



## **The Power Of Google Search For Your Business, Part 2: Google Ads**

[Like we discussed in our last post.](#) Google is by far the most popular search network on the web.

And while spending time reaching more organic traffic is one of the best investments you can make for your business, I always recommend Google Ads to my clients when they are in search of website optimization services.

SEO website optimization is important, but Google ads is a great way to scale your business effectively *and quickly*.

# California

**\$80.65 billion**

of economic activity

In 2019, Google helped provide \$80.65 billion of economic activity for 242,700 California businesses, publishers, nonprofits, creators, and developers

**2.06 million**

California businesses

More than 2.06 million California businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

Source: <https://economicimpact.google.com>

You truly can't beat the ROI Google is able to provide.

In fact, [according to this report](#), Google's advertisers make \$2.00 for every \$1.00 they spend.

But if you're new to the world of ad campaigns, Google ads can seem tricky - and even risky. That's why today we will break down the different types of ads I recommend my clients focus on when they're ready to start their first Google ad campaign.

But first, let's talk about a few things Google ads can do for your business...

## **3 Reasons Why Your Business Needs Google Ads**

### **1) Pointed Targeting**

Most business owners understand that there's little point in paying money to get your advertisements in front of people who aren't interested or in need of your products or services.

With Google ads, you can target multiple keywords at once, segment by specific demographics and psychographics, and target based on location and life events.

Ultimately, Google Ads gives you the ability to reach the right people, in the right place, at the right time. Partner ads with your SEO website optimization, and you've got a business growth plan that can't be beat.

## **2) Flexible Budget**

With Google ads, you have the ability to set whatever budget you can afford.

And even better than the ability to set your own budget, is the flexibility of what can be done with that budget. With the different optimization tools that Google offers, your spend can be used effectively - even if it's small.

## **3) Easy Reporting**

Google provides an incredibly user friendly dashboard that can be customized for your specific ad campaign.

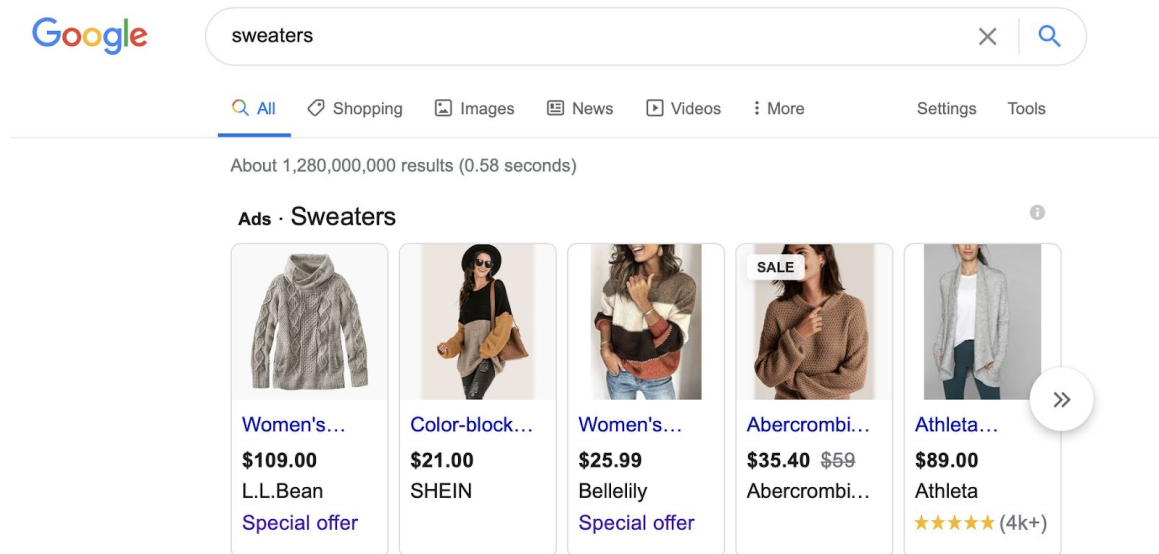
At a glance you can see metrics such as impressions, clicks, costs, keywords, targeted demographics, devices used, and more. Google even gives you recommendations on ways you can make your ad campaign more effective in the future.

## Shopping Ads

[According to Google.](#)

*“Shopping ads are ads that include rich product information, such as a product image, price, and merchant name. They’re created using data attributes from the product information you submit in your Merchant Center data feed and are shown to people who are already searching for the kinds of products you advertise.”*

The reason Google shopping ads are a great focus, is because they feature an image and price on the product, and they tend to appear right at the top of the search listing.



[If you need help selling products this holiday season](#), Google shopping ads are a great choice.

## Text Ads

With Google’s help, text ads are easy to produce - and easy for your audience to consume.

Text ads include a headline, display URL, and an ad description. ([I always recommend my clients](#) use a strong CTA in their text ad description.) Your text ad description can be up to 90 characters.

Text ads can appear on websites, the search network, the display network, and even mobile phone apps. A catchy headline and compelling copy are all you need to start producing text ads on Google.

## Remarketing Ads

“Remarketing” refers to connecting with people who have visited your website or associated social media pages, app, etc in the past.

The reason remarketing ads on Google are so powerful is because you are dealing with an audience who is already somewhat familiar with your products and services, and they have shown prior interest in what you have to offer.

[According to Google](#), you can remarket with their ads in the following ways:

- **Standard remarketing:** Show ads to your past visitors as they browse sites and apps on the Display Network.
- **Dynamic remarketing:** Boost your results with dynamic remarketing, which takes remarketing to the next level with ads that include products or services that people viewed on your website or app.
- **Remarketing lists for search ads:** Show ads to your past visitors as they do follow-up searches for what they need on Google, after leaving your website.
- **Video remarketing:** Show ads to people who have interacted with your videos or YouTube channel as they use YouTube and browse Display Network videos, websites, and apps.
- **Customer list remarketing:** With Customer match, you can upload lists of contact information that your customers have given you. When

those people are signed into Google, you can show them ads across different Google products.

With a host of ways to reach your audience quickly, Google ads is a great way to grow your business.

Tune in next time when we share everything you need to know about Google My Business...

[And for help creating your Google ad campaign, or for assistance with other website optimization services, contact us at Littlejohn's Web Shop today!](#)



## Contact Us

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