Search	208	3,661
Total: All but removed campaigns						208	3,661
Total: Account			\$5.00/day			208	3,661
Total: Search campaigns						208	3,661

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.

The screenshot shows the Google Ads interface for a campaign named "TX102 Austin - Westlake". The campaign is enabled, eligible, and has a budget of \$5.00/day. The view is set to "AD GROUPS" for the period of Jul 18 - Aug 26, 2019. A line chart displays the number of clicks over time, with a peak around August 10th. Below the chart is a table of Ad Groups. A red arrow points to the only Ad Group listed, "Ad group 1", which is eligible and has 208 clicks, 3,662 impressions, and a 5.68% CTR. The table also shows totals for "All but removed" and "Campaign".

Ad group	Status	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> <input checked="" type="radio"/> Ad group 1	Eligible	Standard	208	3,662	5.68%	\$0.90	\$186.24
Total: All but removed...			208	3,662	5.68%	\$0.90	\$186.24
Total: Campaign			208	3,662	5.68%	\$0.90	\$186.24

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)
 Some inventory may be provided through third party intermediaries.
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
 © 2019 Google

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.

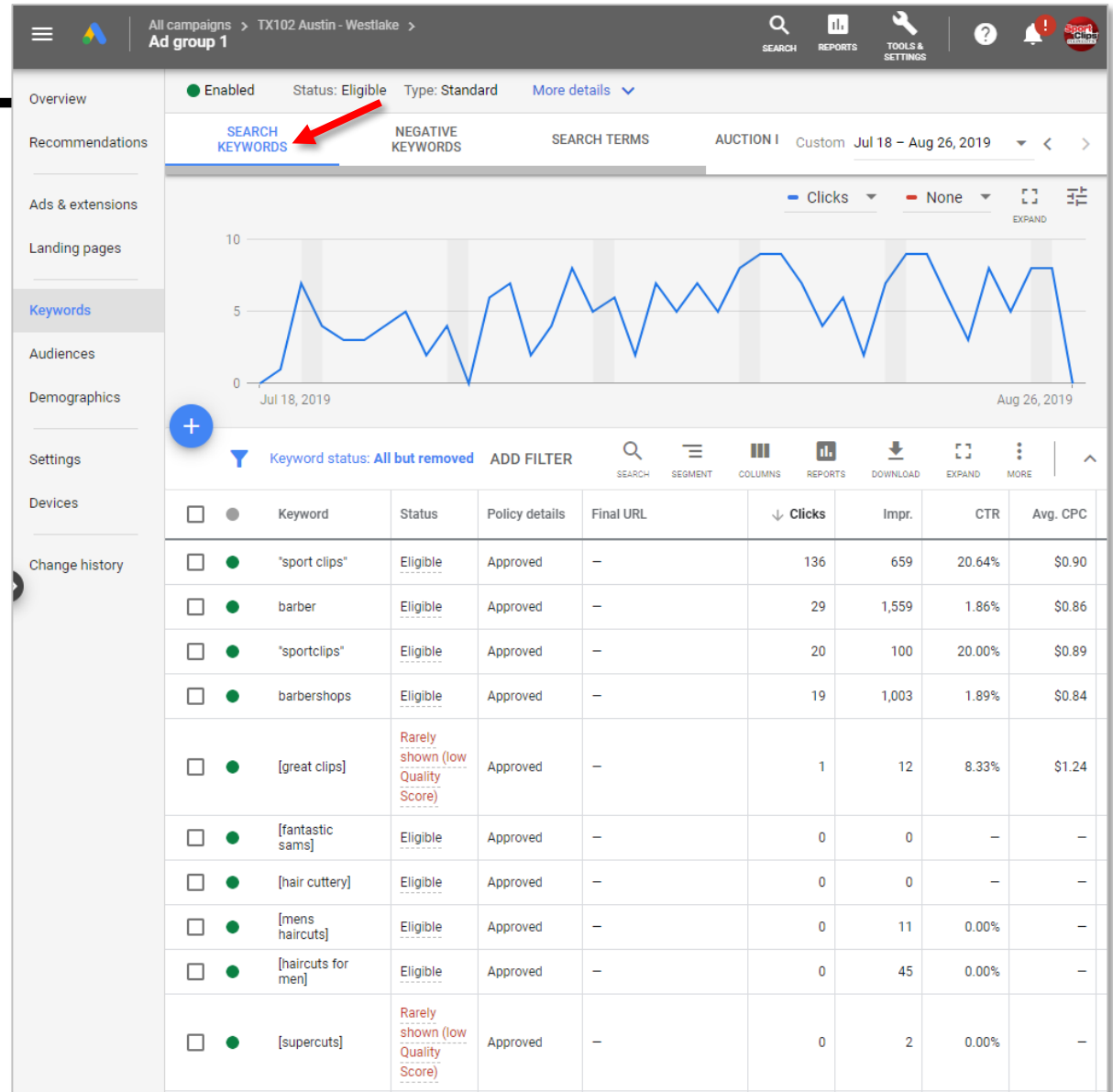
The screenshot shows the Google Ads interface for an ad group named 'Ad group 1'. The left-hand navigation menu has the 'Keywords' link highlighted with a red arrow. The main content area shows a line chart of clicks from July 18, 2019, to August 26, 2019. Below the chart is a table of keyword performance data.

Keyword	Status	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC
"sport clips"	Eligible	Approved	—	136	659	20.64%	\$0.90
barber	Eligible	Approved	—	29	1,559	1.86%	\$0.86
"sportclips"	Eligible	Approved	—	20	100	20.00%	\$0.89
barbershops	Eligible	Approved	—	19	1,003	1.89%	\$0.84
[great clips]	Rarely shown (low Quality Score)	Approved	—	1	12	8.33%	\$1.24
[fantastic sams]	Eligible	Approved	—	0	0	—	—
[hair cuttery]	Eligible	Approved	—	0	0	—	—
[mens haircuts]	Eligible	Approved	—	0	11	0.00%	—
[haircuts for men]	Eligible	Approved	—	0	45	0.00%	—
[supercuts]	Rarely shown (low Quality Score)	Approved	—	0	2	0.00%	—

Google Ads

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

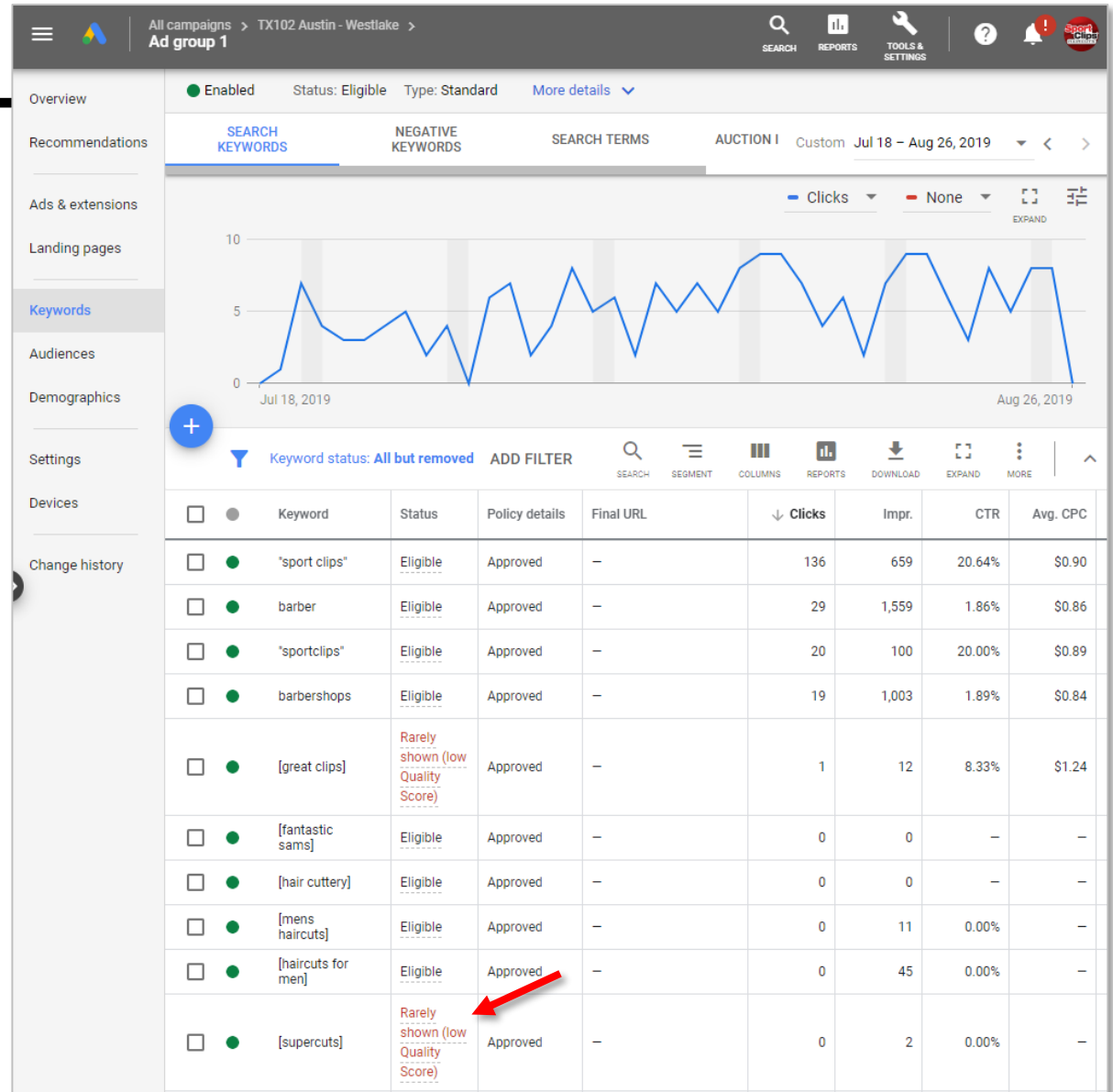
What you are seeing here is the list of all of **my keywords targets**, and how they are doing very similar to what we saw in Google Analytics.



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**.



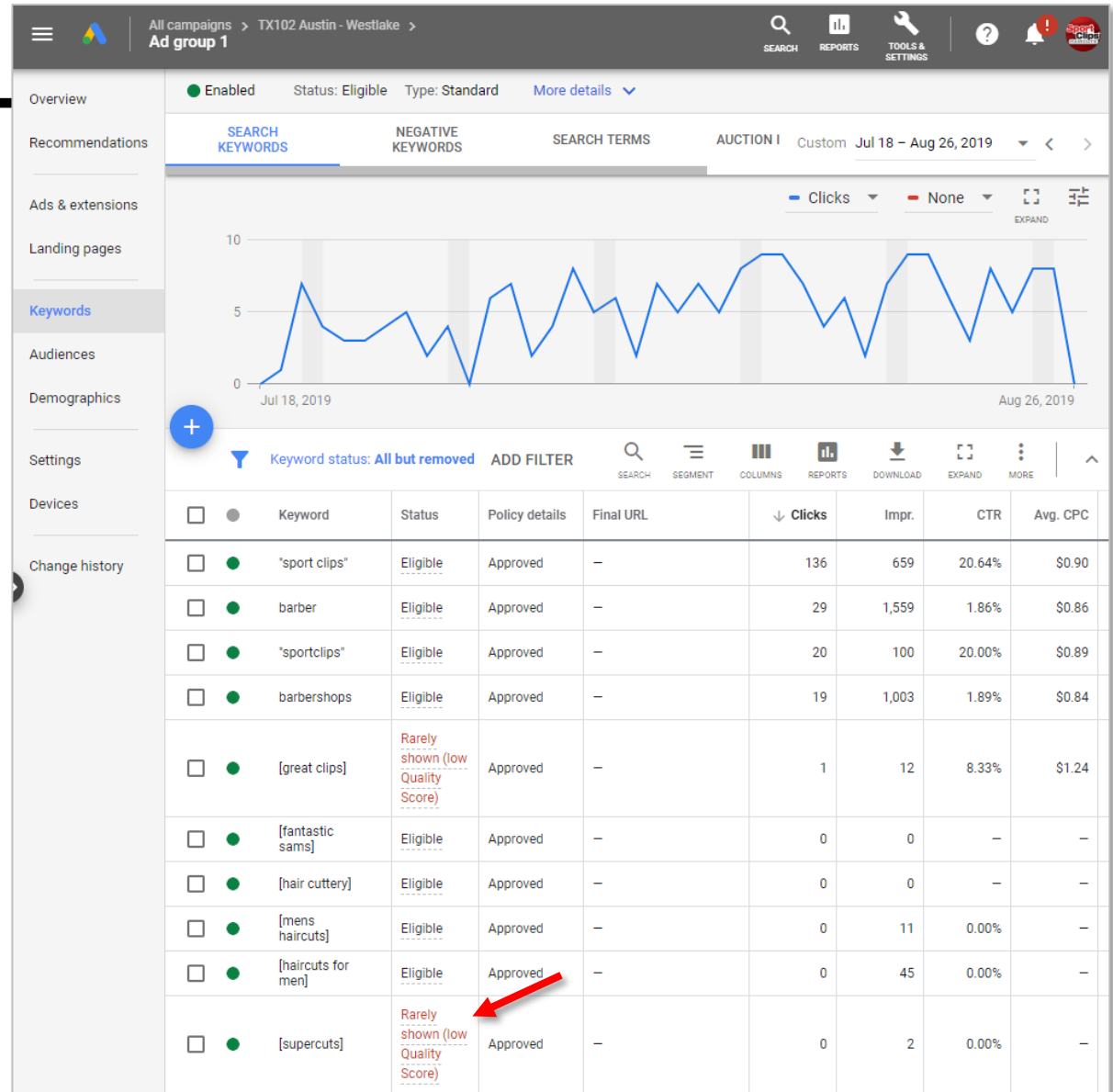
Google Ads

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.

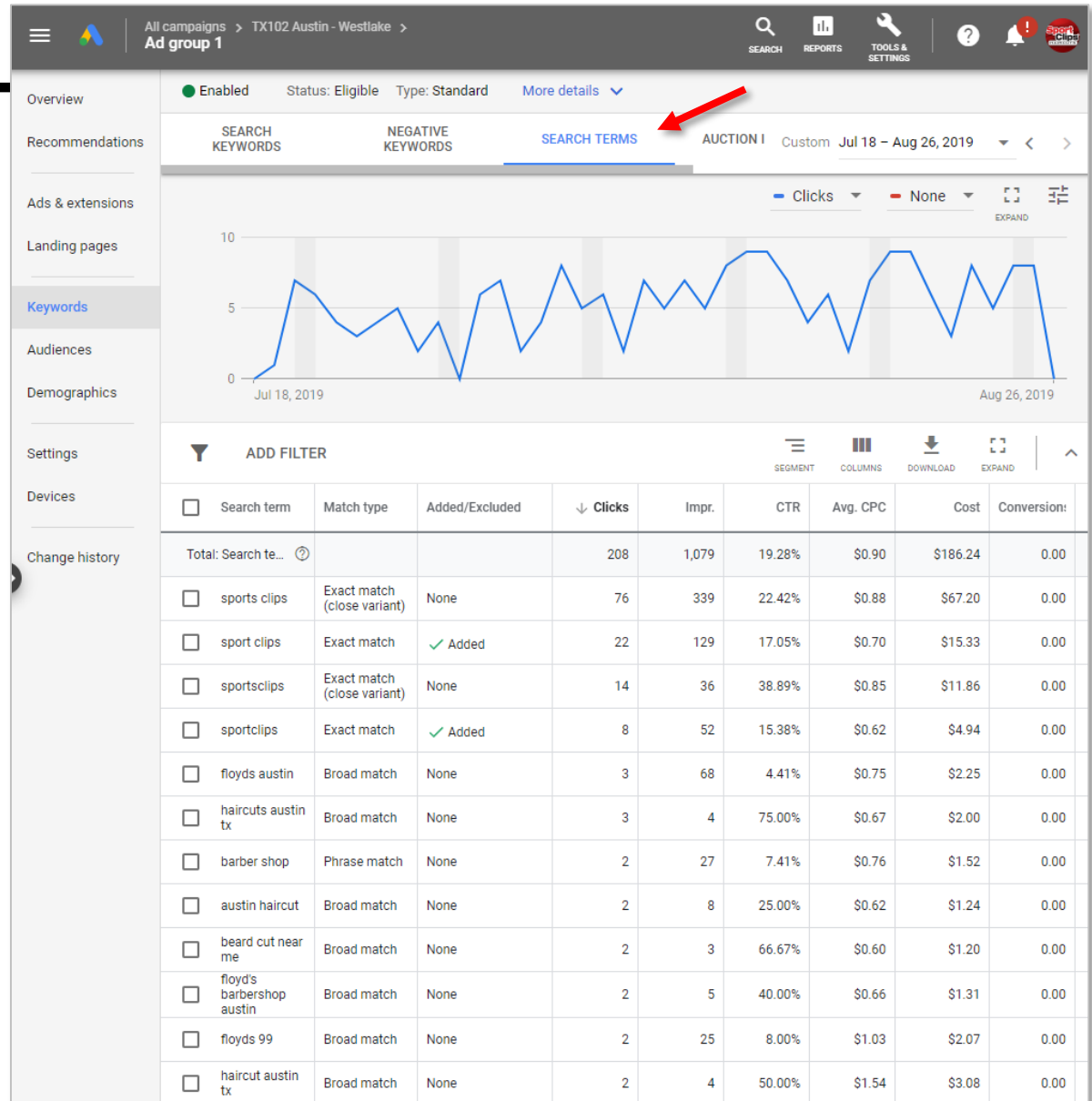


Google Ads

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.



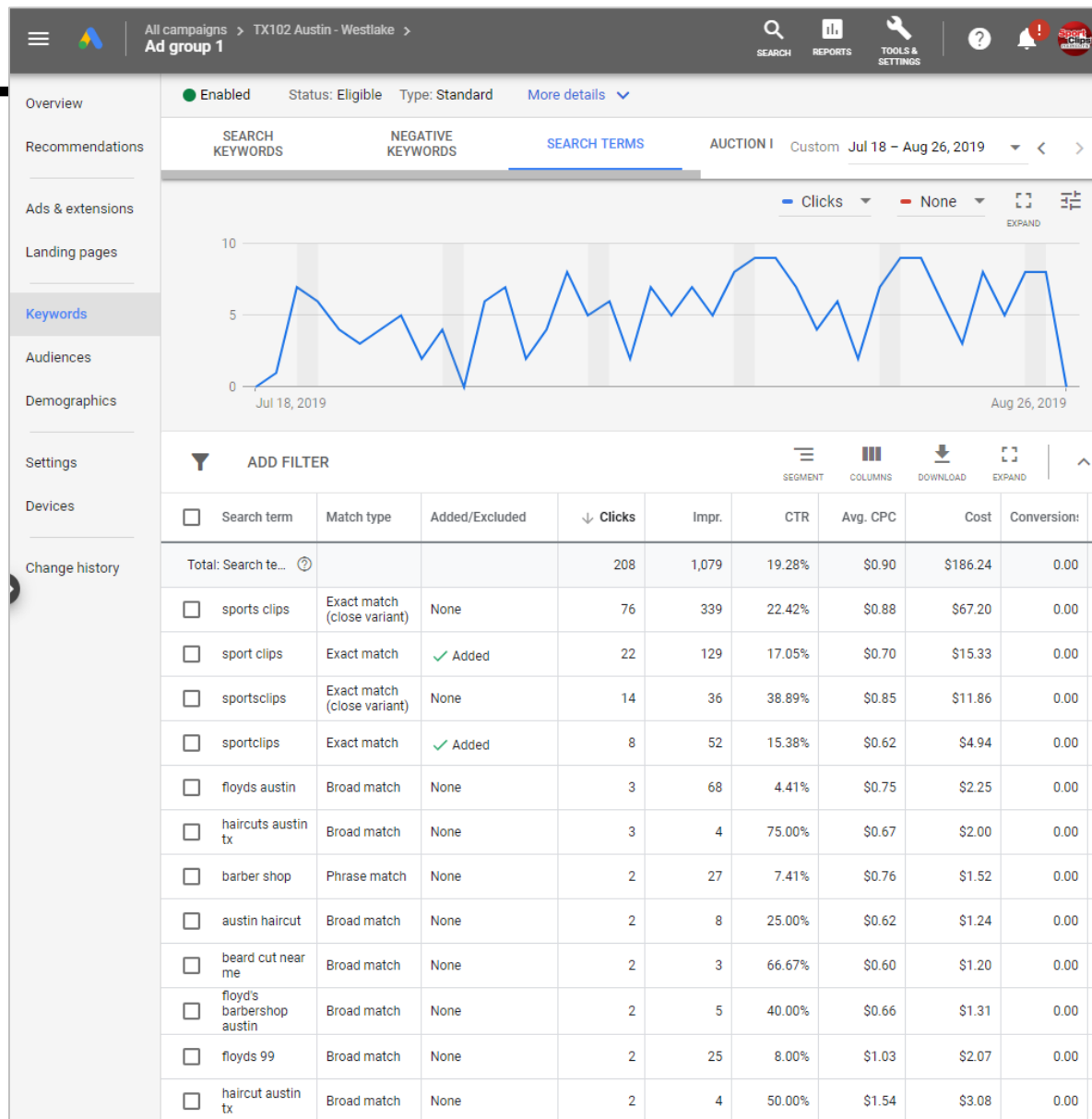
Google Ads

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.



Google Ads

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

Overview: Enabled Status: Eligible Type: Standard More details

Recommendations: ADD FILTER

Search term	Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:
<input type="checkbox"/> cave	(close variant)	None	1	3	100.00%	\$1.26	\$1.26	0.00
<input type="checkbox"/> sport clips coupon	Phrase match (close variant)	None	1	3	33.33%	\$1.58	\$1.58	0.00
<input type="checkbox"/> sport clips free haircut	Phrase match (close variant)	None	1	1	100.00%	\$0.85	\$0.85	0.00
<input type="checkbox"/> sport clips haircuts of austin southpark meadows	Phrase match (close variant)	None	1	1	100.00%	\$1.51	\$1.51	0.00
<input type="checkbox"/> sport clips points	Phrase match (close variant)	None	1	1	100.00%	\$0.95	\$0.95	0.00
<input type="checkbox"/> sport clips westlake	Phrase match (close variant)	None	1	1	100.00%	\$0.99	\$0.99	0.00
<input type="checkbox"/> sportclips austin	Phrase match (close variant)	None	1	1	100.00%	\$0.74	\$0.74	0.00
<input type="checkbox"/> sportclips online checking	Phrase match (close variant)	None	1	1	100.00%	\$2.38	\$2.38	0.00
<input type="checkbox"/> sports clip com checkin	Phrase match (close variant)	None	1	1	100.00%	\$1.83	\$1.83	0.00
<input type="checkbox"/> sports clips check in online	Phrase match (close variant)	None	1	4	25.00%	\$0.90	\$0.90	0.00
<input type="checkbox"/> sports clips prices	Phrase match (close variant)	None	1	7	14.29%	\$1.55	\$1.55	0.00
<input type="checkbox"/> sports clips shave	Phrase match (close variant)	None	1	1	100.00%	\$0.96	\$0.96	0.00
<input type="checkbox"/> sports clips stone hill	Phrase match (close variant)	None	1	1	100.00%	\$2.79	\$2.79	0.00
<input type="checkbox"/> sports clips vip	Phrase match (close variant)	None	1	1	100.00%	\$0.76	\$0.76	0.00
<input type="checkbox"/> sportscip austin	Phrase match (close variant)	None	1	1	100.00%	\$0.93	\$0.93	0.00
<input type="checkbox"/> barbershop	Broad match	None	0	6	0.00%	–	\$0.00	0.00
<input type="checkbox"/> 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

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.

The screenshot shows the Google Ads interface for an ad group named 'Ad group 1'. The 'Keywords' section is active, and the 'NEGATIVE KEYWORDS' tab is selected. A table with columns for 'Negative keyword', 'Added to', 'Level', and 'Match type' is visible, but it is empty. A message states 'You don't have any negative keywords yet' with a '+ NEGATIVE KEYWORDS' link. Red arrows highlight the 'NEGATIVE KEYWORDS' tab, the 'ADD FILTER' button, and the '+ NEGATIVE KEYWORDS' link.

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

All campaigns > TX102 Austin - Westlake >
Ad group 1

SEARCH KEYWORDS NEGATIVE KEYWORDS SEARCH TERMS AUCTION 1 Custom Jul 18 - Aug 26, 2019

Overview Enabled Status: Eligible Type: Standard More details

Recommendations

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Devices

Change history

Add negative keywords

Add negative keywords or create new list Use negative keyword list

Negative keywords can prevent your ad from showing to people who search for or browse content related to those words

Add to Ad group Ad group 1

Negative keywords

[southpark meadows]
[stone hill]

SAVE CANCEL

<input type="checkbox"/> Negative keyword ↑	Added to	Level	Match type
You don't have any negative keywords yet			

+ NEGATIVE KEYWORDS

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.

All campaigns > TX102 Austin - Westlake > Ad group 1

SEARCH KEYWORDS | **NEGATIVE KEYWORDS** | SEARCH TERMS | AUCTION 1 | Custom | Jul 18 - Aug 26, 2019

Overview | Recommendations | Ads & extensions | Landing pages | **Keywords** | Audiences | Demographics | Settings | Devices | Change history

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

SEARCH KEYWORDS | **NEGATIVE KEYWORDS** | SEARCH TERMS | AUCTION 1 | Custom | Jul 18 - Aug 26, 2019

Add negative keywords

Add negative keywords or create new list | Use negative keyword list

Negative keywords can prevent your ad from showing to people who search for or browse content related to those words

Add to Ad group | Ad group 1

Negative keywords

[southpark meadows]
[stone hill]

SAVE | CANCEL

<input type="checkbox"/> Negative keyword ↑	Added to	Level	Match type
You don't have any negative keywords yet			

+ NEGATIVE KEYWORDS

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*.

The screenshot shows the Google Ads interface for 'Ad group 1'. The 'AUCTION INSIGHTS' tab is selected, indicated by a red arrow. The report displays performance metrics for the advertiser 'You' and two competitors: 'finleysformen.com' and 'sportclips.com'. Red arrows point to the competitor names in the table. The table columns include Display URL domain, Impression share, Avg. position, Overlap rate, Position above rate, Top of page rate, Abs. Top of page rate, and Outr.

Display URL domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outr
You	12.76%	1.1	-	-	97.83%	86.84%	
finleysformen.com	< 10%	1.1	2.90%	58.33%	97.08%	92.13%	
sportclips.com	< 10%	1.9	52.05%	14.62%	99.17%	18.51%	

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)
 Some inventory may be provided through third party intermediaries.
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
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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.

Overview: Enabled, Status: Eligible, Type: Standard, More details

SEARCH KEYWORDS, NEGATIVE KEYWORDS, SEARCH TERMS, **AUCTION INSIGHTS**, Custom, Jul 18 - Aug 26, 2019

ADD FILTER

Display URL domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outr
You	12.76%	1.1	-	-	97.83%	86.84%	
finleysformen.com	< 10%	1.1	2.90%	58.33%	97.08%	92.13%	
sportclips.com	< 10%	1.9	52.05%	14.62%	99.17%	18.51%	

1 - 3 of 3

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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.

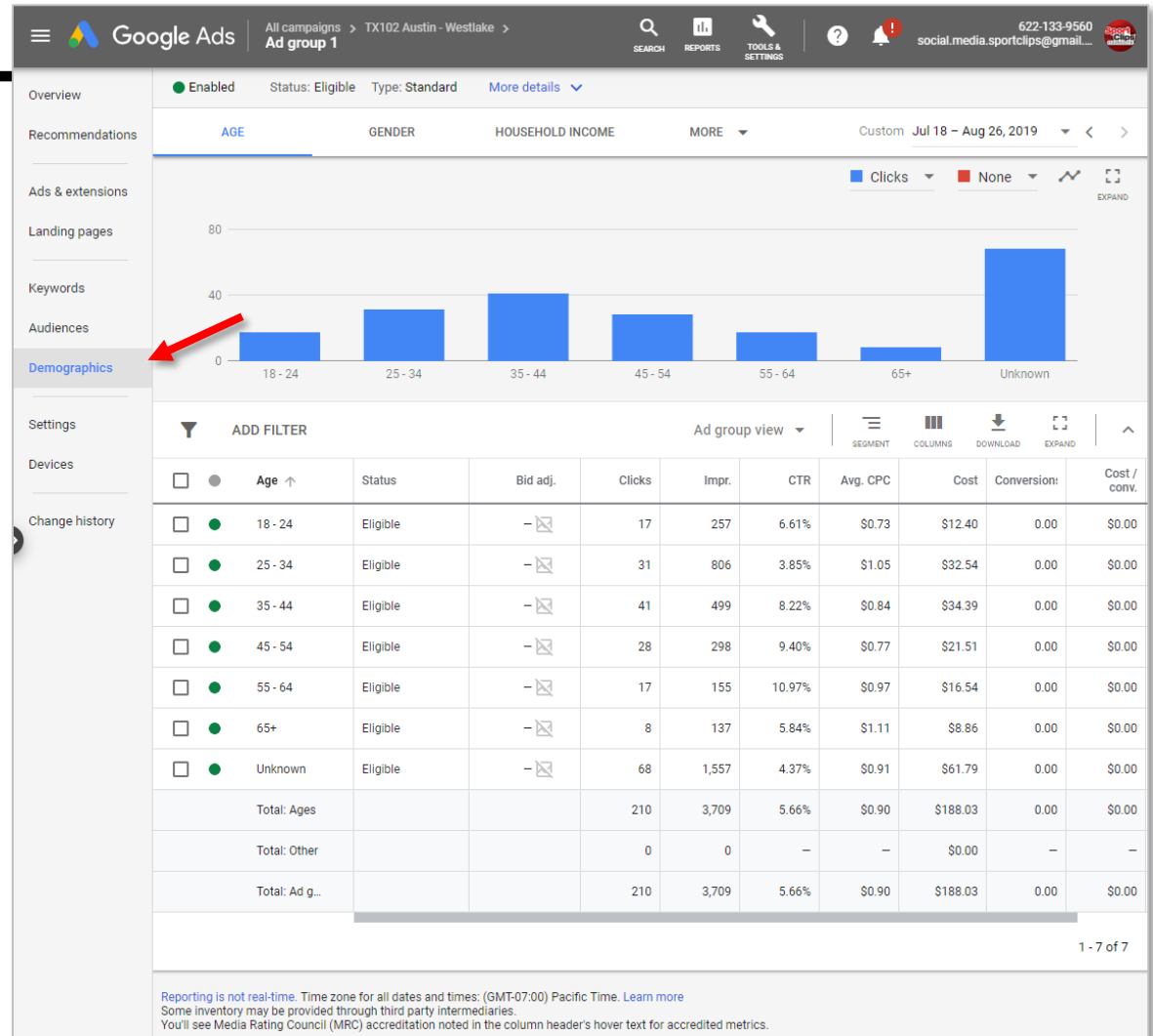
The only way to assure you are at the **top of a Google Maps** result is to **have paid ads running**, so if that's your goal then **ensure you appear there** for potential customers by **running your own Google Ads campaign**.

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.

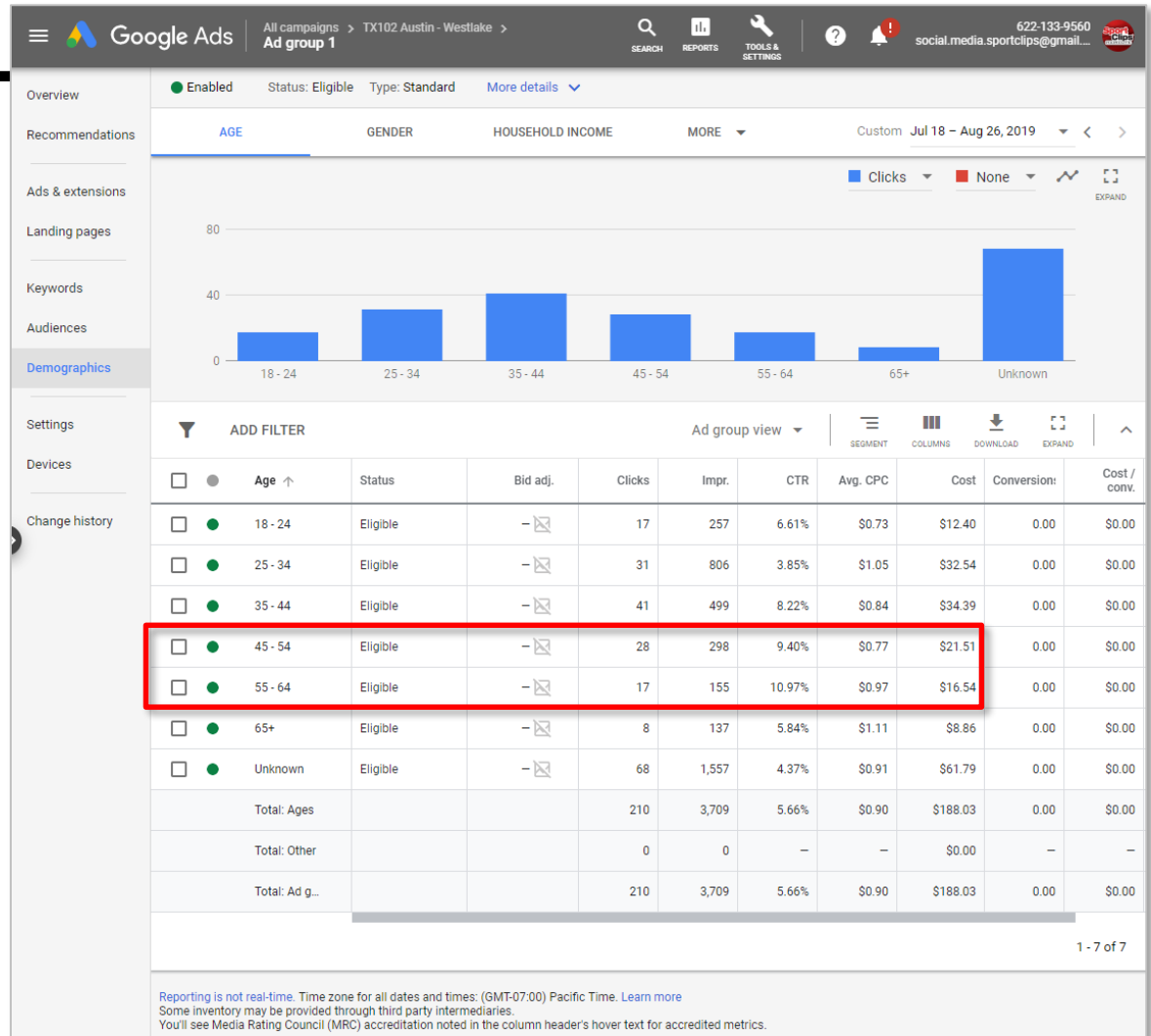
Here you will see a breakout of all of the **age ranges** of people who have seen your ad (**impressions**) and their **CTR**, the **CPC** (cost per click) and overall cost that you have spent on this demographic given your current date range.



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.

The screenshot shows the Google Ads interface for a campaign named 'TX102 Austin - Westlake' and an ad group named 'Ad group 1'. The 'Demographics' section is selected, and the 'Age' filter is active. A bar chart displays the number of clicks for each age group: 18-24 (17), 25-34 (31), 35-44 (41), 45-54 (28), 55-64 (17), 65+ (10), and Unknown (68). Below the chart is a table with columns for Age, Status, Bid adj., Clicks, Impr., CTR, Avg. CPC, Cost, Conversion, and Cost / conv. A dropdown menu is open for the 55-64 age group, showing options to 'Enable' (selected) or 'Exclude from ad group' (indicated by a red arrow).

Age	Status	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.
18 - 24	Eligible	- [X]	17	257	6.61%	\$0.73	\$12.40	0.00	\$0.00
25 - 34	Eligible	- [X]	31	806	3.85%	\$1.05	\$32.54	0.00	\$0.00
35 - 44	Eligible	- [X]	41	499	8.22%	\$0.84	\$34.39	0.00	\$0.00
45 - 54	Eligible	- [X]	28	298	9.40%	\$0.77	\$21.51	0.00	\$0.00
55 - 64	Eligible	- [X]	17	155	10.97%	\$0.97	\$16.54	0.00	\$0.00
55 - 64	Eligible	- [X]	8	137	5.84%	\$1.11	\$8.86	0.00	\$0.00
55 - 64	Eligible	- [X]	68	1,557	4.37%	\$0.91	\$61.79	0.00	\$0.00
Total: Ages			210	3,709	5.66%	\$0.90	\$188.03	0.00	\$0.00
Total: Other			0	0	-	-	\$0.00	-	-
Total: Ad g...			210	3,709	5.66%	\$0.90	\$188.03	0.00	\$0.00

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.

The screenshot shows the Google Ads interface for a campaign named 'TX102 Austin - Westlake' and an ad group named 'Ad group 1'. The 'Demographics' section is selected, and the 'Gender' filter is active. A bar chart displays the distribution of clicks across gender categories: Male (approx. 148 clicks), Female (0 clicks, excluded), and Unknown (58 clicks). Below the chart is a table with columns for Gender, Status, Bid adj., Clicks, Impr., CTR, Avg. CPC, Cost, Conversion, and Cost / conv. The Female row is highlighted in red and marked as 'Excluded from ad group'.

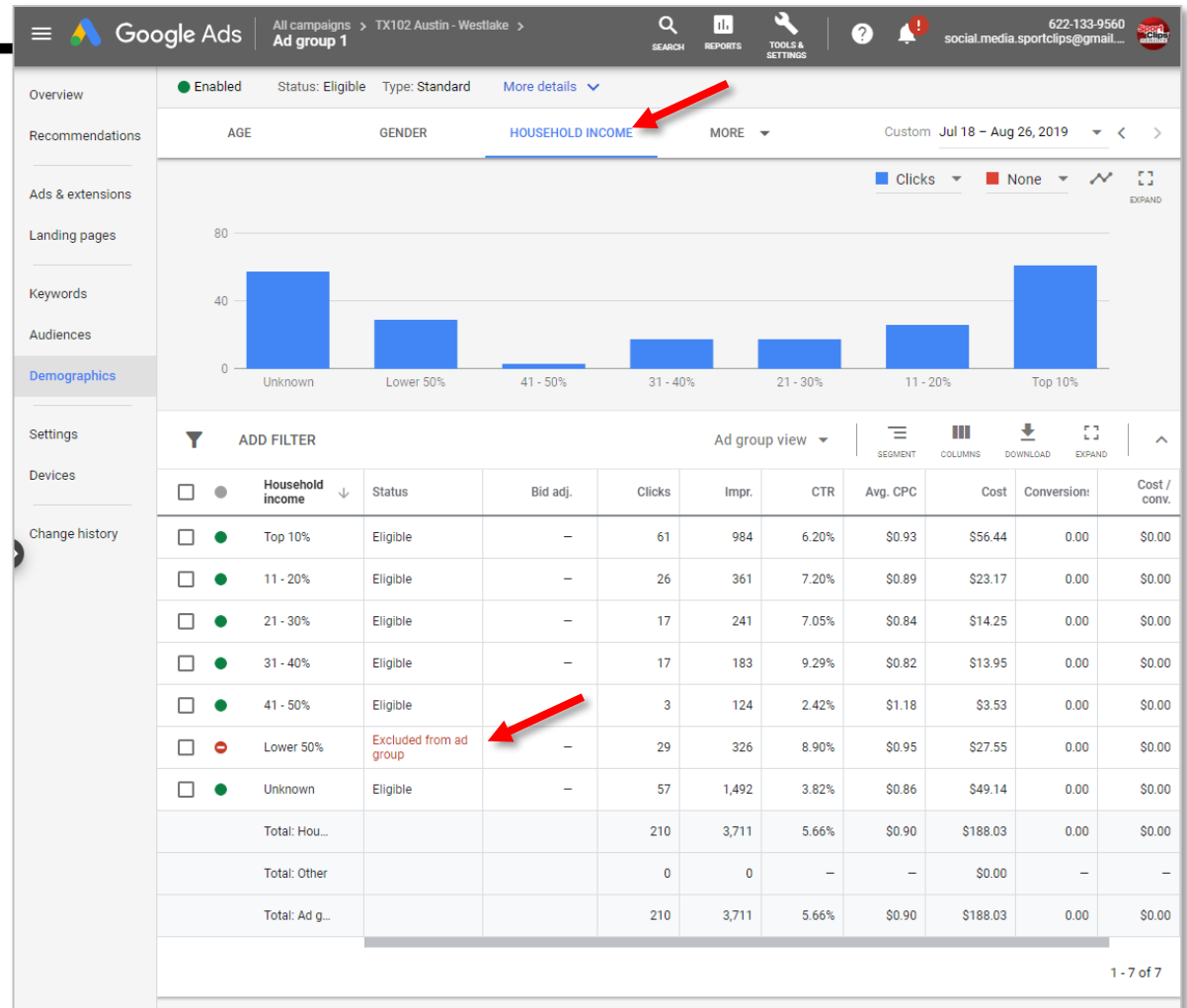
Gender	Status	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.
Female	Excluded from ad group	-	4	39	10.26%	\$1.46	\$5.82	0.00	\$0.00
Male	Eligible	-	148	2,047	7.23%	\$0.89	\$131.41	0.00	\$0.00
Unknown	Eligible	-	58	1,625	3.57%	\$0.88	\$50.80	0.00	\$0.00
Total: Gen...			210	3,711	5.66%	\$0.90	\$188.03	0.00	\$0.00
Total: Other			0	0	-	-	\$0.00	-	-
Total: Ad g...			210	3,711	5.66%	\$0.90	\$188.03	0.00	\$0.00

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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.

Google Ads | All campaigns > TX102 Austin - Westlake > Ad group 1

SEARCH | REPORTS | TOOLS & SETTINGS | 622-133-9560 | social_media.sportclips@gmail...

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

Recommendations | AGE | GENDER | HOUSEHOLD INCOME | **COMBINATIONS** | Custom Jul 18 - Aug 26, 2019

Ads & extensions | ADD FILTER | Combinations | Ad group view | COLUMNS | DOWNLOAD

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.

Overview Enabled Status: Eligible Type: Standard [More details](#)

Recommendations **ADS** EXTENSIONS AUTOMATED EXTENSIONS Custom Jul 18 - Aug 26, 2019

Ads & extensions Add responsive search ads

Show more relevant ads to potential customers by creating responsive search ads
Recommended because you have ad groups with no responsive search ads

[APPLY ALL](#) [VIEW 1 RECOMMENDATION](#)

Clicks None

Jul 18, 2019 Aug 26, 2019

Ad status: All but removed [ADD FILTER](#)

<input type="checkbox"/>	Ad	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Sport Clips Haircuts of Austin MVP Haircuts for Men West Woods Shopping... www.haircutmenwestlakeaustintx.com Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.	Approved	Expanded text ad	211	3,714	5.68%	\$0.89	\$188.57
Total: All but removed ads				211	3,714	5.68%	\$0.89	\$188.57
Total: Ad group				211	3,714	5.68%	\$0.89	\$188.57

1 - 1 of 1

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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.**

The screenshot shows the Google Ads interface for 'Ad group 1'. The left sidebar contains navigation options: Overview, Recommendations, Ads & extensions (selected), Landing pages, Keywords, Audiences, Demographics, Settings, Devices, and Change history. The main content area is titled 'ADS' and shows a line graph of 'Clicks' over time from July 18, 2019, to August 26, 2019. Below the graph is a table of ad performance metrics. A red arrow points to the CTR value of 5.68% for the first ad entry.

Ad	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
Sport Clips Haircuts of Austin MVP Haircuts for Men West Woods Shopping... www.haircutmenwestlakeaustintx.com Want an MVP haircut but can't afford to wait? Check-in at Sport Clips and skip the line.	Approved	Expanded text ad	211	3,714	5.68%	\$0.89	\$188.57
Total: All but removed ads			211	3,714	5.68%	\$0.89	\$188.57
Total: Ad group			211	3,714	5.68%	\$0.89	\$188.57

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.

The screenshot displays the Google Ads interface for a campaign named 'TX102 Austin - Westlake'. The 'Ads & Extensions' section is active, showing a line chart of 'Clicks' from July 18, 2019, to August 26, 2019. Below the chart, a table lists the ads. One ad is highlighted with a red circle around its status column, and a dropdown menu is open showing 'Enable' and 'Pause' options. The 'Pause' option is selected.

Ad	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC
+ TEXT AD Recommended						
+ RESPONSIVE SEARCH AD Recommended						
<input type="checkbox"/> <ul style="list-style-type: none"> Enable Pause Sport Clips of Austin MVP for Men West Woods Shopping... (http://www.westlakeaustintx.com) MVP haircut but can't afford to lock-in at Sport Clips and skip the	Approved	Expanded text ad	213	3,730	5.71%	\$0.89
Total: All but removed ads			213	3,730	5.71%	\$0.89
Total: Ad group			213	3,730	5.71%	\$0.89

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.

The screenshot shows the Google Ads interface for an ad group named 'TX102 Austin - Westlake'. The 'EXTENSIONS' tab is selected, showing a list of active extensions. A red arrow points to the 'EXTENSIONS' tab label. The table below provides performance data for each extension type.

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC
Sitelink extension							
Map & Hours Find out our store hours And a map to our location	TX102 Austi...	Campaign	Approved	152	730	20.82%	\$0.88
The MVP Experience Let us make you feel like an ... Get a hot towel & massaging ...	TX102 Austi...	Campaign	Approved	152	717	21.20%	\$0.88
About Us Learn about what makes us d... Sports on TV & guy-smart styl...	TX102 Austi...	Campaign	Approved	137	657	20.85%	\$0.89
Products See what product lines we ca... We carry products for hair & b...	TX102 Austi...	Campaign	Approved	136	652	20.86%	\$0.86
Location extension							
social.media.sportclips@gma... Business name filter: Sport Cl...	Account	Account	-	-	-	-	-
Callout extension							
Online check-in	TX102 Austi...	Campaign	Approved	107	657	16.29%	\$0.83
Open 7 days a week	TX102 Austi...	Campaign	Approved	104	643	16.17%	\$0.80
No appointments necessary	TX102 Austi...	Campaign	Approved	98	625	15.68%	\$0.84
Structured snippet extension							
Styles: Faux hawks, Pompadours, Fades	TX102 Austi...	Campaign	Approved	45	365	12.33%	\$0.89
Total: Sitelink extensions				153	733	20.87%	\$0.89
Total: Callout extensions				126	738	17.07%	\$0.81
Total: Structured snippet extensions				45	365	12.33%	\$0.89

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%.

The screenshot shows the Google Ads interface for 'Ad group 1'. The 'Ads & Extensions' section is active, displaying a table of extensions. A red arrow points to the 'Location extension' section, specifically to the first entry under it.

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC
Sitelink extension							
<input type="checkbox"/> Map & Hours Find out our store hours And a map to our location	TX102 Austi...	Campaign	Approved	152	730	20.82%	\$0.88
<input type="checkbox"/> The MVP Experience Let us make you feel like an ... Get a hot towel & massaging ...	TX102 Austi...	Campaign	Approved	152	717	21.20%	\$0.88
<input type="checkbox"/> About Us Learn about what makes us d... Sports on TV & guy-smart styl...	TX102 Austi...	Campaign	Approved	137	657	20.85%	\$0.89
<input type="checkbox"/> Products See what product lines we ca... We carry products for hair & b...	TX102 Austi...	Campaign	Approved	136	652	20.86%	\$0.86
Location extension							
<input type="checkbox"/> social.media.sportclips@gma... Business name filter: Sport Cl...	Account	Account	-	-	-	-	-
<input type="checkbox"/> Sport Clips Haircuts of Au... 3201 Bee Caves Rd., #107,...			Approved	194	3,544	5.47%	0.88
Callout extension							
<input type="checkbox"/> <u>Online check-in</u>	TX102 Austi...	Campaign	Approved	107	657	16.29%	\$0.83
<input type="checkbox"/> <u>Open 7 days a week</u>	TX102 Austi...	Campaign	Approved	104	643	16.17%	\$0.80
<input type="checkbox"/> <u>No appointments necessary</u>	TX102 Austi...	Campaign	Approved	98	625	15.68%	\$0.84
Structured snippet extension							
<input type="checkbox"/> Styles: Faux hawks, Pompadours, Fades	TX102 Austi...	Campaign	Approved	45	365	12.33%	\$0.89
Total: Sitelink extensions				153	733	20.87%	\$0.89
Total: Callout extensions				126	738	17.07%	\$0.81

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.

Overview: Enabled Status: Eligible Type: Standard More details

Recommendations: ADS EXTENSIONS AUTOMATED EXTENSIONS Custom Jul 18 - Aug 26, 2019

Ads & extensions: + Extension type: All ADD FILTER Associations view

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC
Sitelink extension							

Overview: Enabled Status: Eligible Type: Standard More details

Recommendations: ADS EXTENSIONS AUTOMATED EXTENSIONS Custom Jul 18 - Aug 26, 2019

Ads & extensions: 1 selected Remove Add to

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC
Sitelink extension							
<input checked="" type="checkbox"/>	Map & Hours Find out our store hours And a map to our location	TX102 Aust...	Campaign	Approved	153	735	20.82% \$0.88

Overview: Enabled Status: Eligible Type: Standard More details

Recommendations: ADS EXTENSIONS AUTOMATED EXTENSIONS Custom Jul 18 - Aug 26, 2019

Ads & extensions: + Extension type: All ADD FILTER Associations view

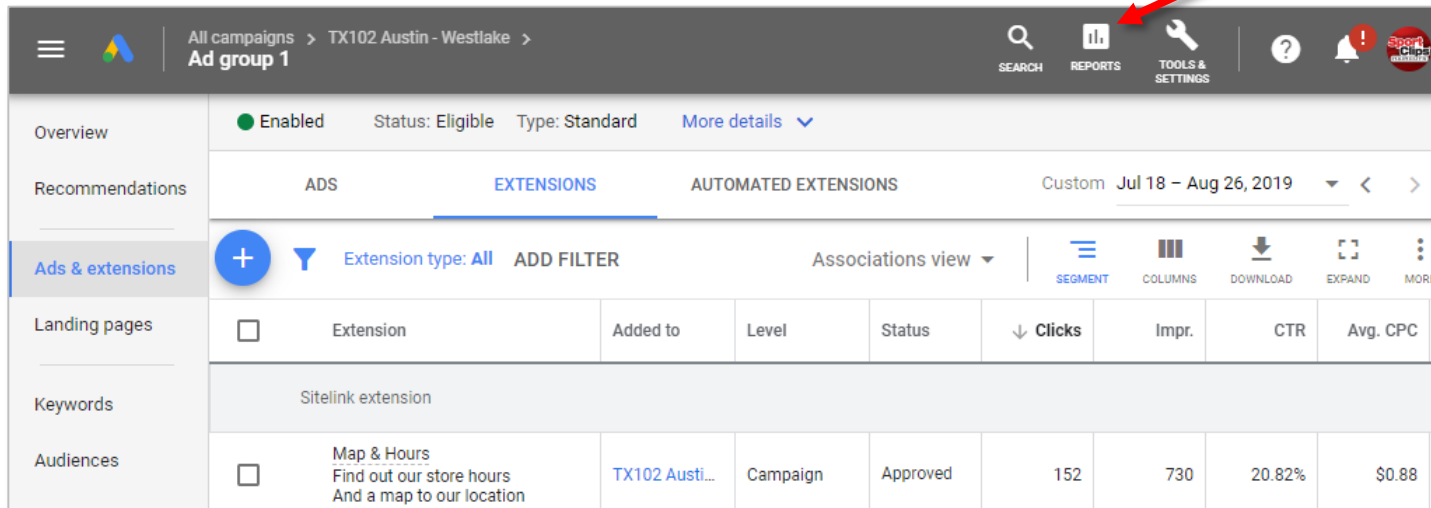
Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC
Sitelink extension							
<input type="checkbox"/>	Map & Hours Find out our store hours And a map to our location	TX102 Aust...	Campaign	Approved	153	735	20.82% \$0.88
<input type="checkbox"/>	Get a hot towel & massage	TX102 Aust...	Campaign	Approved	153	722	21.19% \$0.88

Google Ads

Google Ads > **Reports**

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.



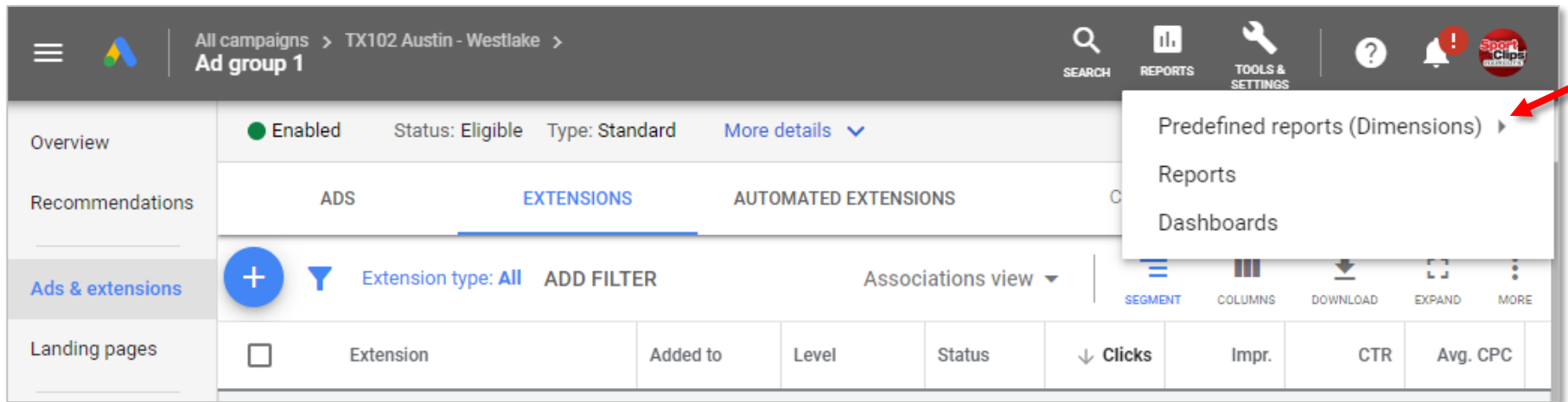
The screenshot shows the Google Ads interface for a campaign named 'TX102 Austin - Westlake'. The top navigation bar includes icons for Search, Reports (highlighted with a red arrow), and Tools & Settings. The main content area displays the 'Ads & extensions' section, which is currently showing a table of extensions. The table has columns for Extension, Added to, Level, Status, Clicks, Impr., CTR, and Avg. CPC. A 'Sitelink extension' is visible, and a 'Map & Hours' extension is also listed with specific performance metrics.

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC
Sitelink extension							
Map & Hours Find out our store hours And a map to our location	TX102 Austi...	Campaign	Approved	152	730	20.82%	\$0.88

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**.



The screenshot shows the Google Ads interface for a campaign named 'TX102 Austin - Westlake'. The 'Reports' menu is open, showing options for 'Predefined reports (Dimensions)', 'Reports', and 'Dashboards'. A red arrow points to the 'Predefined reports (Dimensions)' option. The interface includes a sidebar with navigation options like 'Overview', 'Recommendations', 'Ads & extensions', and 'Landing pages'. The main content area shows campaign details such as 'Enabled', 'Status: Eligible', and 'Type: Standard'. Below this, there are tabs for 'ADS', 'EXTENSIONS', and 'AUTOMATED EXTENSIONS'. The 'EXTENSIONS' tab is active, showing a table with columns for 'Extension', 'Added to', 'Level', 'Status', 'Clicks', 'Impr.', 'CTR', and 'Avg. CPC'.

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC
-----------	----------	-------	--------	--------	-------	-----	----------

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.

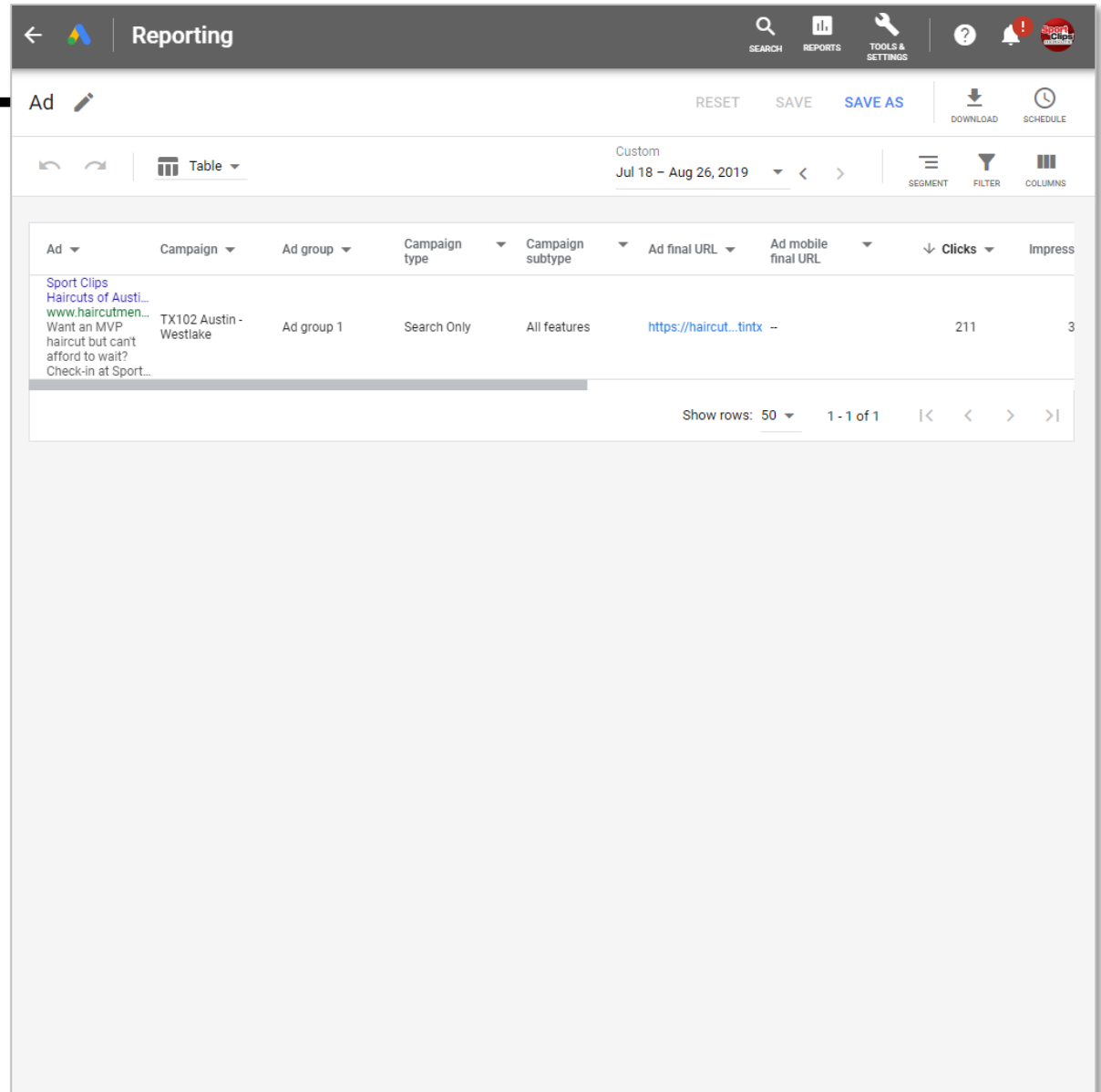
The screenshot shows the Google Ads Reporting interface. At the top, there's a navigation bar with 'Reporting' and various icons. Below that, a yellow banner prompts to 'Enable 2-Step Verification on your Google account'. The main area shows a 'Campaign' filter set to 'TX102 Austin - Westlake'. A modal dialog titled 'Welcome to Predefined reports' is overlaid on the table. The dialog text reads: 'Predefined reports are ready-made reports that show data you may find useful. You can edit and save a predefined report as a new report. This guide (~3 minutes) will help you understand how to use Predefined reports.' A red arrow points to the 'GET STARTED' button at the bottom of the dialog. The background table has columns for Campaign, Campaign state, Campaign type, Clicks, Impressions, CTR, Avg. CPC, and Cost.

Google Ads

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



The screenshot shows the Google Ads Reporting interface. The top navigation bar includes a back arrow, the Google logo, and the word "Reporting". On the right side of the bar are icons for SEARCH, REPORTS, TOOLS & SETTINGS, a help icon, a notification bell, and a SportClips logo. Below the navigation bar, there are options for "Ad" (with an edit icon), "RESET", "SAVE", and "SAVE AS". On the right side of this section are "DOWNLOAD" and "SCHEDULE" icons. The main content area shows a "Table" view for a "Custom" report covering the period "Jul 18 - Aug 26, 2019". There are icons for "SEGMENT", "FILTER", and "COLUMNS". The table has the following columns: Ad, Campaign, Ad group, Campaign type, Campaign subtype, Ad final URL, Ad mobile final URL, Clicks, and Impressions. A single row of data is visible:

Ad	Campaign	Ad group	Campaign type	Campaign subtype	Ad final URL	Ad mobile final URL	Clicks	Impressions
Sport Clips Haircuts of Austi... www.haircutmen... Want an MVP haircut but can't afford to wait? Check-in at Sport...	TX102 Austin - Westlake	Ad group 1	Search Only	All features	https://haircut...tintx	--	211	3

At the bottom right of the table, there is a "Show rows: 50" dropdown and "1 - 1 of 1" with navigation arrows.

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.

Reporting

Ad

RESET SAVE SAVE AS

DOWNLOAD SCHEDULE

Table

Custom

Jul 18 - Aug 26, 2019

SEGMENT FILTER COLUMNS

Ad	Campaign	Ad group	Campaign type	Campaign subtype	Ad final URL	Ad mobile final URL	Clicks	Impress
Sport Clips Haircuts of Austi... www.haircutmen... Want an MVP haircut but can't afford to wait? Check-in at Sport...	TX102 Austin - Westlake	Ad group 1	Search Only	All features	https://haircut...tintx	--	211	3

Show rows: 50 1 - 1 of 1

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.

The screenshot shows the Google Ads Reporting interface. The top navigation bar includes 'Reporting', 'SEARCH', 'REPORTS', 'TOOLS & SETTINGS', 'DOWNLOAD', and 'SCHEDULE'. The main area is titled 'Ad' and shows a table of reports for the period 'Jul 18 - Aug 26, 2019'. The table has columns for 'Campaign type', 'Campaign subtype', 'Ad final URL', 'Ad mobile final URL', 'Clicks', and 'Impressions'. A red arrow points to the 'X' button next to the 'Conversions' column header in the 'Column' section.

Campaign type	Campaign subtype	Ad final URL	Ad mobile final URL	Clicks	Impressions
Search Only	All features	https://haircut...tinx	--	211	3,715

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.

The screenshot shows the Google Ads Reporting interface for an 'Ad' report. The interface is divided into several sections:

- Level of detail:** A list of filters including Search keyword, Label (Campaign), Label (Ad group), Label (Ad), Label (Keyword), Final URL, Landing page, Expanded landing page, and Distance from location.
- Performance:** A list of performance metrics including Avg. position, Impr. (Abs. Top) %, Impr. (Top) %, Avg. CPM, Invalid clicks, Invalid click rate, Phone impressions, Phone calls, PTR, Avg. CPE, and Avg. CPV.
- Columns:** A list of columns to be displayed in the report table, including Ad, Campaign, Ad group, Campaign type, Campaign subtype, Ad final URL, Ad mobile final URL, Clicks, Impressions, CTR, Avg. CPC, Cost, View-through conv., Cost / conv., and Conv. rate.
- Table:** A table showing the report data. The table has columns for Campaign type, Campaign subtype, Ad final URL, Ad mobile final URL, Clicks, and Impressions. The data row shows 'Search Only', 'All features', 'https://haircut...tintx --', 211, and 3,716.

A red arrow points from the 'Avg. position' option in the 'Performance' section to the 'Columns' area of the report table, indicating the action of dragging the metric into the columns area.

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.

The screenshot shows the Google Ads Reporting interface. At the top, there's a navigation bar with a back arrow, the Google logo, and the word "Reporting". To the right are icons for Search, Reports, Tools & Settings, a help icon, a notification bell, and a SportClips logo. Below this is a sub-header with "Ad" and "Unsaved" on the left, and "RESET", "SAVE", and "SAVE AS" on the right. Further right are "DOWNLOAD" and "SCHEDULE" icons. Below the sub-header is a toolbar with a "Table" view selector, a date range "Jul 18 - Aug 26, 2019", and icons for "SEGMENT", "FILTER", and "COLUMNS". The "COLUMNS" icon is highlighted with a red arrow. Below the toolbar is a table with the following columns: Clicks, Impressions, CTR, Avg. CPC, Cost, View-through conv., Cost / conv., Conv. rate, and Avg. position. The "Avg. position" column header is also highlighted with a red arrow. The table contains one row of data: 211 Clicks, 3,716 Impressions, 5.68% CTR, \$0.89 Avg. CPC, \$188.57 Cost, 0 View-through conv., \$0.00 Cost / conv., 0.00% Conv. rate, and 1.40 Avg. position. At the bottom right of the table, it says "Show rows: 50" and "1 - 1 of 1".

Clicks	Impressions	CTR	Avg. CPC	Cost	View-through conv.	Cost / conv.	Conv. rate	Avg. position
211	3,716	5.68%	\$0.89	\$188.57	0	\$0.00	0.00%	1.40

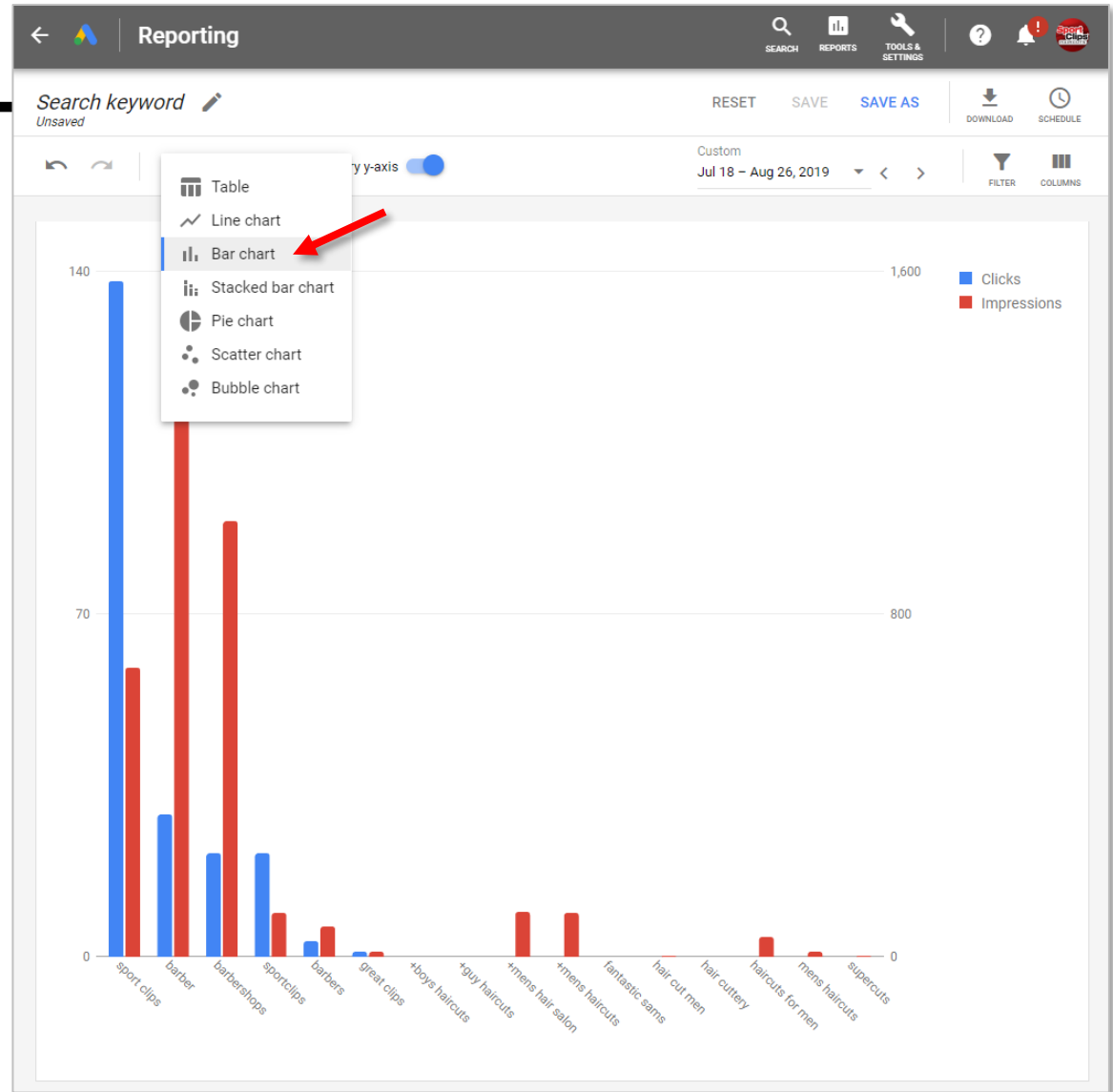
Google Ads

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**

The screenshot shows the Google Ads Reporting interface. At the top, there's a navigation bar with a back arrow, the Google logo, and the word 'Reporting'. On the right side of the navigation bar are icons for Search, Reports, Tools & Settings, a help icon, a notification bell, and a 'SportClips' logo. Below the navigation bar, there's a filter section for 'Day of week' with a pencil icon, and buttons for 'RESET', 'SAVE', and 'SAVE AS'. To the right of these are 'DOWNLOAD' and 'SCHEDULE' buttons. Below the filter section, there's a 'Table' view selector and a 'Custom' report name 'Jul 18 - Aug 26, 2019'. On the far right, there are icons for 'SEGMENT', 'FILTER', and 'COLUMNS'. The main content area is a table with the following columns: 'Day of week', 'Clicks', 'Impressions', 'CTR', 'Avg. CPC', 'Cost', 'Avg. position', 'Conversions', and 'View-through cor'. The table contains data for each day of the week from Sunday to Saturday. At the bottom right of the table, there's a 'Show rows: 50' dropdown and a '1 - 7 of 7' indicator with navigation arrows.

Day of week	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Conversions	View-through cor
Sunday	38	373	10.19%	\$0.80	\$30.30	1.36	0.00	
Monday	35	693	5.05%	\$0.70	\$24.42	1.42	0.00	
Tuesday	30	532	5.64%	\$0.81	\$24.43	1.45	0.00	
Wednesday	18	572	3.15%	\$0.87	\$15.65	1.47	0.00	
Thursday	30	496	6.05%	\$1.10	\$32.86	1.37	0.00	
Friday	23	593	3.88%	\$0.73	\$16.71	1.45	0.00	
Saturday	39	471	8.28%	\$1.15	\$44.92	1.23	0.00	

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.

Reporting

SEARCH REPORTS TOOLS & SETTINGS

REPORTS DASHBOARDS

Predefined reports (Dimensions) >

Reports

Dashboards

+ Custom

Predefined reports (Dimensions)

Basic Landing page OPEN

Basic Campaign details OPEN

> View all

ADD FILTER

More

<input type="checkbox"/> Your saved reports	Creation date ↓	Last accessed	Date range	Created by
You don't have any reports				

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© 2019 Google

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**.

The screenshot shows the Google Ads Reporting interface. At the top, there's a navigation bar with a back arrow, the Google logo, and the word "Reporting". On the right side of the navigation bar are icons for SEARCH, REPORTS, TOOLS & SETTINGS, a help icon, a notification bell, and a profile icon. Below the navigation bar, there are two tabs: "REPORTS" (which is active) and "DASHBOARDS". The main content area is titled "Predefined reports (Dimensions)" and contains two report cards: "Basic Landing page" and "Basic Campaign details", both with "OPEN" buttons. To the right of these cards is a "View all" button. A dropdown menu is open on the left side, showing various chart types: Table, Line chart, Bar chart (highlighted with a red arrow), Stacked bar chart, Pie chart, Scatter chart, and Bubble chart. Below the chart type menu is a table with columns for "Creation date", "Last accessed", "Date range", and "Created by". The table is currently empty, with the text "You don't have any reports" displayed below it. At the bottom of the page, there is a footer with the following text: "Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more. Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics. © 2019 Google".

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.

The screenshot shows the Google Ads Reporting interface. At the top, there is a search bar with the text "device" entered. A red arrow points to this search bar. Below the search bar, there are two sections: "Targeting" and "Attributes". Under "Targeting", the "Device" option is selected. A red arrow points from this "Device" option to the "Row" field in the report configuration area. The "Attributes" section contains "Ad device preference type" and "Device preference". The main area of the interface is titled "Untitled report" and contains a "Create a report" button and the text "To create a report, drag and drop options from the left".

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.

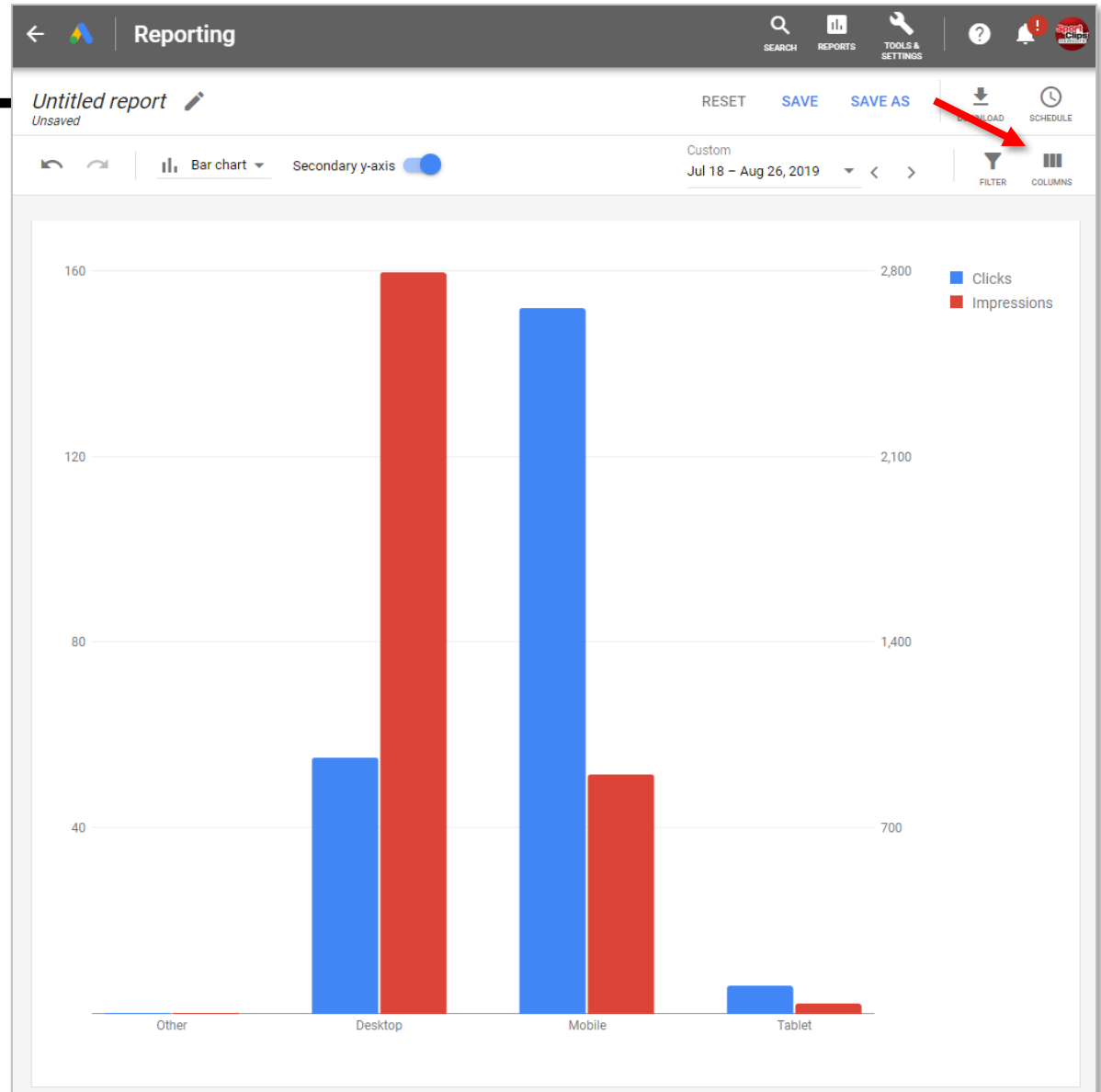
The screenshot shows the Google Ads Reporting interface. At the top, there's a navigation bar with 'Reporting' and various icons. Below that, a search bar and report title 'Untitled report' are visible. The main area is divided into a left sidebar and a right main panel. The sidebar lists various performance metrics like Clicks, Impressions, Cost, CTR, etc. The main panel shows a report configuration with 'Device' in the Row field and a 'Column' field. A blue banner at the top of the main panel says 'Add more data to populate your chart'. Two red arrows point from the 'Clicks' and 'Impressions' metrics in the sidebar to the 'Column' field in the main panel.

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**.

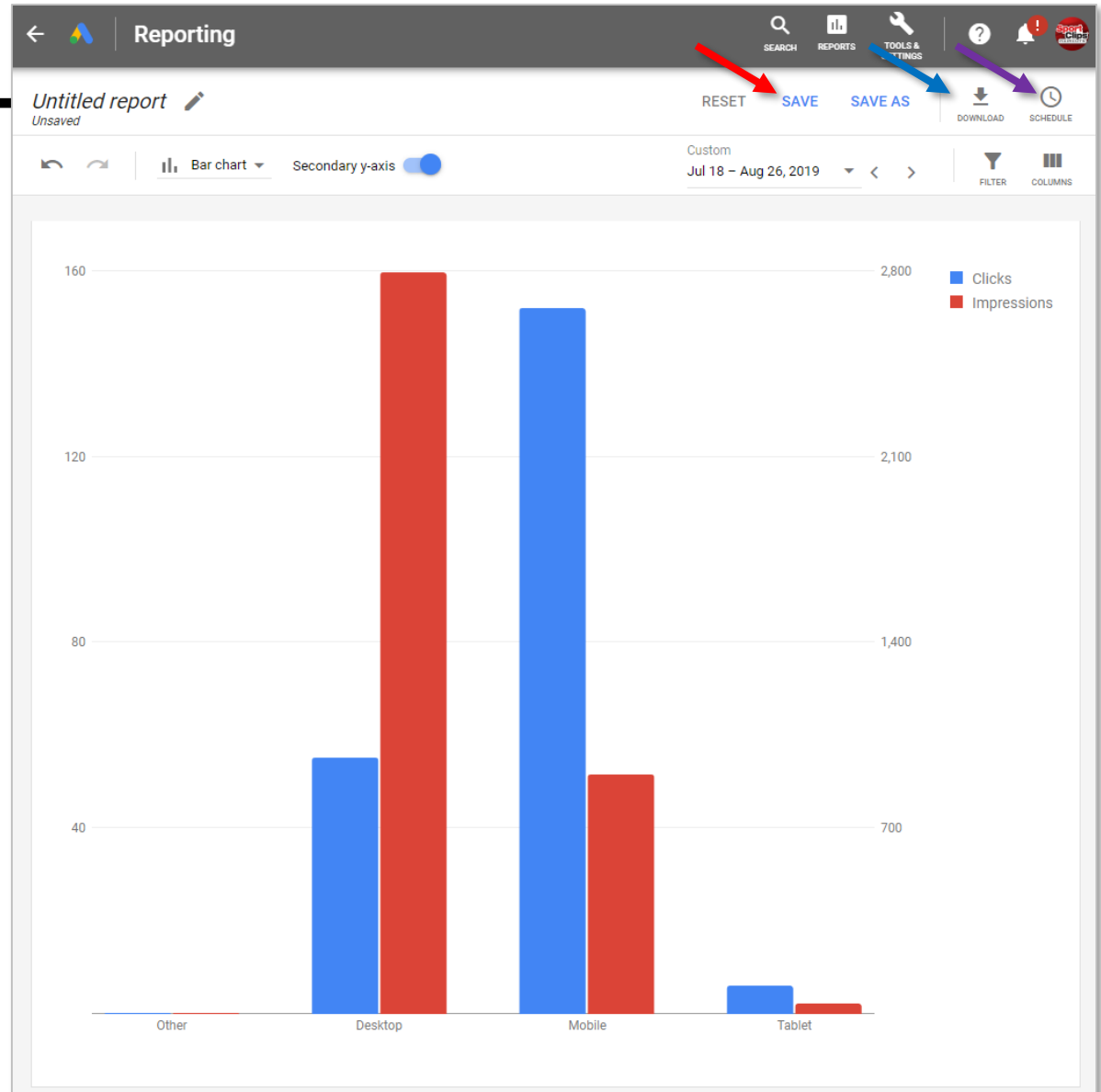


Google Ads

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