

FROM CHAOS TO CONTROL

Building Smarter PPC Account Structures in 2025

MARKETER
INVESTOR
INNOVATOR
SPEAKER





St SAM TOMLINSON

My career started about as far away from marketing as one can get: in corporate finance – and I’ve carried the lessons learned (and profit obsession) into the digital ecosystem, where I’ve worked for nearly 7 years.

I’ve worked for well over 100 clients – ranging from the Fortune 500 to pre-seed startups on 5 continents, with budgets ranging from \$1,000 to \$1M+

I don’t just *do* marketing – I teach others, too. I speak all over the world at conferences and events, and I’m currently on the faculty at Johns Hopkins University, Cabrini University and Georgetown University

WHAT WE'RE TALKING ABOUT

01 Introduction
Who I Am, What We're Talking About, Maybe Other Things

02 PPCers Ruin Things
Weird Place To Start? Cool Insight? You Decide.

03 The Rise of the Machines
How Machines Work + What We Need To Do About It.

04 Smarter Structures
ML-Friendly PPC Structures That Work; Bidding Info; Alignment

05 Putting This In Action
A Shiny Case Study About How This Works

06 Final Thoughts
And Those Promised Takeaways

SOME DISCLAIMERS

- I'm not going to cover every possible weird permutation or special use-case scenario; there's a near-infinite variety of PPC account structures.
- We're going to focus specifically on Google search, not really touching Bing/Yahoo/Yandex/Baidu or the differences between them, but (generally) you can take a similar conceptual approach, with adjustments for the limitations and features of the particular platform
- Not dealing with voice search, Discovery Ads, LSAs, analytics set-up, zero-click SERPs, SEO stuff more generally, etc.
- I'm not going to talk a whole lot about landing pages, content development or CRO – there are plenty of other experts here who can give those topics the time and attention they deserve.

CAMPAIGN STRUCTURE IS A **VALUE** STATEMENT

**IF EVERYTHING IS IMPORTANT,
NOTHING IS IMPORTANT.**

**CAMPAIGN STRUCTURE IS
ABOUT CONNECTING
BRANDS TO PEOPLE**

**THIS IS WHY WE CAN'T HAVE
NICE THINGS**

IT USED TO BE **SIMPLE.**

BRAND

(read: people that know you)

**NON-
BRAND**

(read: people that don't know you, or don't know what you do)

ISH.

BRAND

(read: people that actually like you)

**STUFF +
QUESTIONS**

(read: people that have a problem you might solve)

BRAND RESEARCH

(read: people that might want to get to know you)

THE REST OF IT

(read: people interneting)

BUT THEN WE LEARNED THINGS.

BRAND NAV

BRAND w/
INTENT

PRODUCT w/
INTENT

PRODUCT +
RESEARCH

SUB BRAND

BRAND
RESEARCH

GENERIC
STUFF

WHO KNOWS?

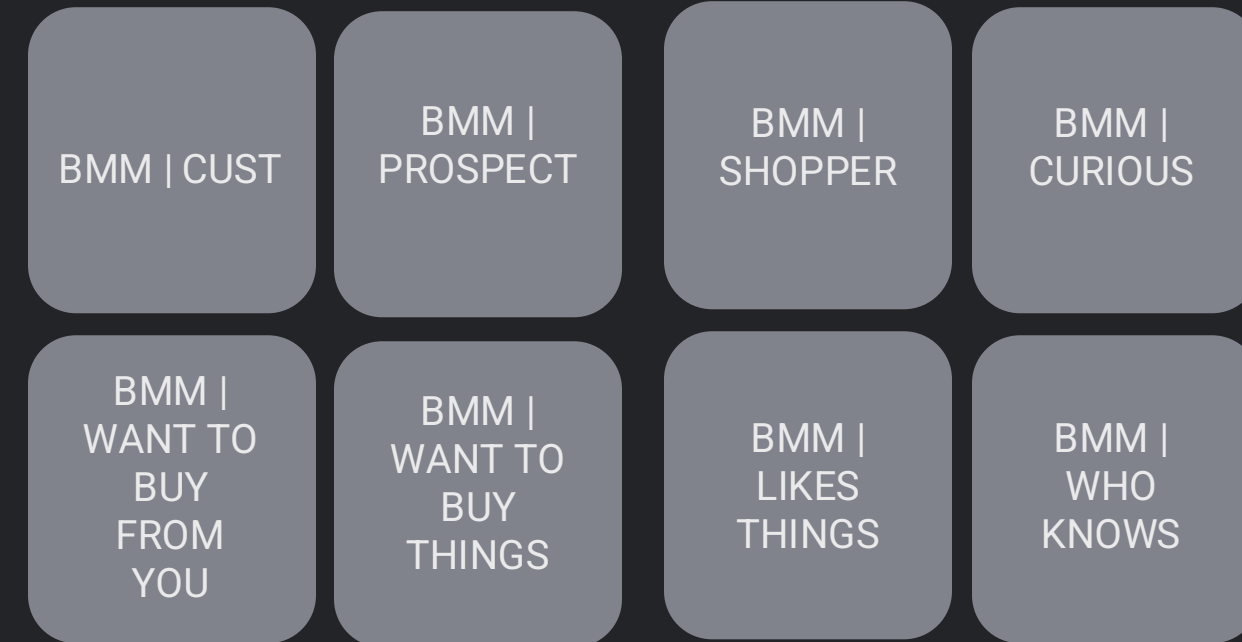
SO WE MADE IT MORE COMPLEX



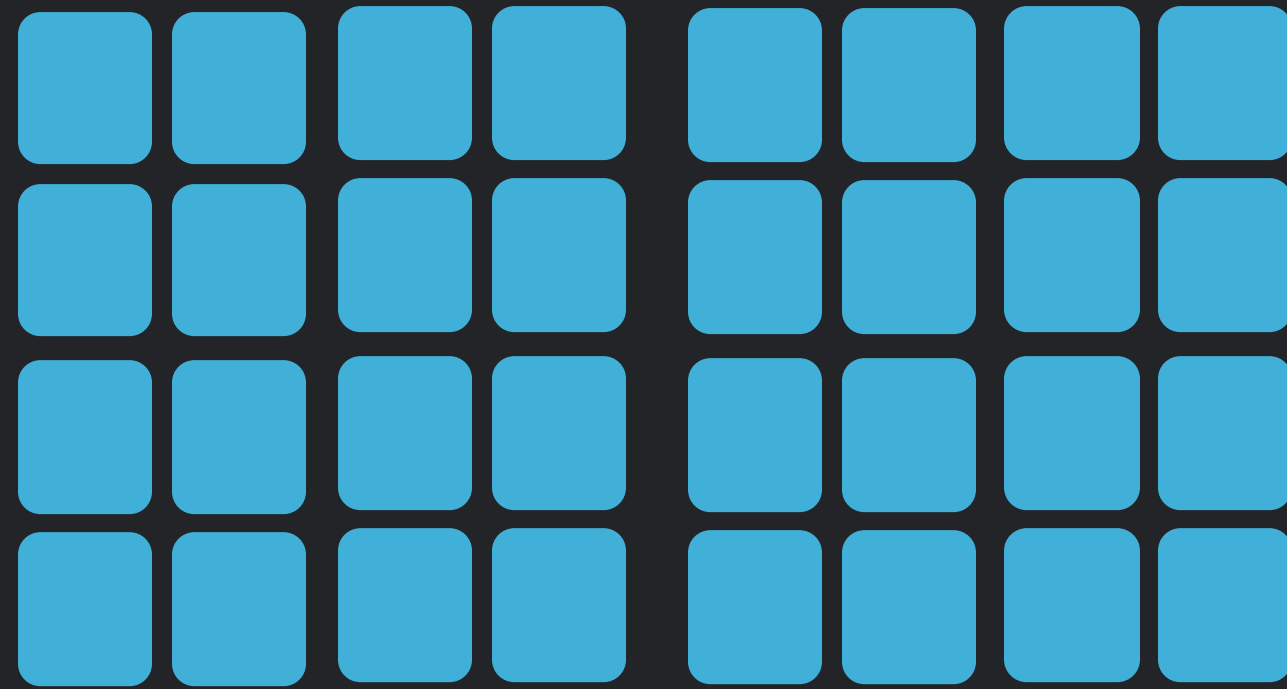
1st TIME VISITOR



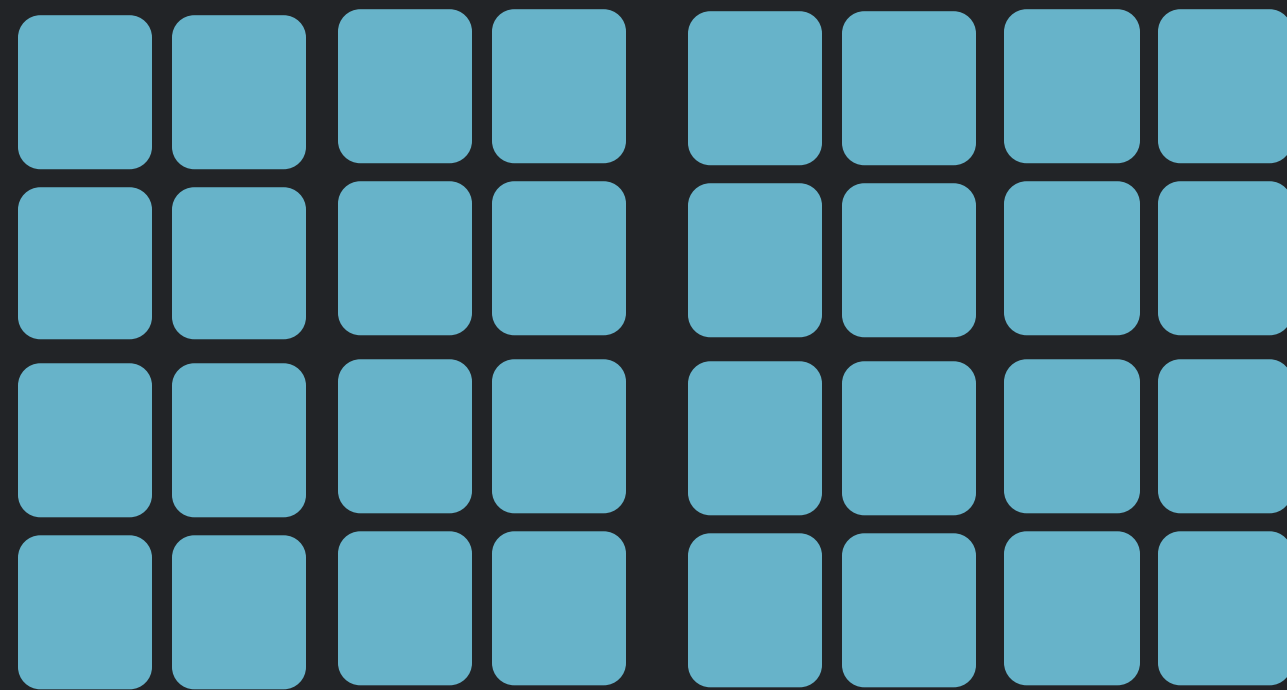
REPEAT VISITOR



AND DOUBLED DOWN. **HARD.**

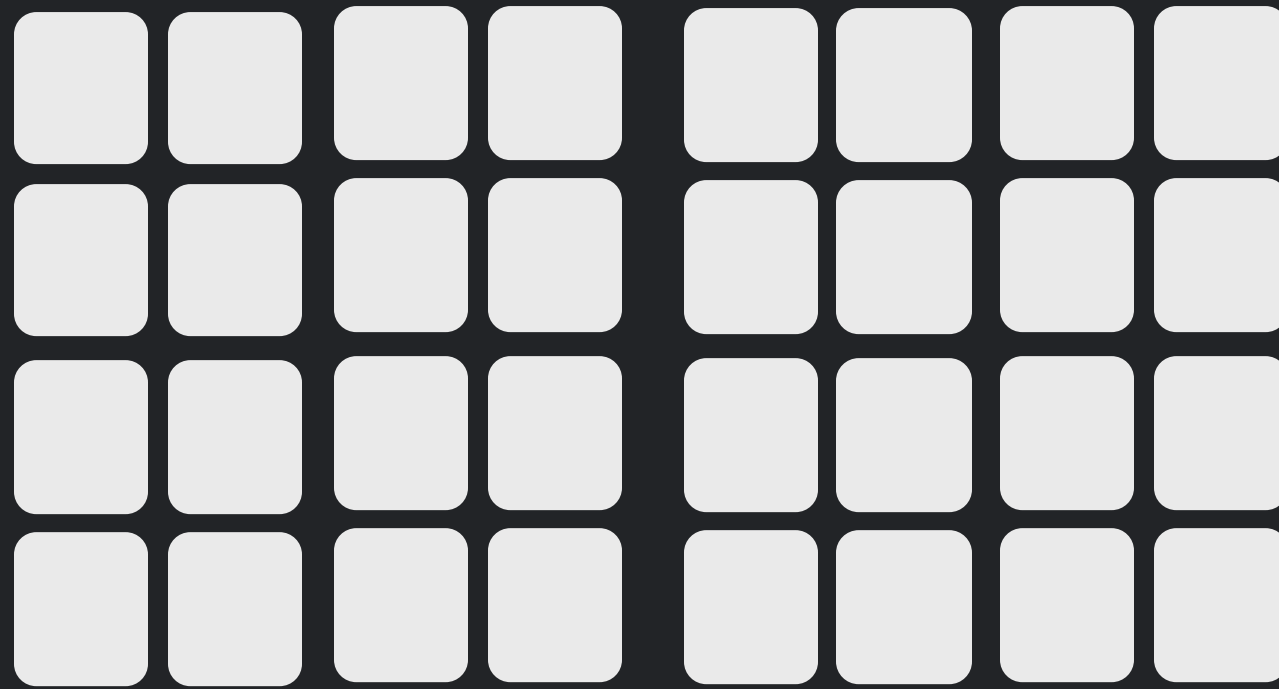


1st TIME VISITOR

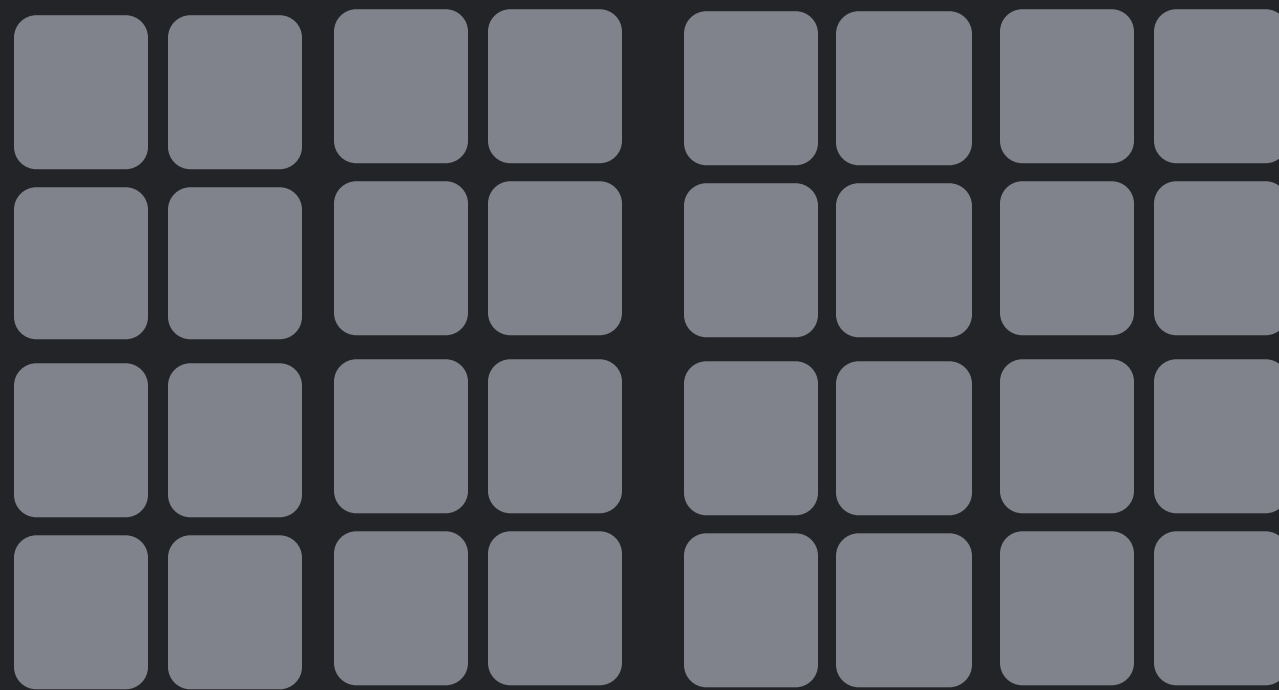


ENGAGED

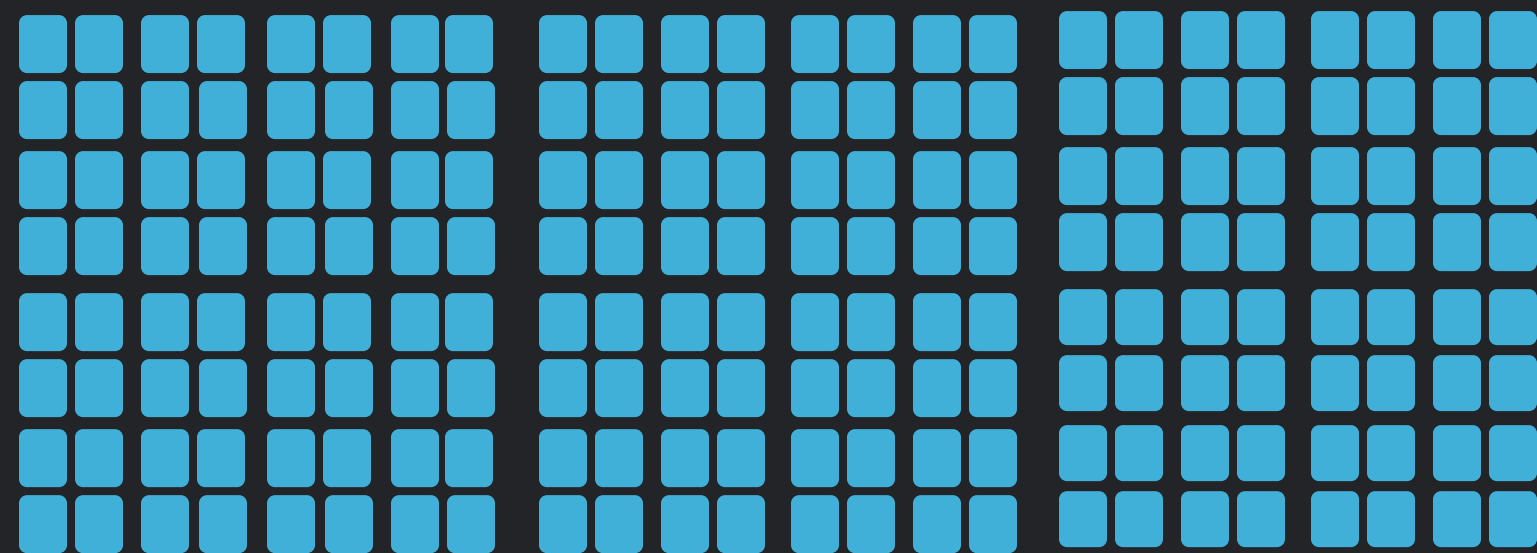
BOUNCY



REPEAT VISITOR



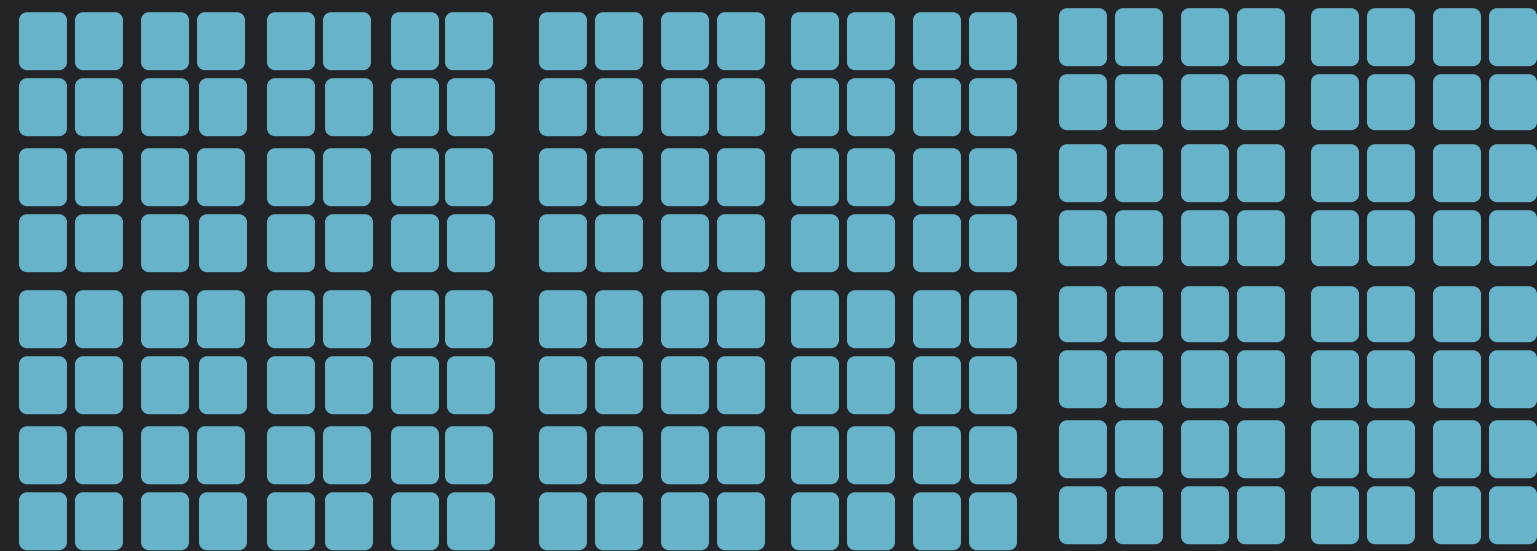
THAT LED TO THIS **INSANITY**:



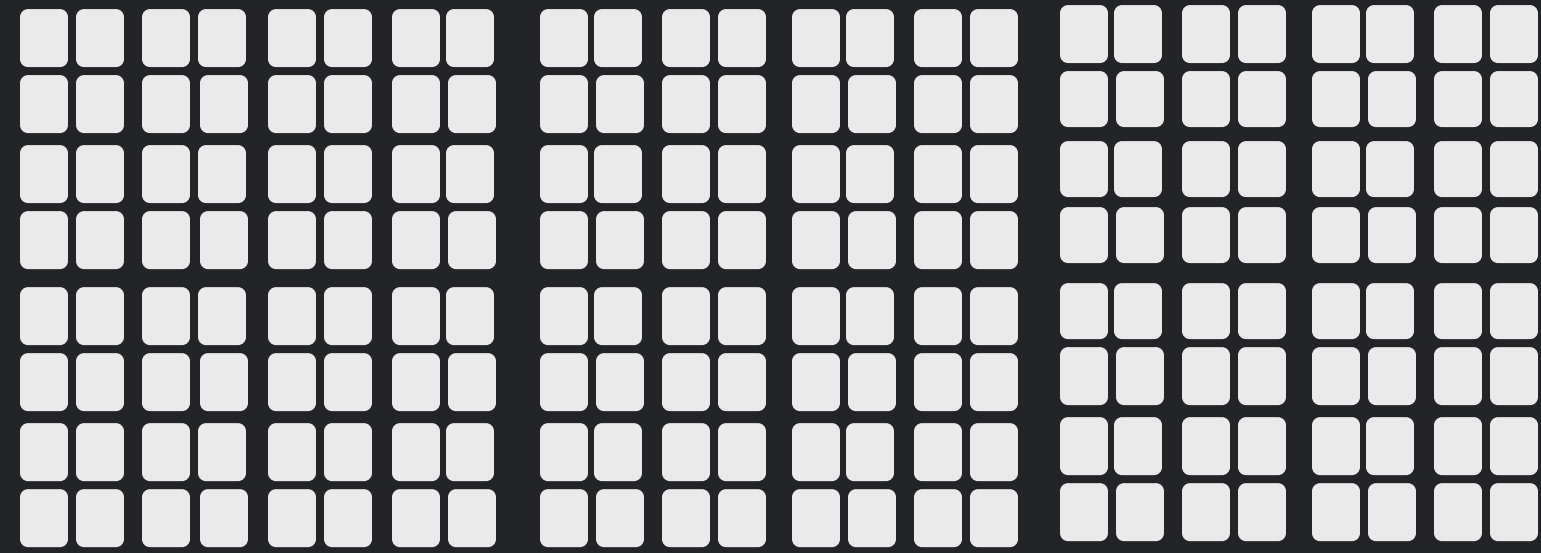
DESKTOPS

TABLETS

MOBILE



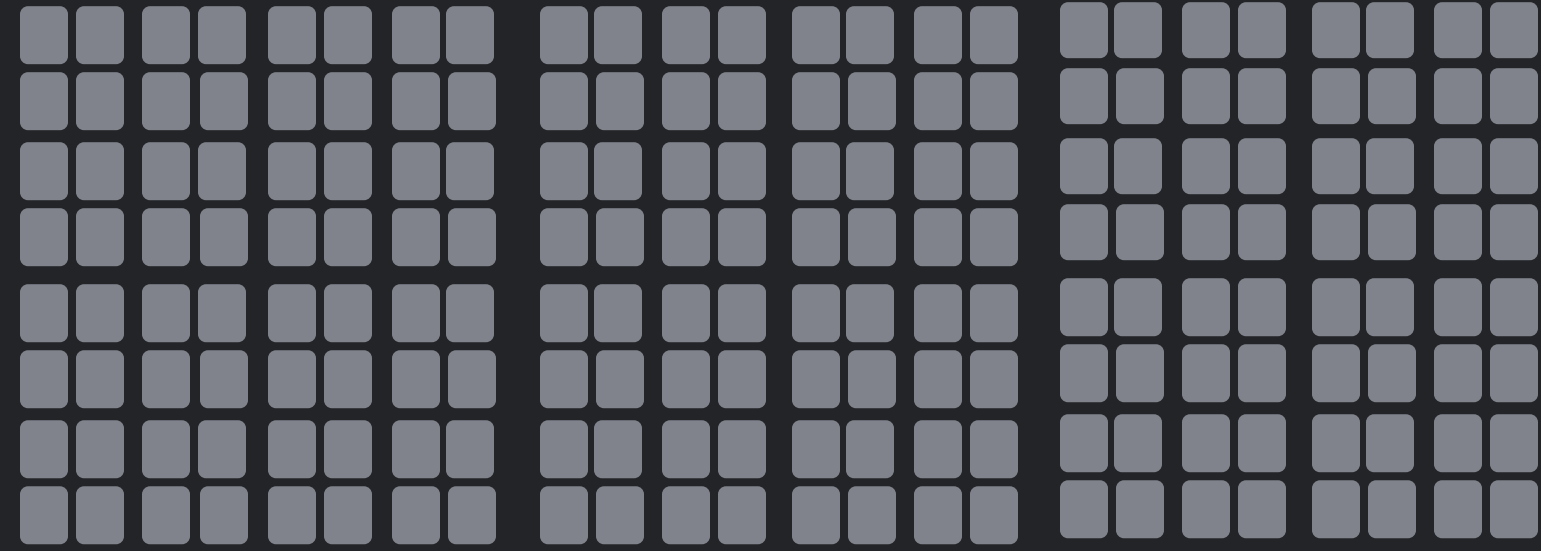
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DESKTOPS

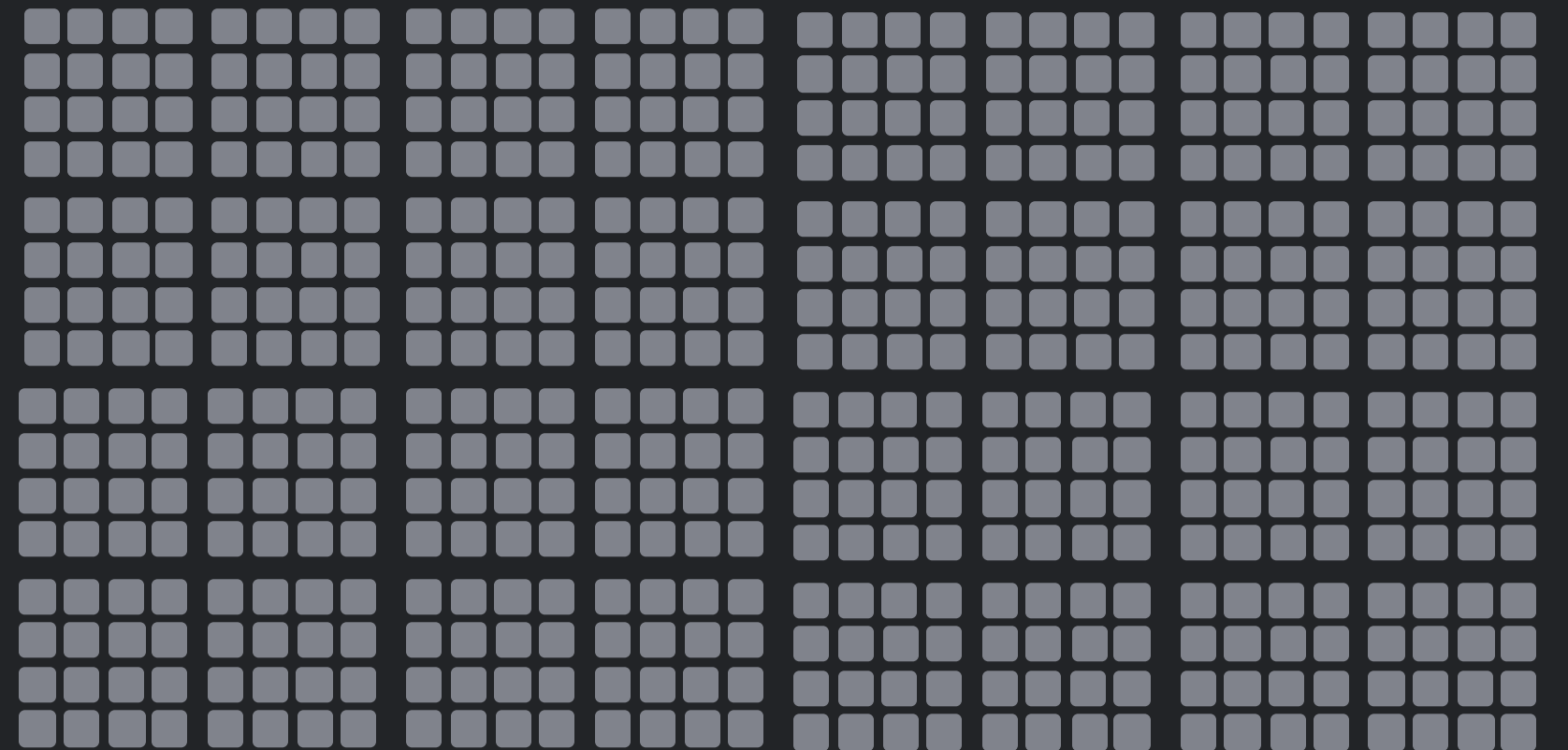
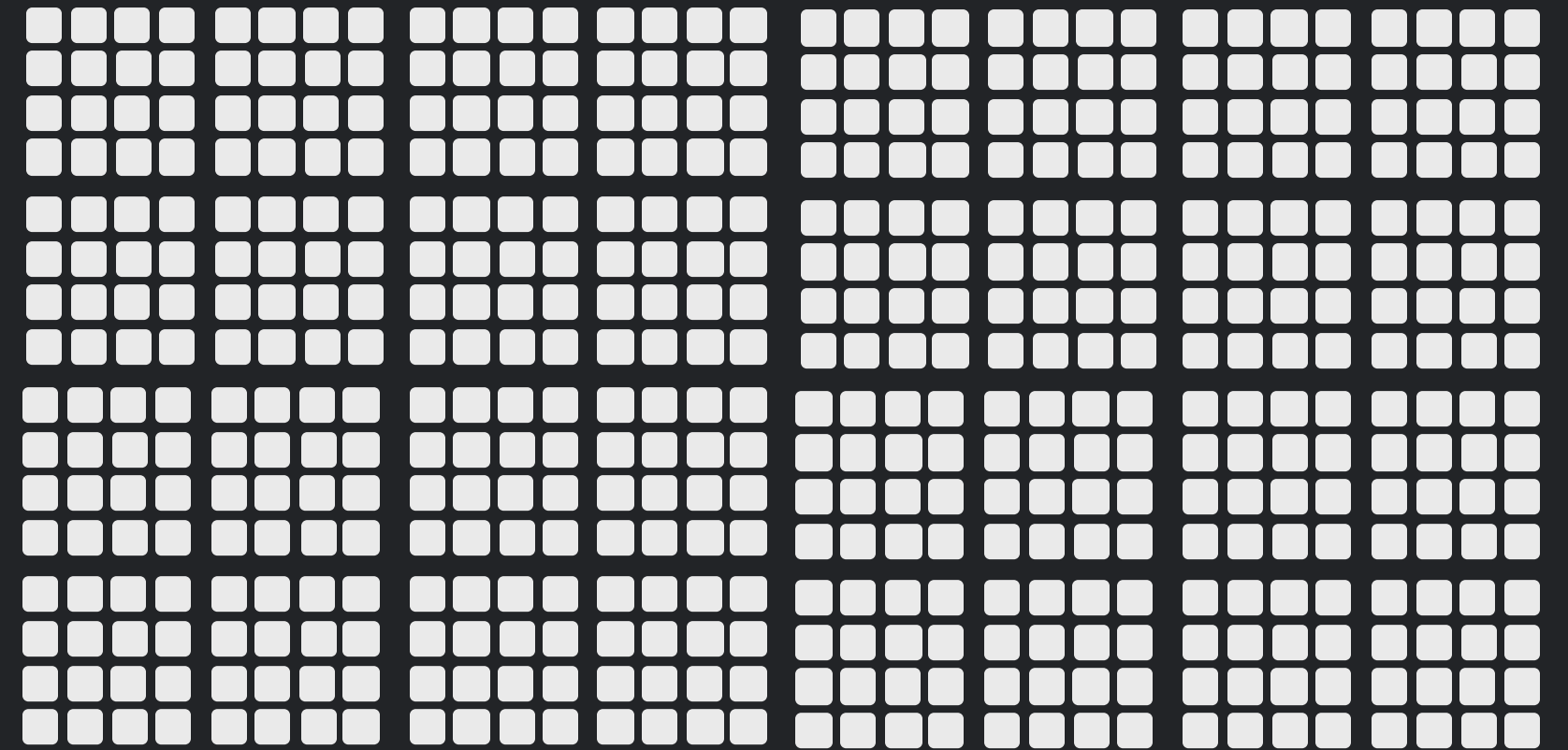
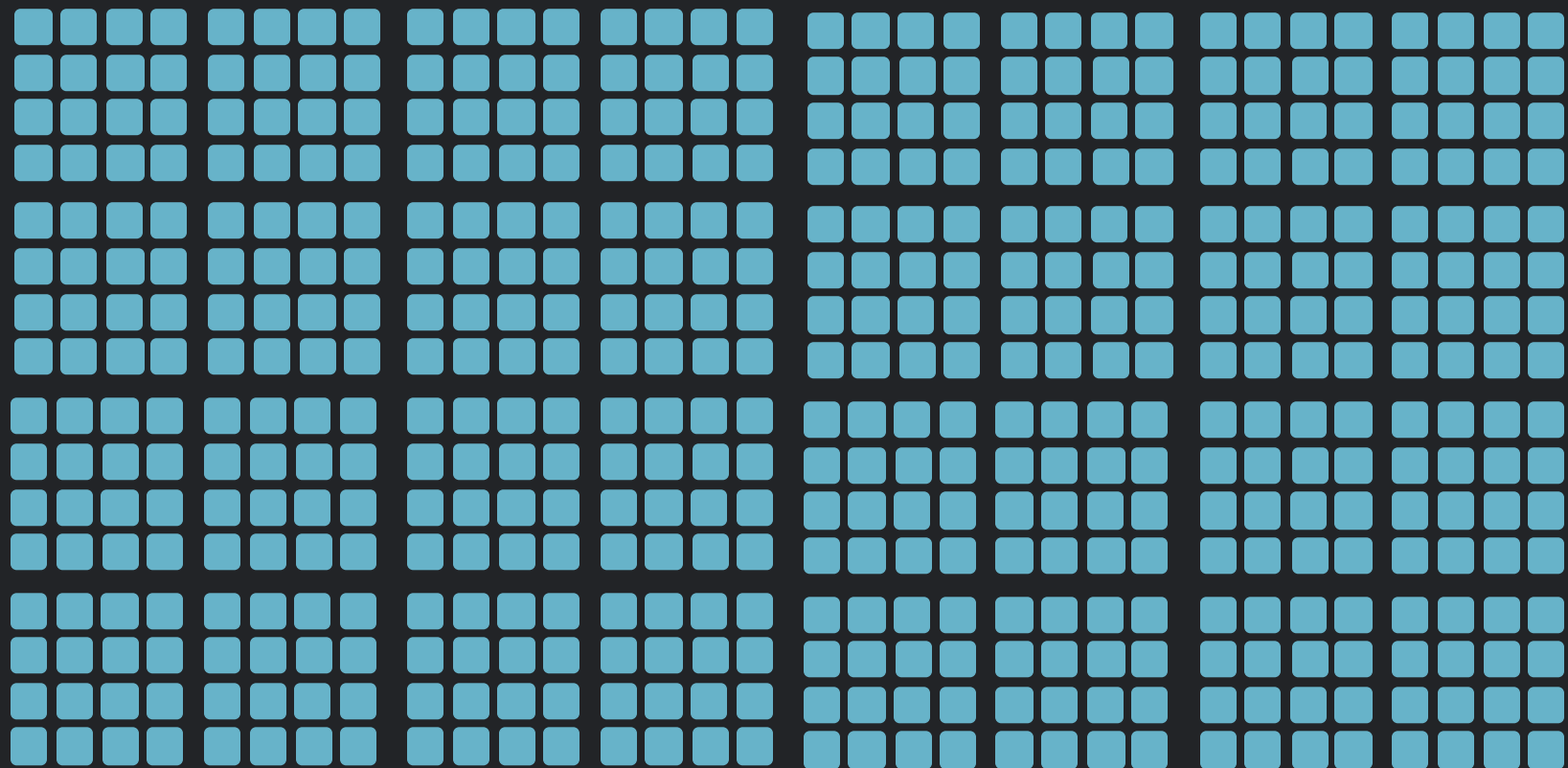
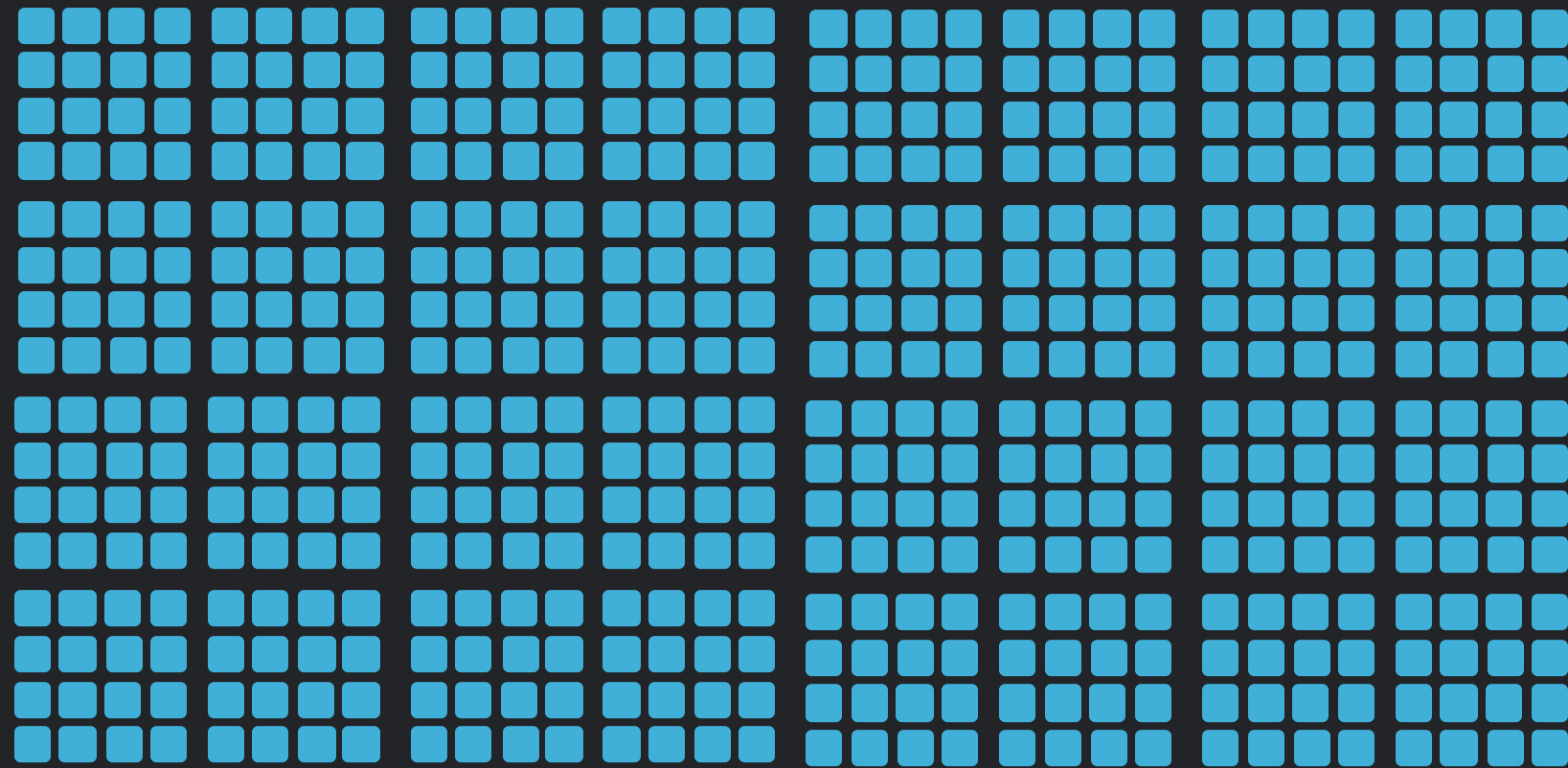
TABLETS

MOBILE



1P
1st
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THEN UTTER MADNESS.



THEN UTTER MADNESS.

2,048+

TARGETING

SIGNALS

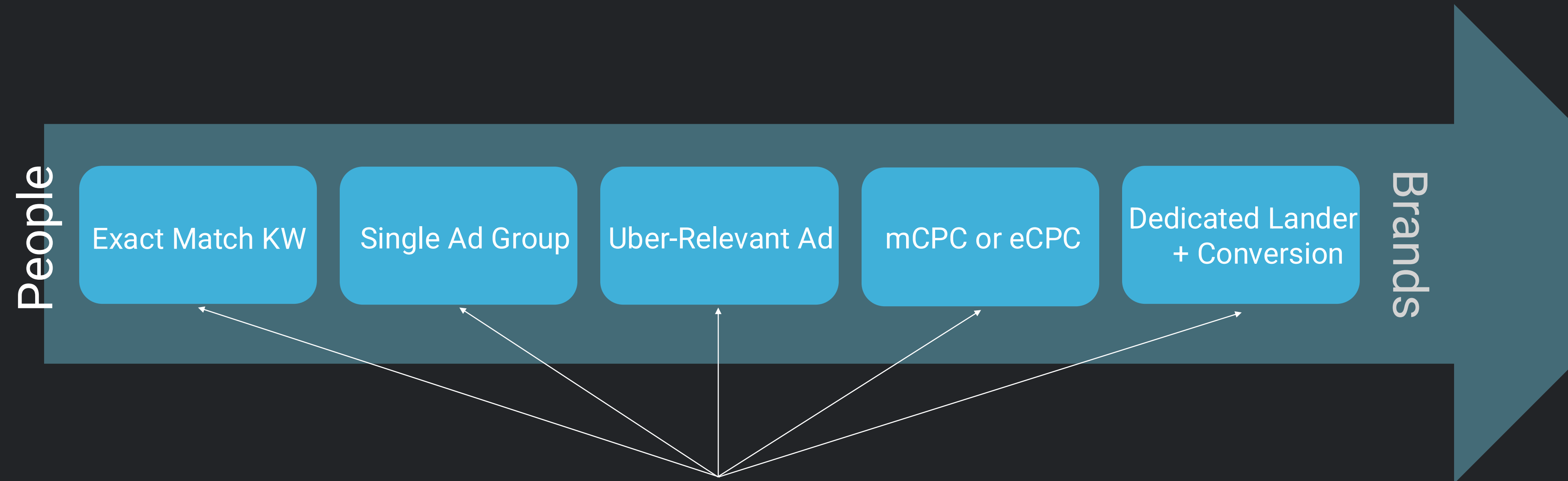
GOOGLE HAS A SOLUTION

NOT AI. ROOMBA.



Let's be real – we're not trying to outsmart VIKI or Jarvis (later FRIDAY + EDITH); SEM automation tech isn't even close to that (and won't be for awhile; once it does get there, SEM structures will be the least of your problems so ::shrug::). SEM automation today is a glorified Roomba that hoovers up money left, right and center; not some all-knowing AI.

LEVERS TO KEEP THINGS **LINEAR**



Control Levers To Minimize Variance



live

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Google Ads Saying Goodbye To Enhanced CPC In March 2025

Sep 9, 2024 - 7:51 am 0 — by Barry Schwartz

Filed Under [Google Ads](#)

Google Ads Recommendations: What You Need to Know

Google's new recommendations may make life easier for advertisers, but it's best to check them out and see their impact before implementing them.

SEJ · PPC

Google Introduces New AI Tools For Performance Max Campaigns

Google introduces AI tools for Performance Max, enhancing reporting, creative capabilities, and brand safety measures for advertisers across multiple campaign types.

Highlights

- Google adds AI-powered tools to Performance Max campaigns.
- New features include asset-level conversion reporting and image editing.
- Asset generation expands to App and Display campaigns.

Performance Max campaigns launch to all advertisers

Nov 02, 2021 · 7 min read

Share

Learn how Performance Max campaigns can help you drive better results across all Google Ads channels and inventory. See new case studies, best practices, and more.

Are you being manipulated by Google Ads?

Dive into the covert persuasion tactics Google Ads uses to ensure the house always wins and discover strategies to outsmart the house.

PPC trends: 'keywordless' paid search and the move to automation

< Return to blog

Google Ads Makes Broad Match Default for Search Campaigns

Morgan Livingston | PPC | September 11, 2024

About changes to phrase match and broad match modifier

The new phrase match behaviour is now rolled out to all languages. Phrase and broad match modifier keywords have the same updated phrase matching behaviour for all languages.

In February 2021, Google Ads began to incorporate behaviours of broad match modifier (BMM) into phrase match. As of July 2021, both phrase and broad match modifier keywords have the same updated phrase matching behaviour for all languages and show ads on searches that include the meaning of your keyword.

You don't need to take any specific action for your phrase match or BMM keywords in order to see these changes.

SEJ · PPC

Google Rolls Out AI-Powered Updates To Performance Max Campaigns

Google enhances Performance Max campaigns with AI-powered asset testing, video optimization, and improved campaign management tools for advertisers.

Highlights

- Google adds AI testing tools to Performance Max campaigns.
- Imagen 3 AI model integration enables automated creation of ad visuals.

Smart Shopping and Local campaigns to be transitioned to Performance Max by end of September

Google will also launch a "one-click" self-service tool for advertisers that would like to transition their campaigns ahead of the deadline.

George Nguyen on January 27, 2022 at 9:00 am | Reading time: 3 minutes

Google Discontinuing Expanded Text Ads (ETAs)

Erin Taylor | PPC | March 8, 2022

Google To Curb Microtargeting In Consumer Finance Ads

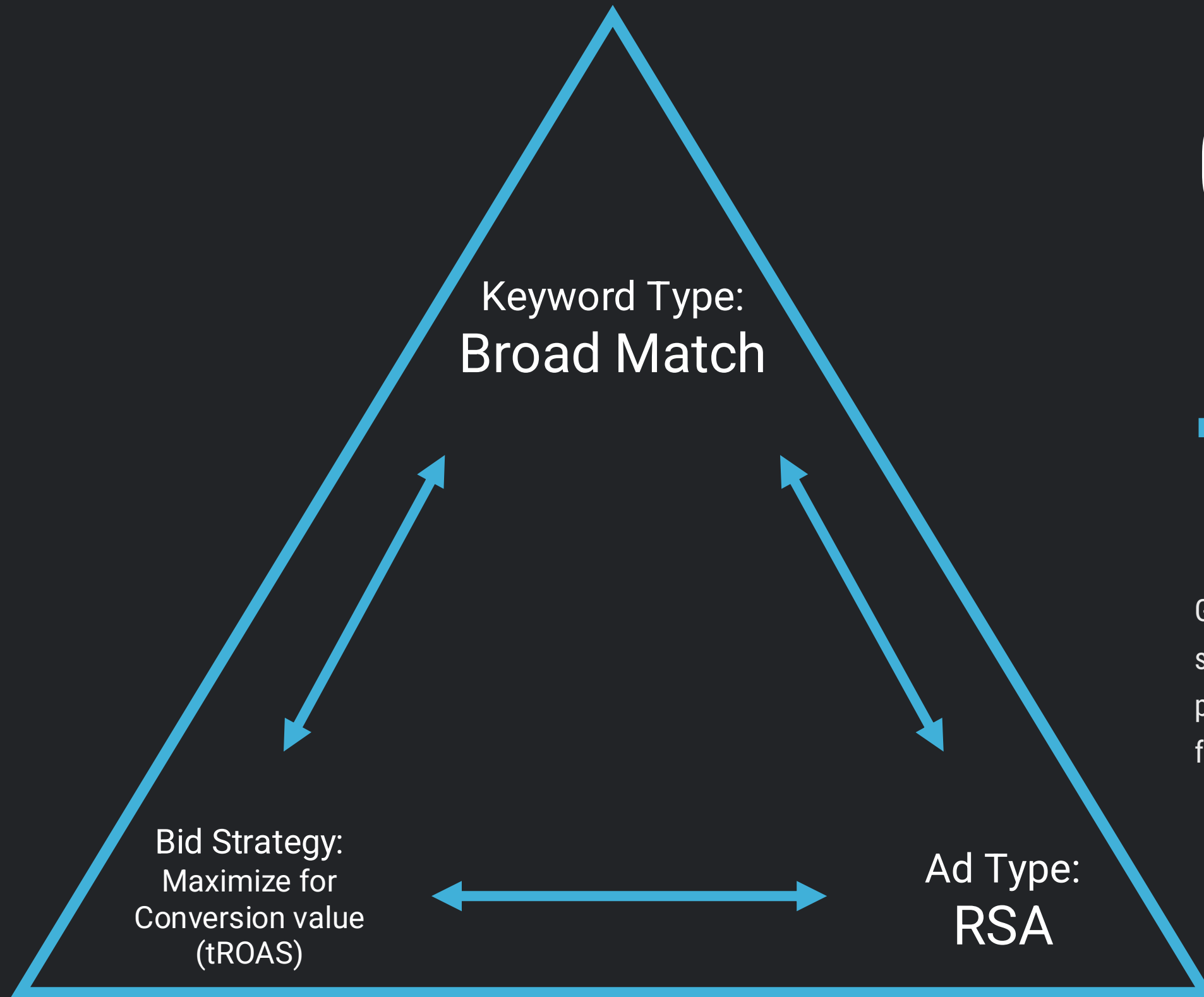
Google tightens personalized ad policy, banning microtargeting for financial services ads to protect user privacy.

LE ADS INTRODUCES EVEN MATION AND AI – WHETHE LIKE IT OR NOT

as started introducing 'Automatically Creat eature literally nobody asked for. Opt in at

SAY GOODBYE

GOOGLE ISN'T HIDING THEIR PLAN



Google's "Golden Triangle" – pushed out as the solution to scale-related challenges – has seen some adoption...and some terrible performance in small to mid-sized accounts. But it perfectly encapsulates what Google (and FB, with their "Power 5" before it) envision for the future of advertising: an endless budget with no restrictions and no accountability.



IT'S THE ECONOMY

CPC GROWTH IN CORE MARKETS

Google needs to grow CPCs, but search query growth is being constrained by both AI Overviews (providing far more information than previously available) + user caps. We've already connected everyone in the Western World. Google is the default.

INCREASE COMPETITION

The solution to the CPC problem is to force more advertisers into more auctions – whether they want to be there or not. That's exactly what PMAX + BM do: they force more advertisers into more auctions, whether or not those auctions are relevant.

DEGRADE THE EXPERIENCE

The final lever for CPC growth (and more budgets for G) is to homogenize the experience, so fewer advertisers have high (7+) quality scores – which serves to level the playing field + force more advertisers into paying higher CPCs



GOOGLE WANTS **NEEDS** AN AI-POWERED FUTURE



JUDGE, JURY, GATEKEEPER?

GOOGLE CONTROLS

Google operates both the buy-side and sell-side, creating a conflict of interest. By controlling the auction process, google can influence who wins and at what price.

SELF-PREFERENCING

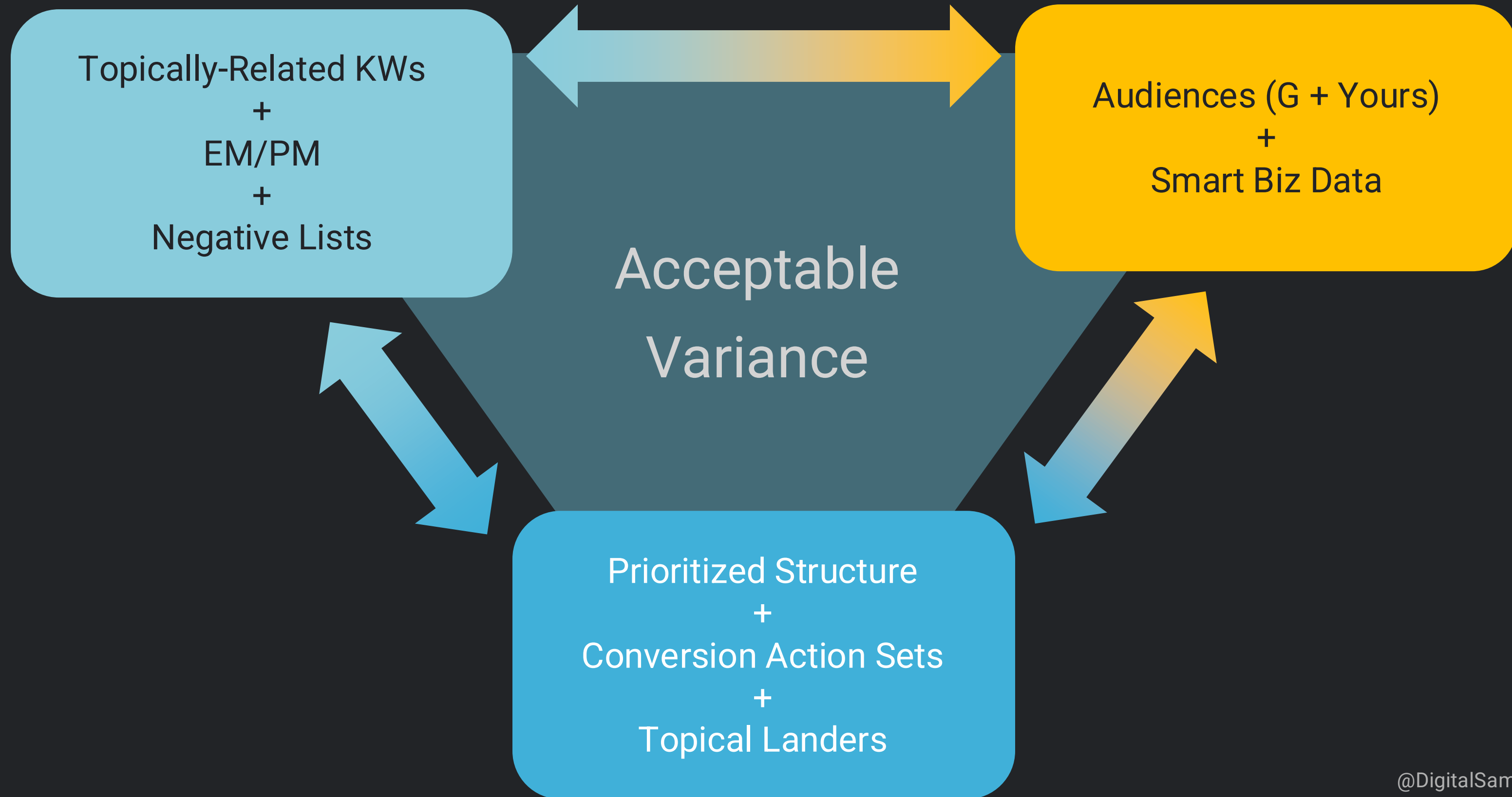
Google allegedly prioritized its own ads and services over competitors in its Ad Exchange. The company has been accused of manipulating ad auctions to maximize its profits while limiting competition.

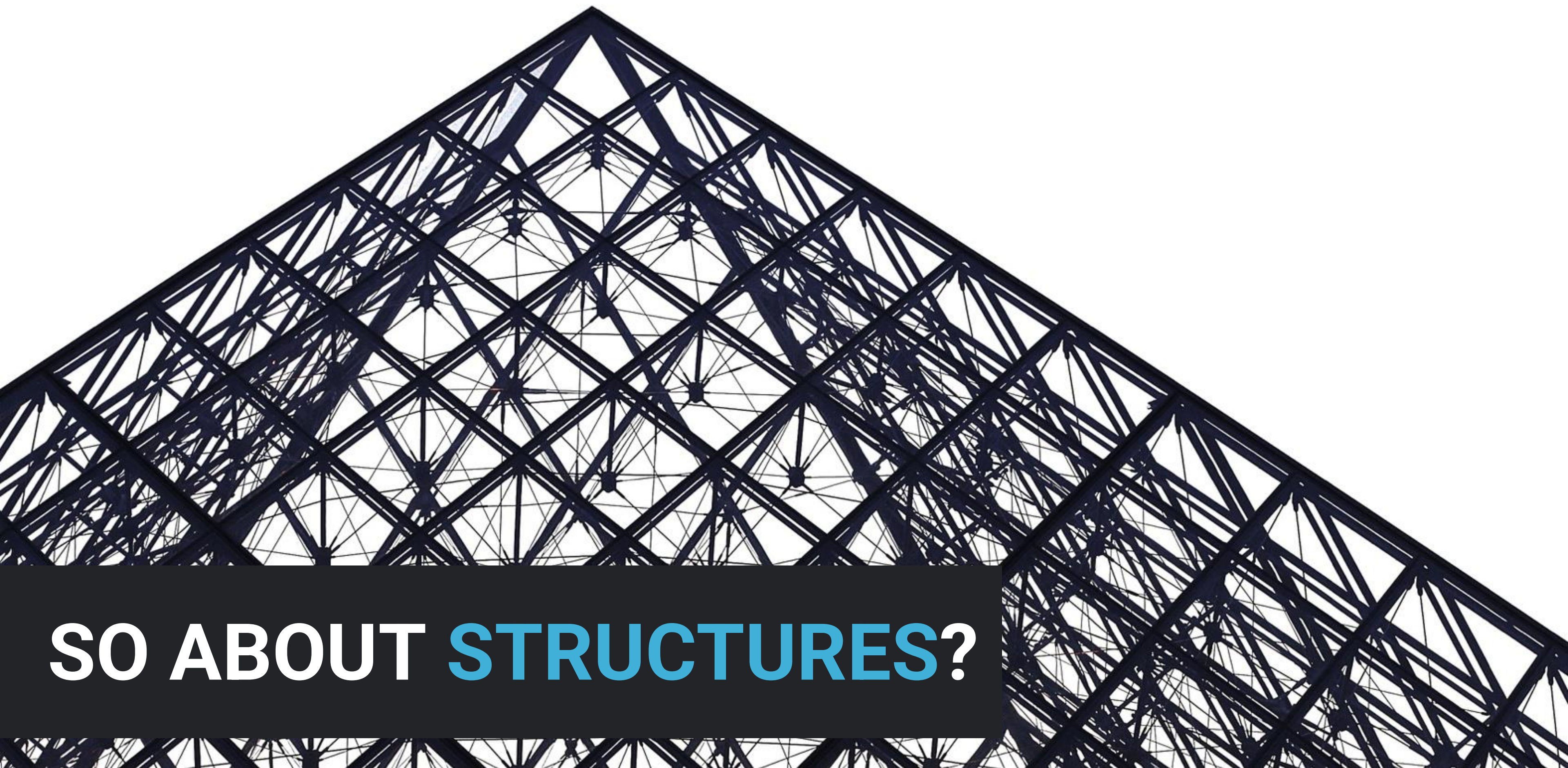
LEGAL PRESSURE

The DOJ and global regulators are investigating whether Google's dominance violates antitrust laws. If found guilty, Google could face fines, stricter regulations, or even be forced to divest parts of the ad business.

**SMART PEOPLE + USEFUL
MACHINES = RESULTS**

ADAPT OR DIE: TRIANGULATION





SO ABOUT **STRUCTURES?**

A photograph of a black Roomba vacuum cleaner on a wooden floor. In the foreground, a smartphone screen displays a voice command interface with the text 'tell Roomba to clean'. In the background, a white speech bubble contains the text 'Hi, ho'.

GOOD MARKETERS PUT ROOMBA IN A BOX(ISH)

PREPARE THE MACHINE UP FOR SUCCESS

A big part of our job these days is ensuring an appropriate balance between allowing search engines to find the right searches at the right time AND limiting the amount of craziness Google is permitted to do within the account.

DEFEND AGAINST MACHINES' LIMITATIONS

We know the limitations of Google (and Bing, and Baidu) – so we need to ensure a solid structure – this includes account structure AND data structure, plus a structured approach to negative keywords.

THE GOLDEN RULES OF STRUCTURE

- Campaign structure is the primary way in which clients (businesses/PPCers) express their priorities to advertising platforms – and since we're all different, so too are the structures we use.
- That being said, there are some fundamental principles that guide how we think about structure (the "science"), which must be blended with the particularities + eccentricities of each client (the "art") in order to build a high-performing account.

Google's Goals \neq Your Goals - Let's start with the obvious: Google doesn't care about you. They aren't pushing things to help you; they're pushing things to help themselves, and if that happens to be good for you, neat.

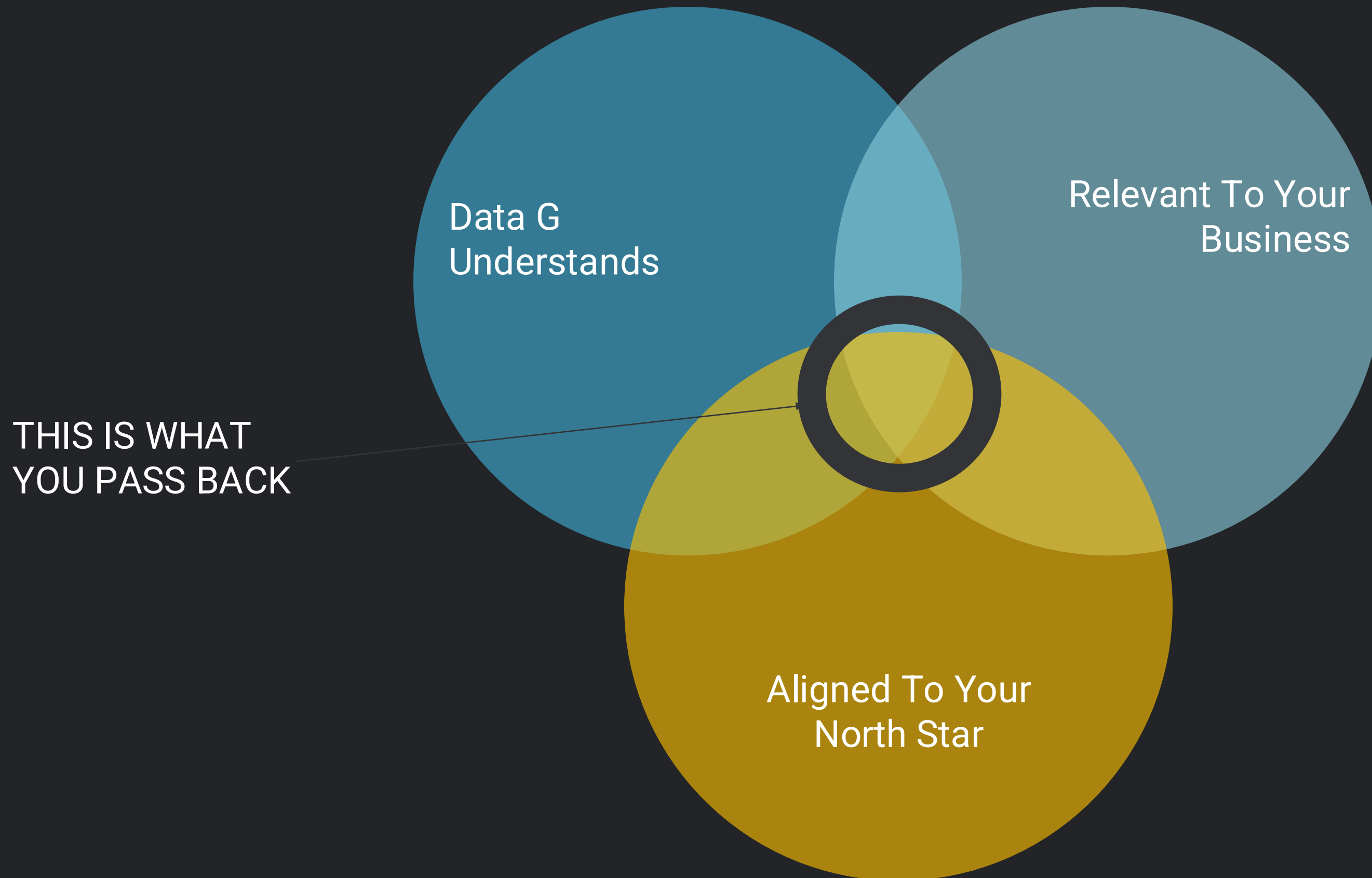
Exclusions > Inclusions – as automation increases, the importance of inclusions diminishes (as G broadens scope) + the importance of exclusions increases.

Data, Levers + Incentives Are Essential – structure is what controls the prioritization of how data, money + activity flow through your ad account

Aim For Maximum Sustainable, Not Minimum Viable – automation is here to stay; we need to shift focus from fighting the machines to channeling them

**DATA IS YOUR
OPTIMIZATION LEVER.**

WHAT DOES THAT LOOK LIKE?

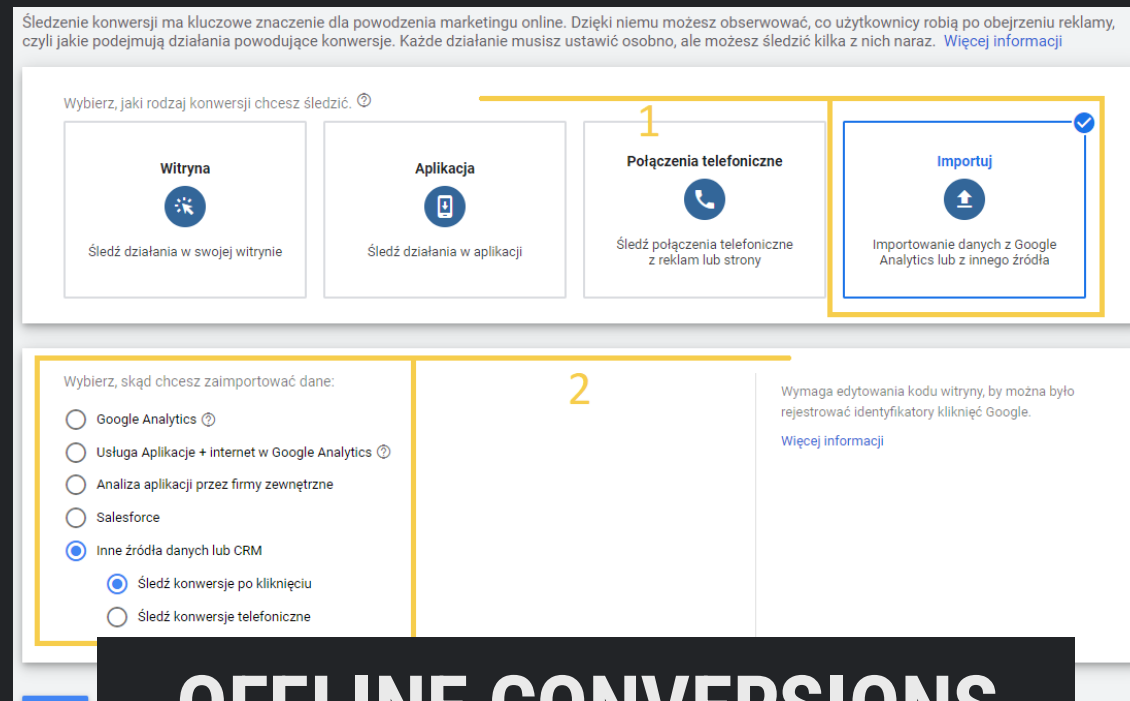


DATA PASSBACK IS CRITICAL



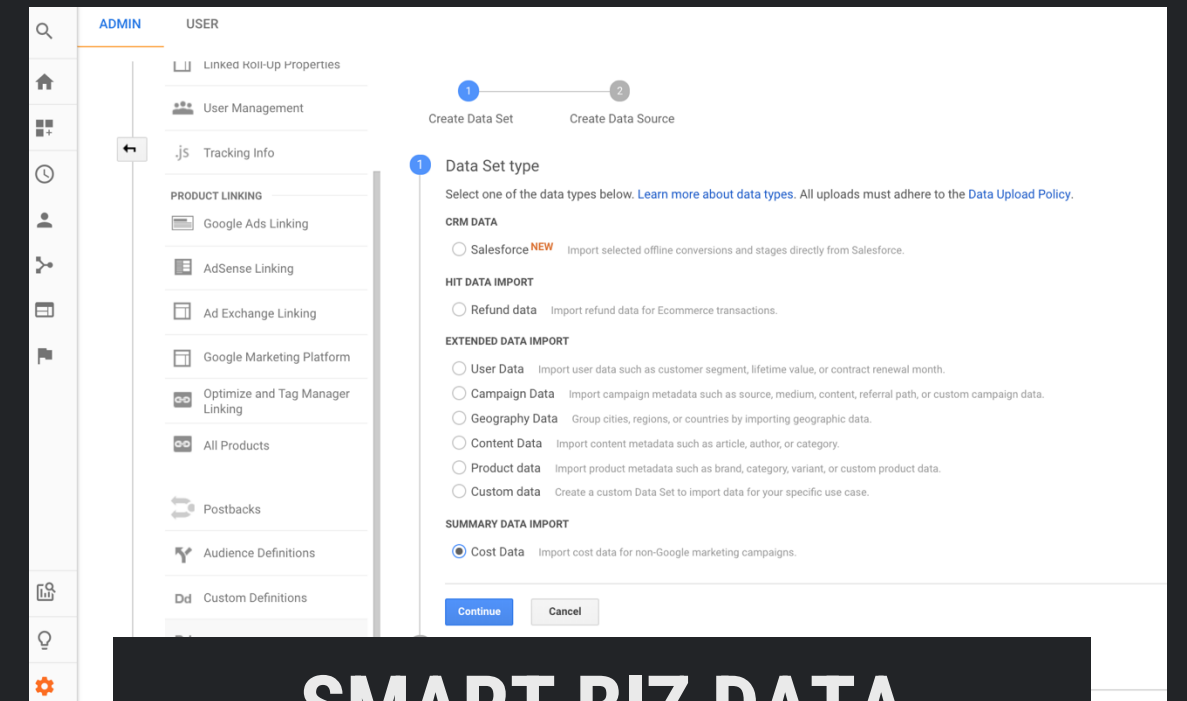
CONVERSION ACTION SETS

Conversion Action Sets are one of my FAVORITE features to roll out over the past couple years, but they're still woefully under-utilized by most marketers. Use them to ensure you're evaluating ToM/MoM campaigns correctly, as well as ensure your BoM campaigns aren't blowing money on lower-intent milestones.



OFFLINE CONVERSIONS

Use offline/enhanced conversions and CRM data integrations to improve your visibility into conversion quality (vs. quantity) – way too often, we think cheaper CPAs are better, when in reality, they're more expensive. Enhanced Conversions also help with incrementality.

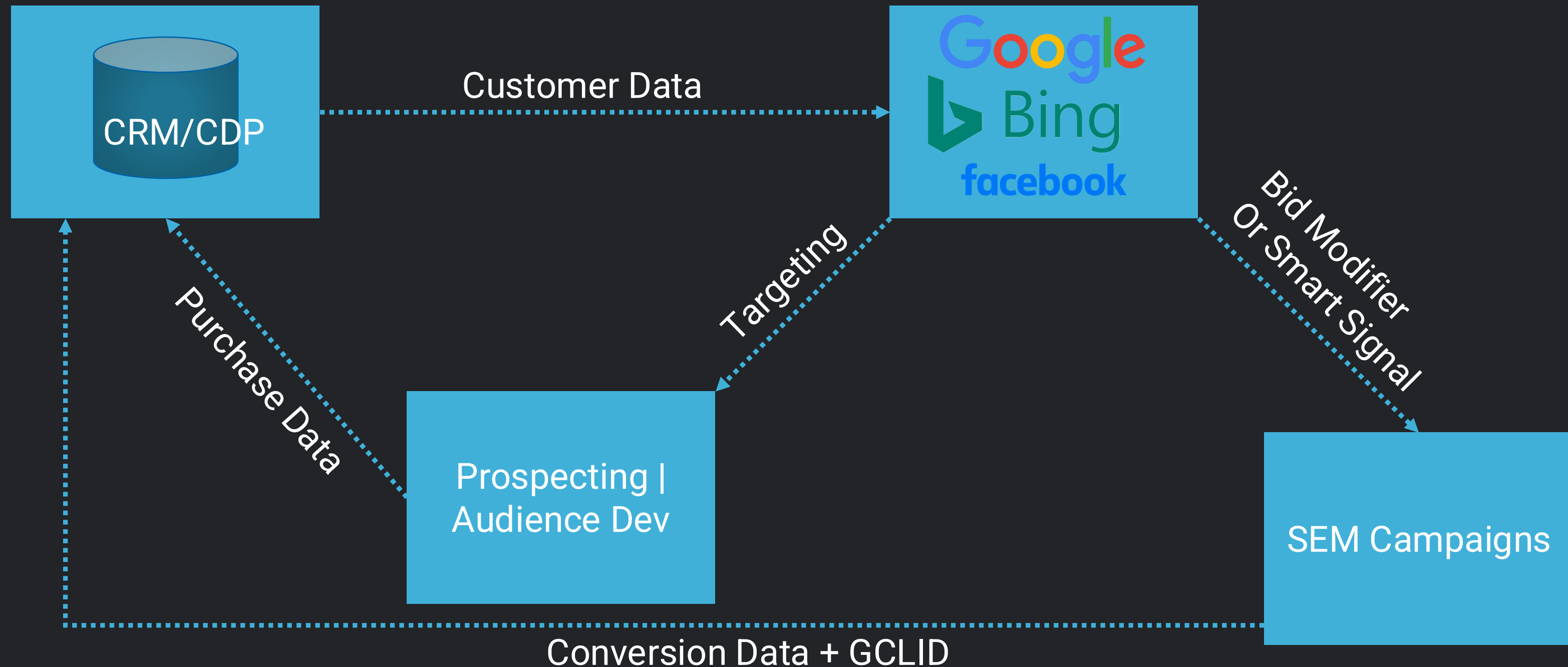


SMART BIZ DATA

Finally, there's the real business data – which I've written about extensively. This is more than your customer data; it's your cost data and other activity data and financial data. Machines assume you have \$0 costs and \$0 overhead and replying to leads is free...unless you tell them differently.

MAKE YOUR DATA WORK

USE YOUR DATA TO INFORM ENGINE BIDDING





BE CAREFUL WHAT YOU **ASK FOR**

Bidding algorithms (particularly G & Meta) are exceptional at maximizing **exactly what you ask for as efficiently as possible, with no regard for anything not in the view.**

That means the days of optimizing for some higher-funnel event (like a newsletter sign up or a call or a landing page view) under the guise that doing so will enable you to “conversion arbitrage” your way into better CPAs are over. If you ask for clicks, you’ll get clicks (though they’ll probably be - disproportionately – the kind that don’t turn into much other than wasted money).

LURKERS, BOTS + NON-BUYERS

PEOPLE WHO PDP

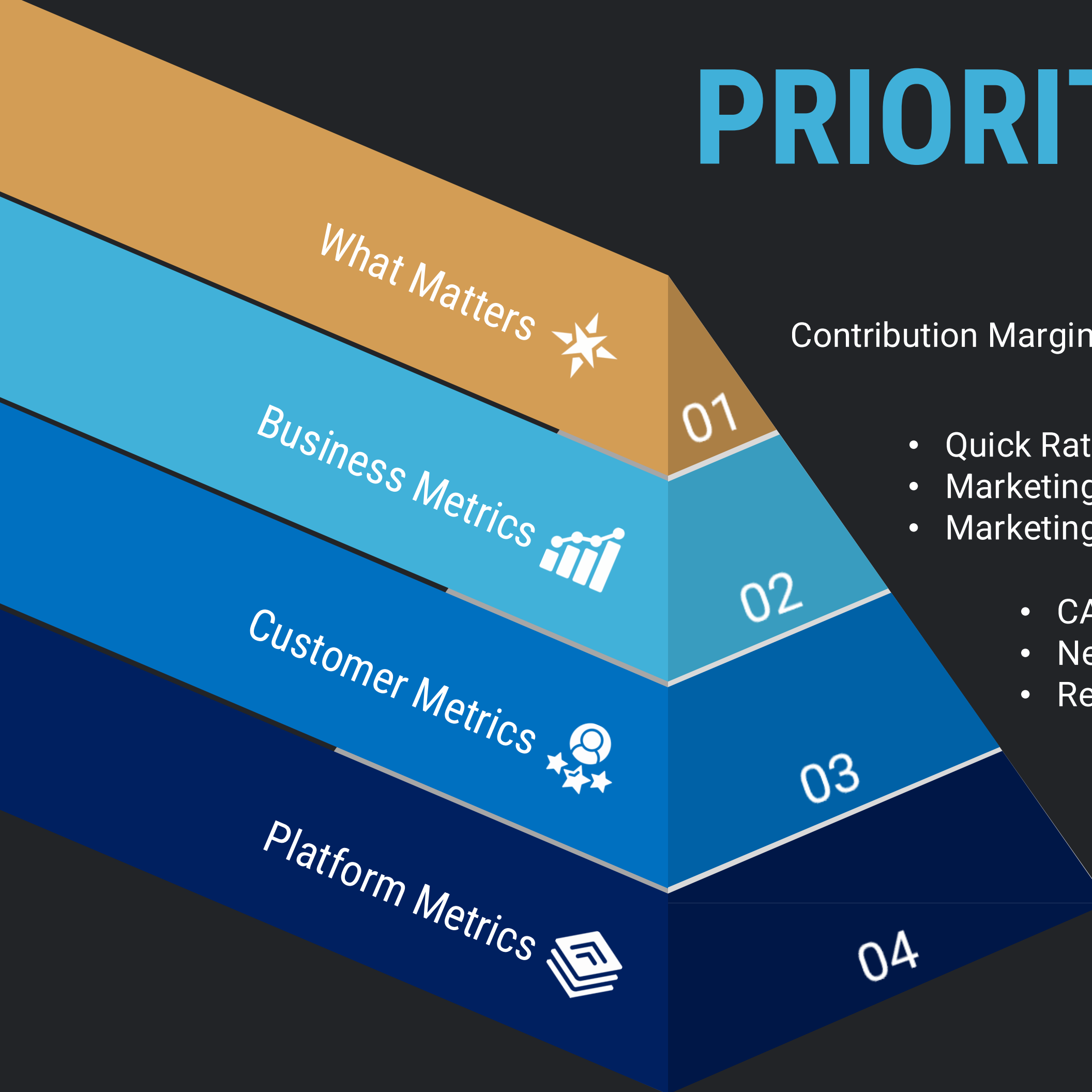
PEOPLE WHO PDP
+ CHECKOUT

PEOPLE WHO
ACTUALLY BUY
LOTS OF STUFF

THE ORDER OF FILL PROBLEM

FOCUS ON WHAT MATTERS

PRIORITIZE PROPERLY



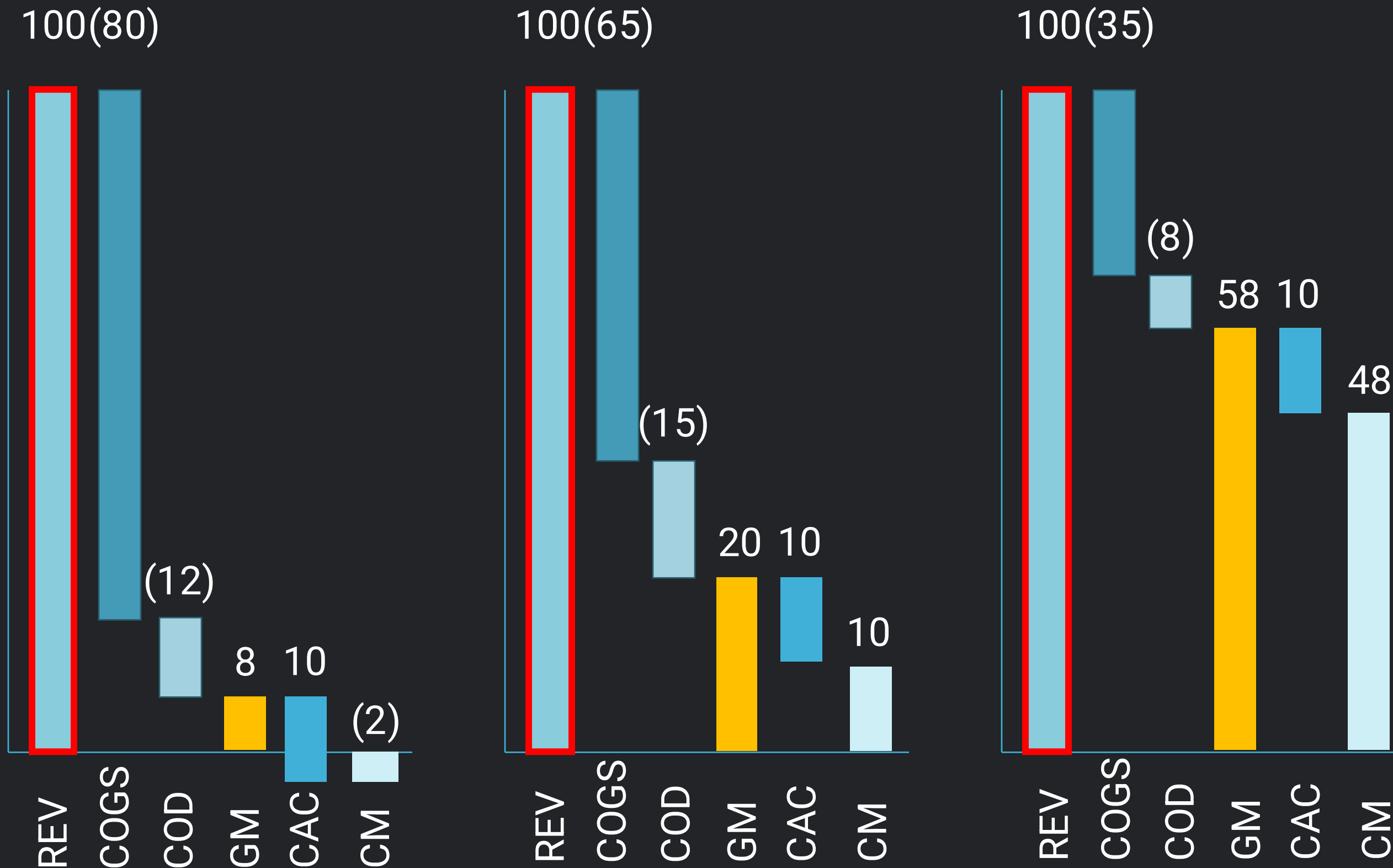
Contribution Margin (Absolute & Percentage)

- Quick Ratio
- Marketing Return Rate (MRR)
- Marketing Efficiency Ratio (MER)

- CAC (new vs. returning)
- Net Present LTV
- Return Rate

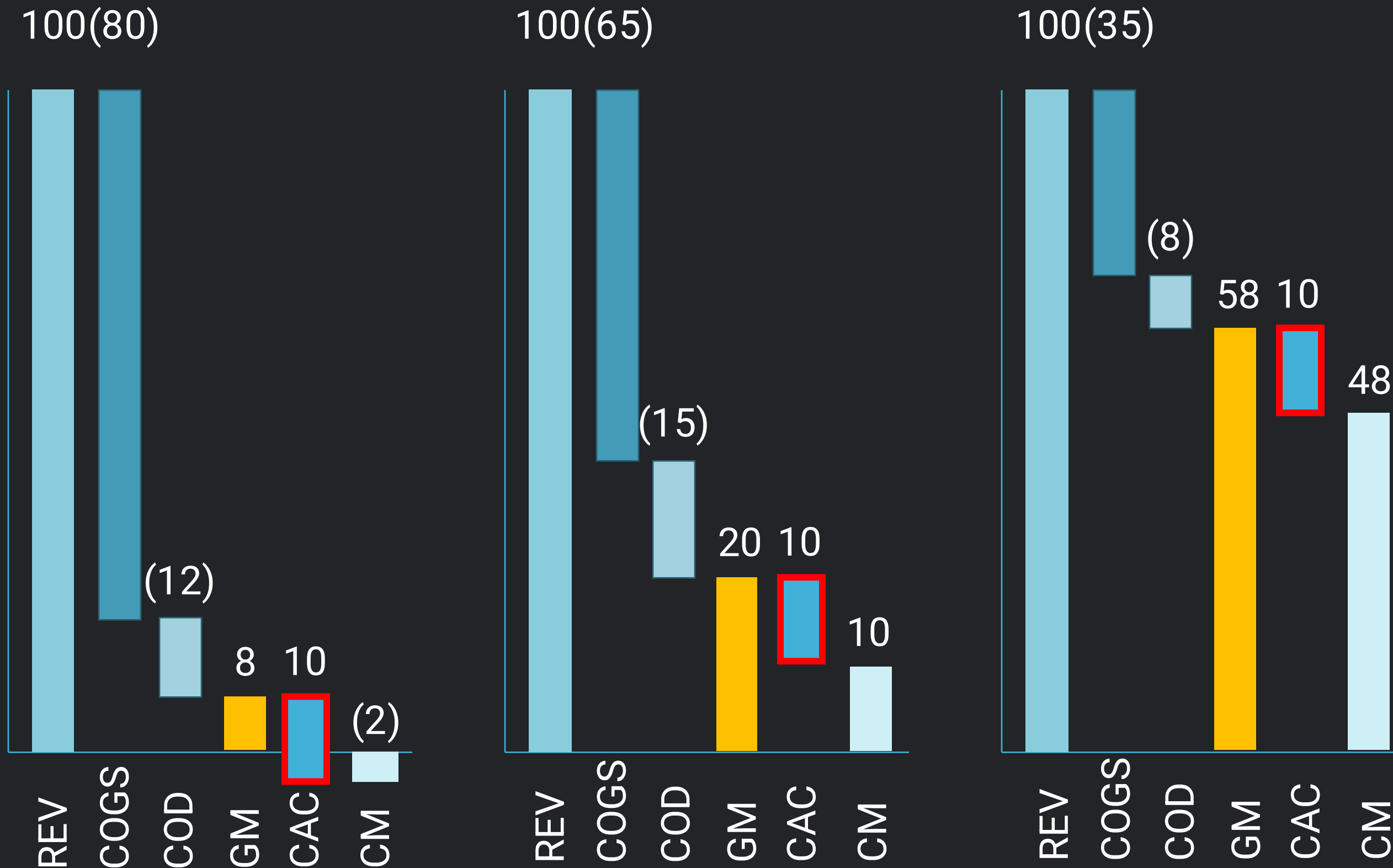
- CPM
- CPC
- CTR
- ROAS
- Revenue
- Share of Shelf

ROAS IS VANITY



SAME
REVENUE

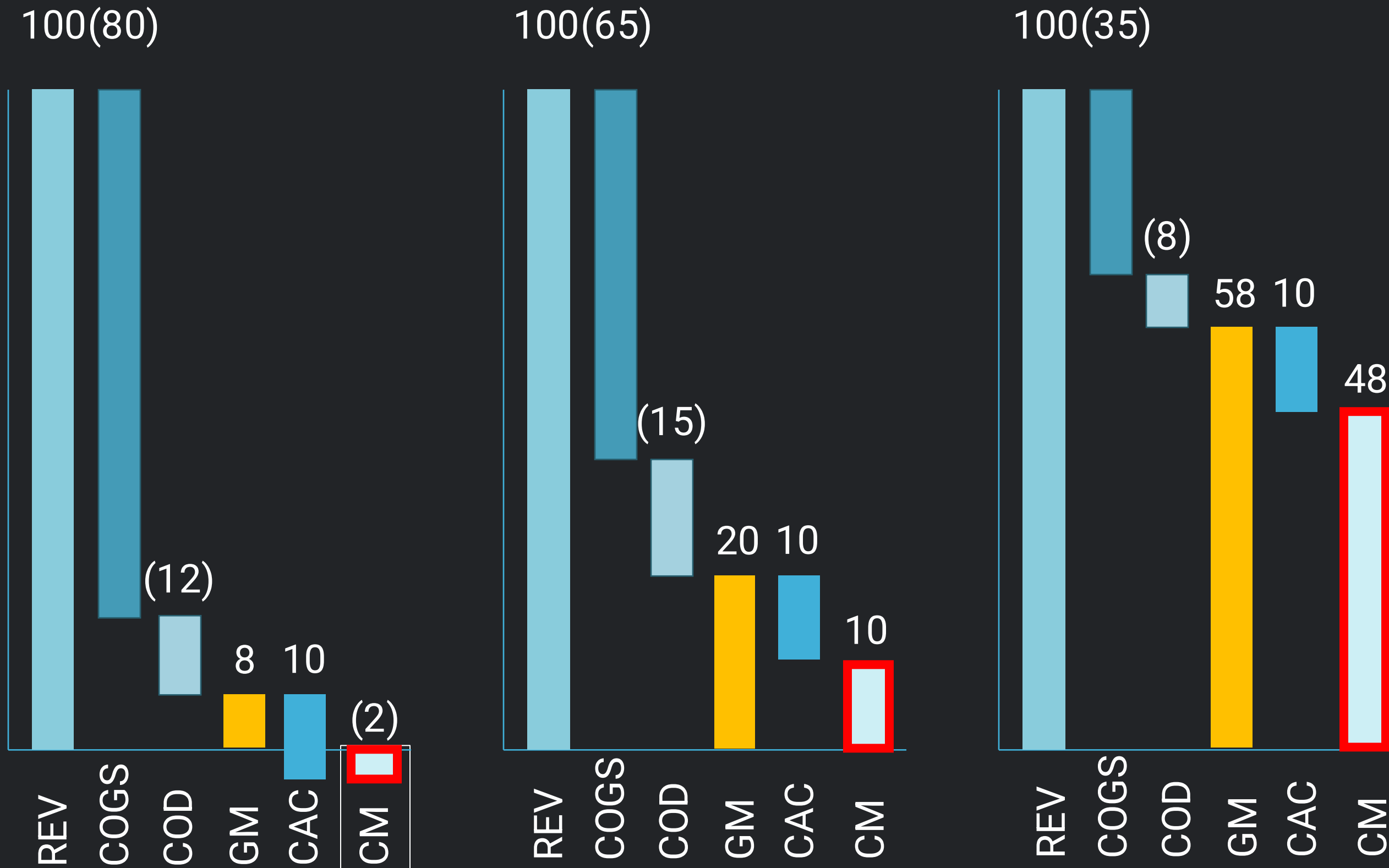
ROAS IS VANITY



SAME CAC

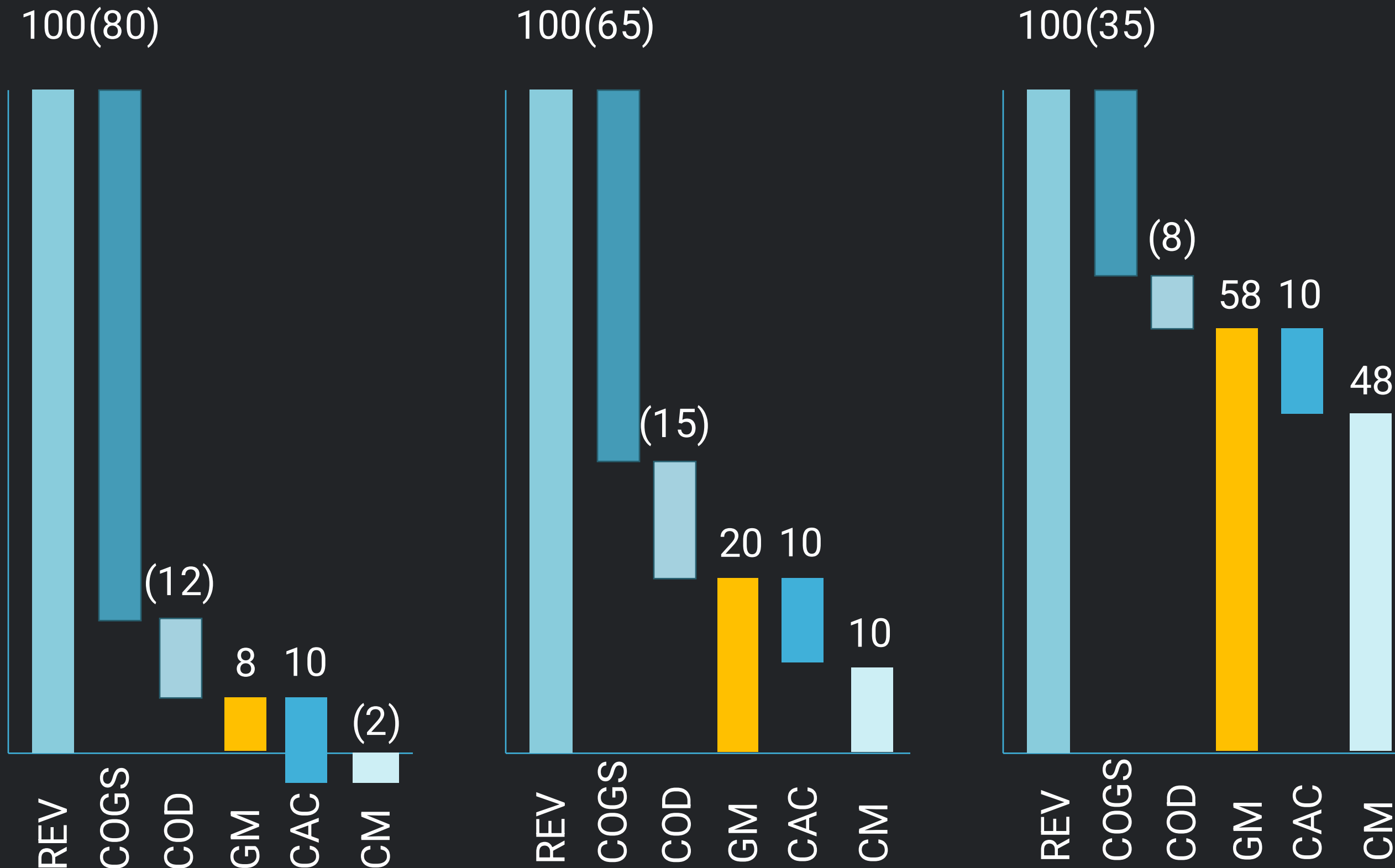
ROAS = 10

ROAS IS VANITY



DIFFERENT
CONTRIBUTION
MARGINS

ROAS IS VANITY

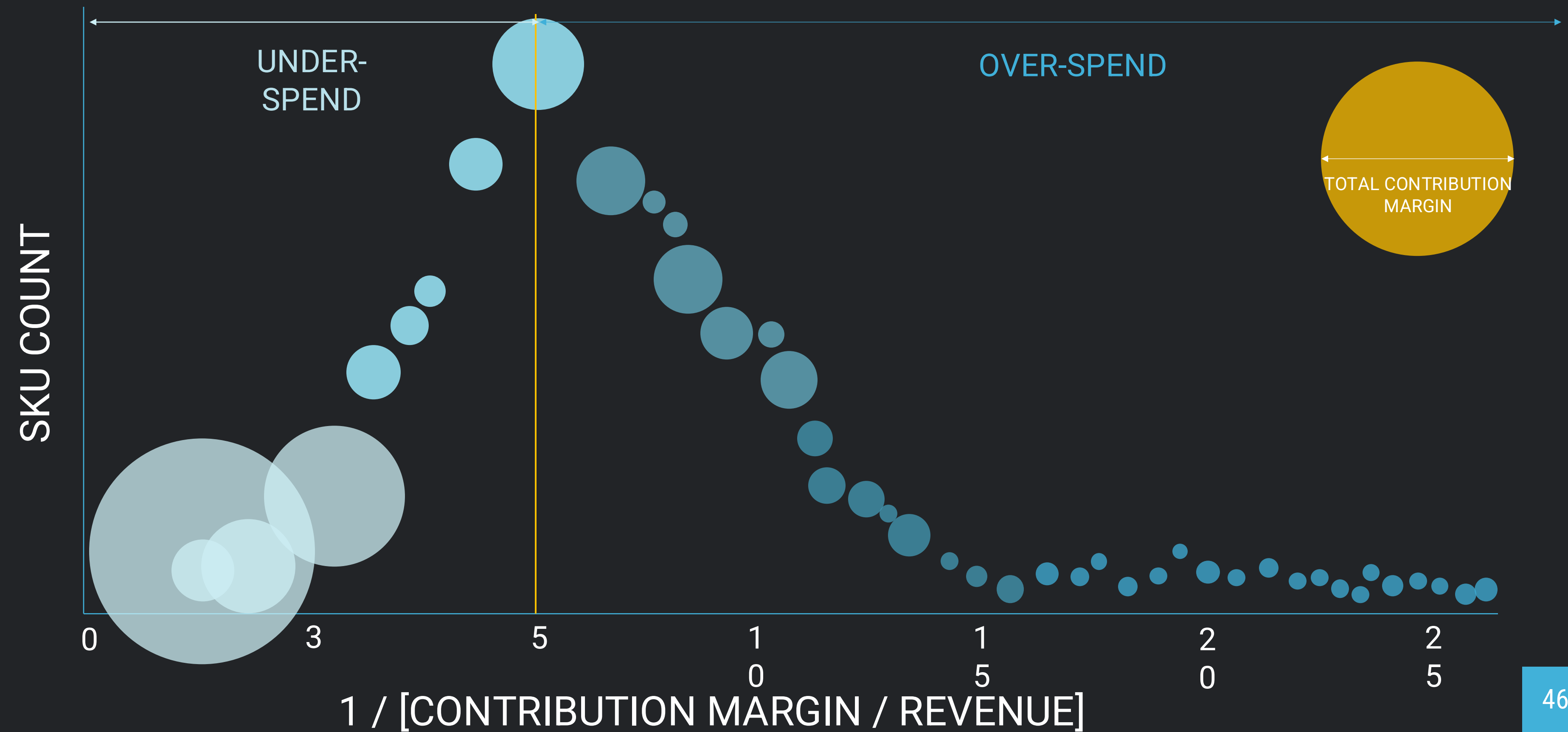


SAME REVENUE
SAME CAC
VASTLY DIFFERENT CMS

WHICH ONE DO YOU
WANT?

BUT IT IS A USEFUL FOUNDATION

THE CM+ STRUCTURE



**CONTRIBUTION MARGIN ALONE
IS NOT A VIABLE PPC
STRUCTURE**

TRANSLATION:
**PEOPLE DON'T BUY STUFF BASED
ON HOW MUCH MONEY YOU
MAKE ON IT.**

LAYERING IS ESSENTIAL

	HIGH-CM	MID-CM	LOW-CM
Top Sellers Your top-selling SKUs. This can also be modified to your top-basket SKUs (i.e. SKUs that sell other stuff)	HIGHEST PRIORITY	HIGH PRIORITY	MID PRIORITY
"Meh" / Seasonals I LOVE Seasonal Segmentation – it allows you be relevant at the right time, w/o wasting money.	HIGH PRIORITY	HIGH* PRIORITY	LOW PRIORITY
Low-Volume Products Every store has the "hidden gems" – products that sell rarely, but are \$\$\$. Grouping them together can be magic.	MID PRIORITY	LOW PRIORITY	HARD PASS

**THIS STRUCTURE
WORKS WITH PMAX, TOO.**

SEE? SAME IDEA.

	HIGH-CM: PMC1 Products with absurdly high contribution margins - ones in the top ~25% of all SKUs you carry	MID-CM: PMC2 Products with "average" contribution margins for your business – middle 50%	LOW-CM: PMC3 Products with low CMs for your SKU set – likely comprised of loss leaders, promotional items, discounted items, etc.
Category #1 Your top-selling SKUs. This can also be modified to your top-basket SKUs (i.e. SKUs that sell other stuff)	ASSET GROUP #1	ASSET GROUP #4	ASSET GROUP #7
Category #2 I LOVE Seasonal Segmentation – it allows you be relevant at the right time, w/o wasting money.	ASSET GROUP #2	ASSET GROUP #5	ASSET GROUP #8
Category #3 Every store has the "hidden gems" – products that sell rarely, but are \$\$\$. Grouping them together can be magic.	ASSET GROUP #3	ASSET GROUP #6	DON'T BOTHER

OTHER LAYERING OPTIONS

01 PRODUCT TYPE

Tends to follow your site organization (i.e. categorization), which also has the benefit of aligning with how people search

02 PRICE

In general, buyers tend to shop for items around a particular price point – a Citizens buyer isn't likely getting a ROLEX.

03 COLLECTION

This works well in fashion + beauty– grouping by collection tends to result in significant cross-sells, as people want to get the look.

04 USE CASE

Connecting products that people are likely to buy together based on the use case – i.e. travel accessories with luggage.

05 BUYER TYPE

In some cases, there are products that tend to skew a buyer type – a great example is camo gear tends to attract a hunter/ex-military crowd, where white/grey a more urban one

**THIS SAME CONCEPT WORKS
WITH STANDARD SEARCH, TOO.**

IT MAKES LIFE EASIER

AD GROUP TYPES	CAMPAIGN: TOP OF MAZE CAS #1	CAMPAIGN: MIDDLE OF MAZE CAS #2	CAMPAIGN: BOTTOM OF MAZE CAS #3
TOP PERFORMERS (TP)	THEME #1 STAG THEME #2 STAG <i>EXCLUDE MOM + BOM</i>	THEME #1 STAG THEME #2 STAG <i>EXCLUDE BOM</i>	THEME #1 STAG THEME #2 STAG
POTENTIAL (POT)	THEME #1 STAG THEME #2 STAG <i>EXCLUDE TP, MOM + BOM</i>	THEME #1 STAG THEME #2 STAG <i>EXCLUDE TP + BOM</i>	THEME #1 STAG THEME #2 STAG <i>EXCLUDE TP</i>
GUESSES + DSAs	LP OR THEME #1 LP OR THEME #2 <i>EXCLUDE EVERYTHING</i>	LP OR THEME #1 LP OR THEME #2 <i>EXCLUDE EVERYTHING</i>	<i>(AVOID, GENERALLY)</i>

Increasing tCPA

MAKE CAMPAIGN STRUCTURES MACHINE-LEARNING FRIENDLY

BALANCE GRANULARITY

Typical PPC accounts have hundreds of ad groups – many of which have lower volumes + don't really yield much of anything as this helpful chart from [Amanda Evans](#) illustrates (red = bad; blue = good). All those little campaigns are just wasted.

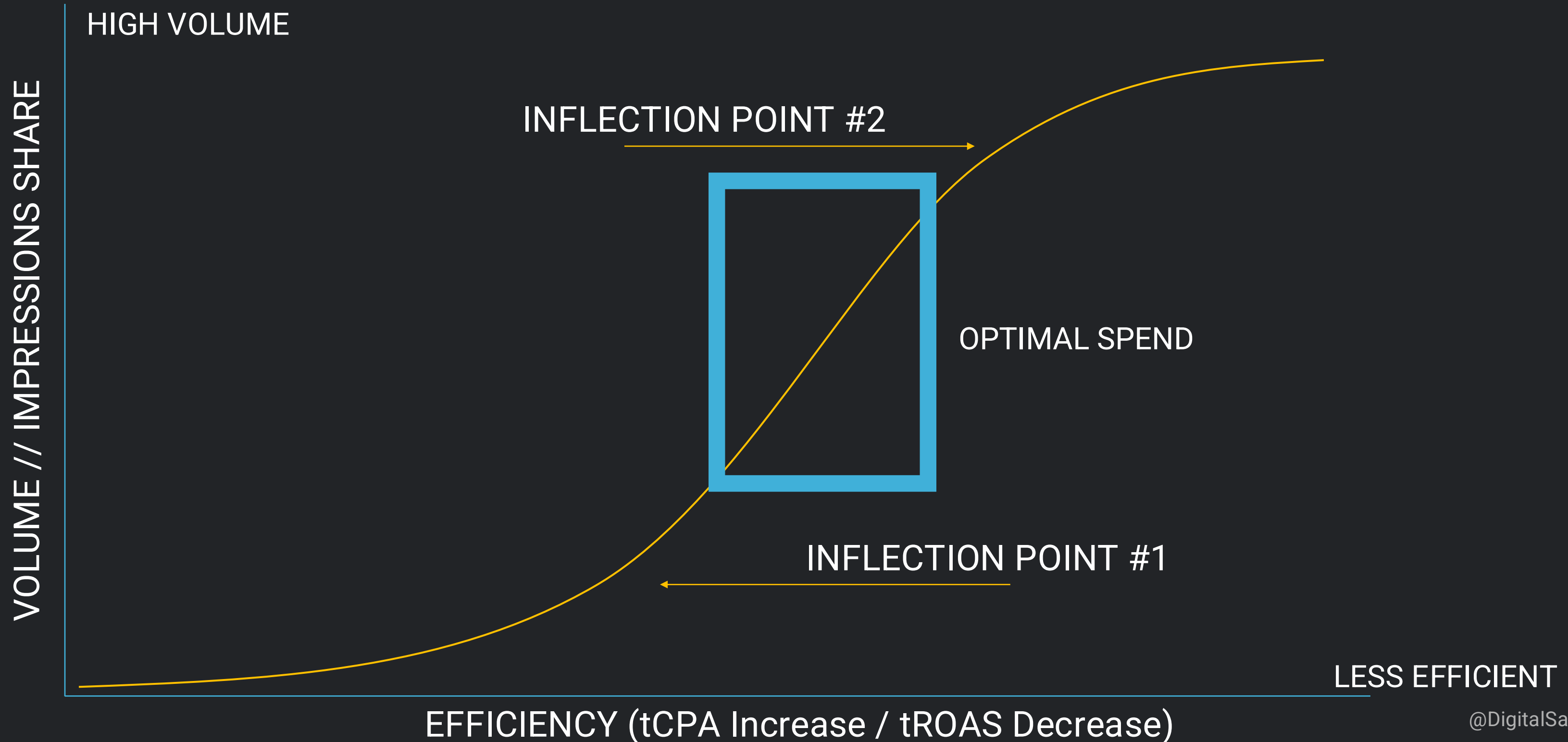
By consolidating many of those SKAGs + low-volume, hyper-granular ad groups into STAGs (thus increasing volume), you end up with significantly fewer ad groups, but also materially improved performance.

W/ ML-FRIENDLY SCALE

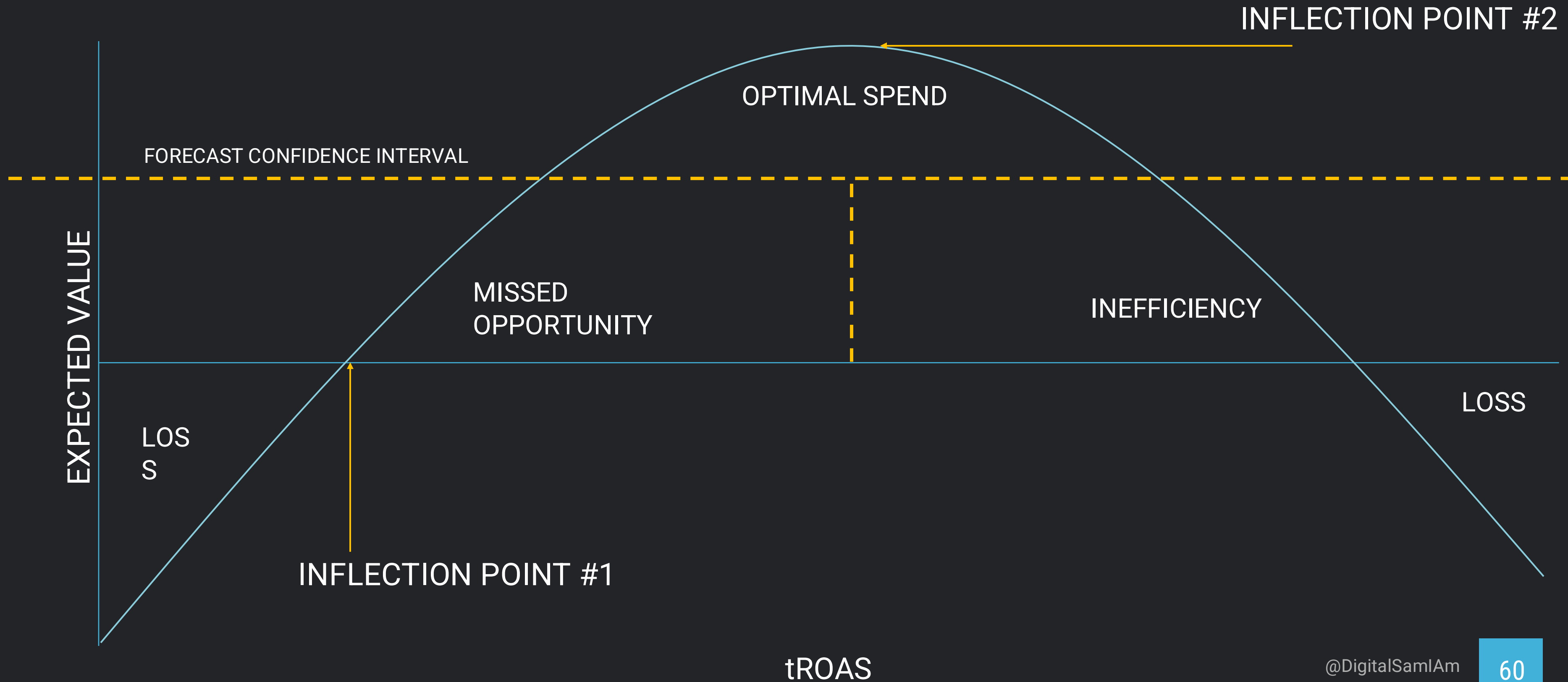
**MAXIMIUM SUSTAINABLE
NOT MINIMUM VIABLE**

**USE tCPA or tROAS AS YOUR
PRIMARY BUDGET CONTROL
LEVER**

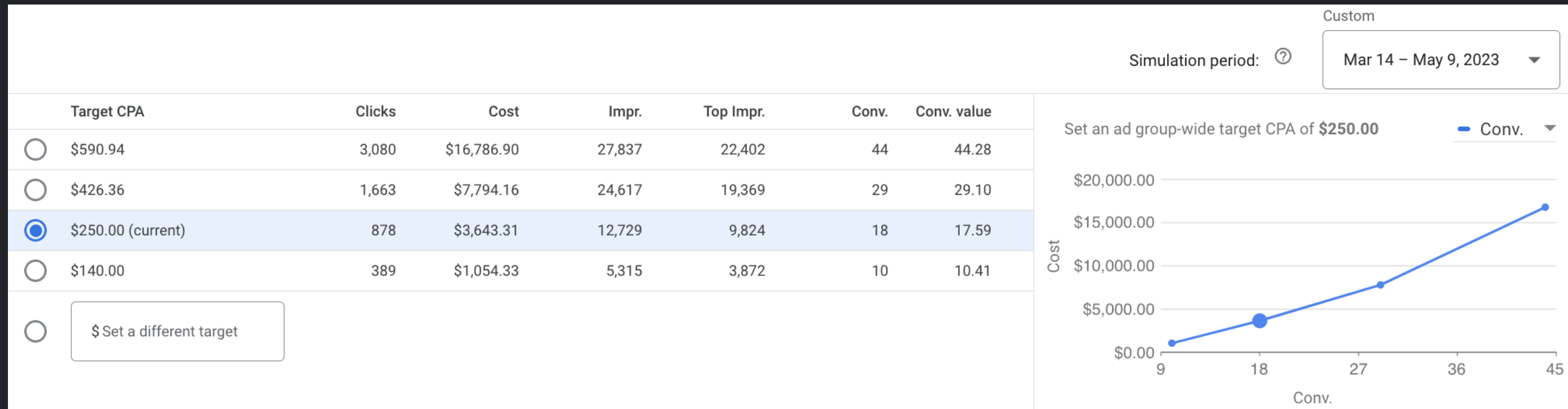
THE DIGITAL DEMAND CURVE



A QUICK TRANSFORM:



FIND THE INFLECTION POINTS



BUDGET SIMULATOR

Google's Budget Simulator works brilliantly well to give you baseline data (along with implied underlying metrics) for your forecast. Just remember to build out ranges for each (you can use Keyword Planner or a guesstimate)

tCPA	Cost	Impressions	Top Imps.	Top Rate	Clicks	CPC	CTR	Conversions	CVR	Cost/Conv.	Inc. Cost/Conversion
\$ 140.00	\$ 1,054.33	5315	3872	72.85%	389	\$ 2.71	7.319%	10	2.57%	\$ 105.43	\$ 105.43
\$ 250.00	\$ 3,643.31	12729	9824	77.18%	878	\$ 4.15	6.898%	18	2.05%	\$ 202.41	\$ 323.62
\$ 426.36	\$ 7,794.16	24617	19369	78.68%	1663	\$ 4.69	6.755%	29	1.74%	\$ 268.76	\$ 377.35
\$ 590.94	\$ 16,786.90	27837	22402	80.48%	3080	\$ 5.45	11.064%	44	1.43%	\$ 381.52	\$ 599.52

Budget planner works at a KW + Ad Group level (I use ad group) – and provides (surprisingly decent) volume + cost estimates (though you need to check the implied CTR + CVRs –which can be *wildly* off. In general, you should expect that CVRs will dip as volume increases, while CTR tends to stay flat-to-increase.

tCPA / tROAS = STEERING WHEEL

HIGH CPA | LOW ROAS

Highest Priority – threshold for the ad to serve is lowest among campaigns/ad groups in the account. All things being equal, this campaign should have the highest Ad Rank.

MID CPA | MID ROAS

Medium Priority – threshold for an ad to serve is lower than for the below, but still restricted.

LOW CPA | HIGH ROAS

Lower Priority – threshold for an ad to serve is higher, which results in throttled distribution.

Target CPA

Name*

tCPA - Bathroom Remodel


Include campaigns (optional)


Select campaigns 

Target CPA

\$140.00


Your recommended target CPA is **\$190.00**. This value is based on your past average CPA.

Create a shared budget to use with this portfolio bid strategy 

Minimum bid limit 

\$

Bid limits will not be used in Display-only campaigns. To clear minimum bid, leave this field blank.

Maximum bid limit 

\$28.00

Bid limits will not be used in Display-only campaigns. To clear maximum bid, leave this field blank.

TAKE YOUR **FREE** INSURANCE FROM GOOGLE.

When every bid is a bet, you have to think about your upside AND your downside. Google doesn't care about your downside (your downside = G's upside) – and smart bidding will continually attempt to pull your performance down to an “average acceptable”. Max Bid Limits are FREE INSURANCE. TAKE IT.

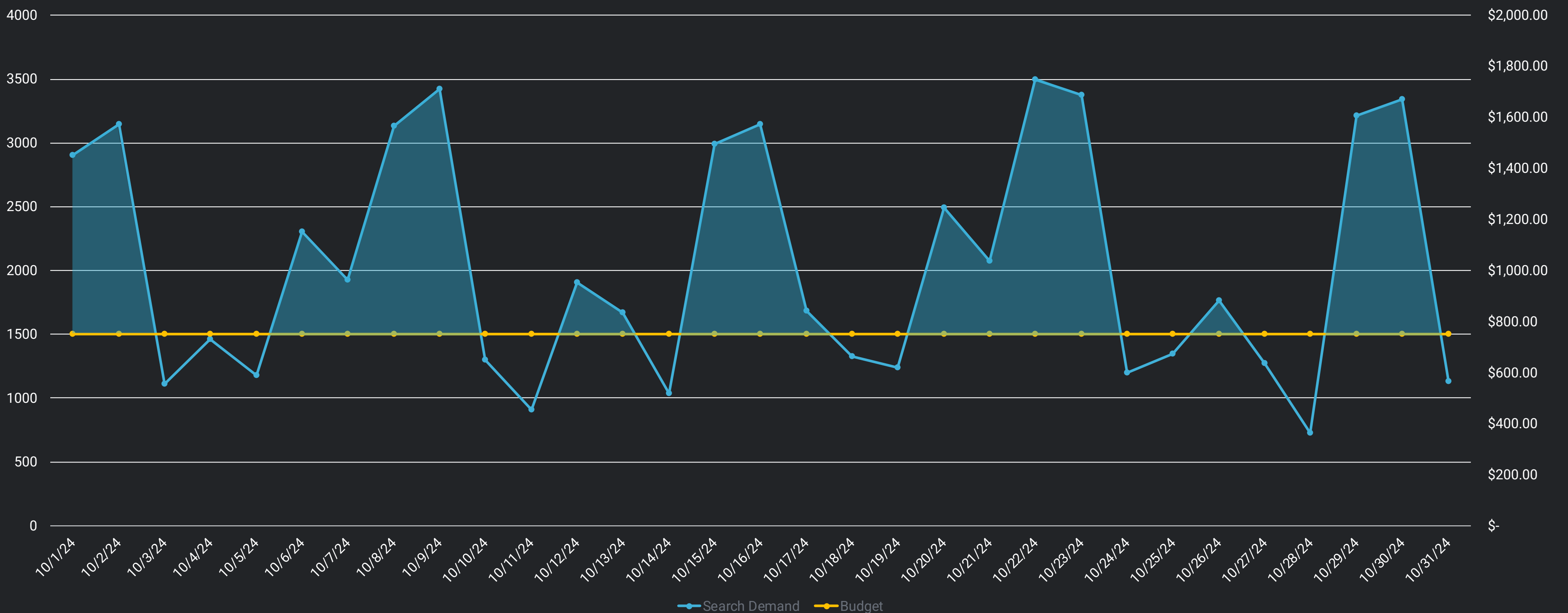
Maximum Bids = free insurance / downside protection.

Set them at:

Upper Bound tCPA * Upper Bound CVR (90th Percentile) = Max Bid

DAILY BUDGETS ARE ACCOUNT KILLERS

SEARCH DEMAND GRAPH



WHAT ABOUT TARGETING?

**WHAT YOU EXCLUDE IS
MORE IMPORTANT THAT
WHAT YOU INCLUDE.**

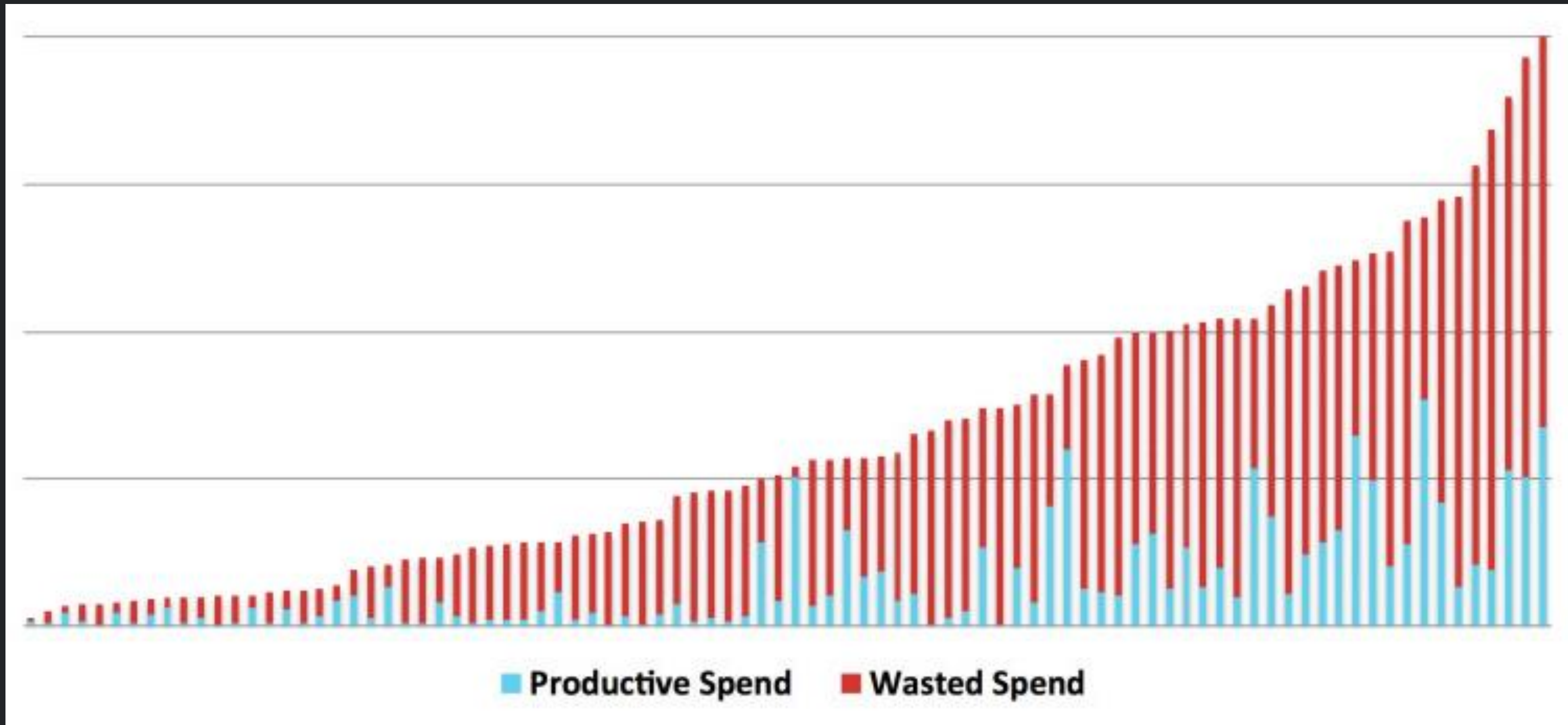
MIS-BRANDED MATCHES

Exact Match | Functional Match

Phrase Match | Conceptual Match

Broad Match | Behavioral Match

WASTED SPEND IS A GROWING PROBLEM



WASTING \$75K A MONTH?



DUPLICATE KEYWORDS

For a recent client, over 1,800 duplicate keywords were driving inefficiencies. With no experimentation or optimization, their ad performance was stuck, wasting budget.



\$215K, No Conversions

From February to May 2024, this client spent over \$215,000 on search terms that didn't convert. Misaligned targeting and wrong landing pages were burning up to \$75,000 a month – and the real kicker? Many of the terms were the SAME month over month.



UNSEEN BUDGET DRAIN

I have seen so many companies who don't realize how much they're wasting on poor ad strategies. If you're not constantly optimizing, you could be silently losing a huge chunk of your budget.

CASE STUDY

THE COMPANY

A Senior Living Company operating over 90 communities across the U.S., offering independent living, assisted living, and memory care. Their properties are designed to support purposeful, enriching retirement with personalized care, wellness programs, and social activities, providing a fulfilling lifestyle for seniors.

OUR APPROACH

Restructured the Google Ads account to better prioritize keywords across campaigns and also track and report leads. Also developed regional landing pages to better funnel leads to geographically-appropriate communities.

CASE STUDY: BY THE NUMBERS

In the first 2 months, our efforts dramatically reduced the number of spam/invalid leads while also rapidly filling the pipeline moving forward. We also bolstered their social presence, improving their reviews and managing much of their creative, content, and website.

+81.5%
Website Conversions

+27.73%
Move-Ins

+21.0%
Organic Traffic

-33.3%
Cost per Conv.

+99.5%
Conv. Rate

A close-up shot of a man with dark hair, looking intently at a woman whose back is to the camera. The man has a thoughtful expression, with his hand near his mouth. The scene is dimly lit, with bokeh light effects in the background.

ME, LOOKING AT A STR

Search Terms Analysis

 **Anonymous**



Search terms report (4).csv
Spreadsheet

Please analyze the following search terms report.

Search Terms Analysis

 Anonymous



Search terms report (4).csv
Spreadsheet

Please analyze the following search terms report.

inconsistency in the number of columns per row or a special character that's causing the parsing to fail.

Given these challenges, I'll try another approach by manually specifying common delimiters, such as commas or tabs, to see if we can properly load the data. Let's start with checking the file's content directly to identify the correct delimiter and then proceed with parsing it accordingly. [-]

Based on the first few lines of the file, it's clear that the file uses commas as delimiters and includes a header that starts with "Search term, Match type, Added/Excluded, Campaign, Ad group". On the third line, the actual data begins with "rooms for rent in silver spring md \$500, Broad match, Non-excluded", and so on.

Given this structure, I'll write a Python script to read the first few lines of the file and start directly from the beginning.

The CSV file has the following columns:

- **Search term:** The search term used in the advertisement.
- **Match type:** The type of match for the search term. Examples include Exact match, Phrase match, and Broad match.
- **Added/Excluded:** Whether the search term was added or excluded from the campaign.
- **Campaign:** The name of the campaign.
- **Ad group:** The name of the ad group.
- **Clicks:** The number of clicks the search term received.
- **Impr. (Impressions):** The number of times ads were shown for the search term.
- **CTR (Click-Through Rate):** The percentage of impressions that led to a click.
- **Currency code:** Currency used for the costs.
- **Avg. CPC (Average Cost Per Click):** The average cost paid for each click.
- **Cost:** The total cost associated with the search term.

```
Analysis [X]
python [Copy code]
# Let's attempt to read the first few lines of the file directly and start
with open(file_path, 'r') as file:
    first_lines = [next(file) for _ in range(5)]

first_lines

Result
['Search terms report\n',
'January 5, 2024 - February 15, 2024\n',
'Search term, Match type, Added/Excluded, Campaign, Ad group\n',
'rooms for rent in silver spring md $500, Broad match, Non-excluded.\n',
'garden style apartments in silver spring md, Broad match, Non-excluded.\n']
```

- Cheap houses for sale in silver spring md
- Luxury apartments in frederick md
- Townhouses for sale in silver spring
- Houses for sale capitol heights md
- Cheap houses for sale in greenbelt md
- Home sales silver spring md
- Mobile homes for sale laurel md
- Duplex for sale silver spring md
- 4 unit apartment buildings for sale in md
- Houses for sale trappe md
- Town house for sale silver spring md
- Condo for sale in ellicott city md
- House for sale in silver spring md 20904
- Apartment buildings for sale In silver spring md
- Condominium for sale silver spring md
- Single family homes for sale silver spring md
- Homes in silver spring md for sale
- Real estate silver spring md
- Bel air md real estate
- Mobile homes for sale in columbia md
- House sale silver spring md
- House for sale in marriottsville md

- Apartment for sale in silver spring md
- Downtown new york apartments for sale
- House for sale near silver spring md
- Condos for sale in leisure world silver spring md
- Condo for sale silver spring md
- New condos for sale in silver spring md
- Luxury apartments in silver spring md
- Houses for sale in potomac md
- Real estate in silver spring md
- Prince frederick homes for sale
- Condominium for sale in silver spring md
- Condos for sale in berlin md
- Townhouses for sale laurel md
- Condos in silver spring md for sale
- Single family houses for sale in silver spring md
- Cheap houses for sale in maryland
- Real estate in annapolis md
- Silver spring md real estate
- For sale by owner silver spring md
- Home sale silver spring md

- Duplex homes for sale in maryland
- Affordable luxury apartments in silver spring md
- Apartment for sale silver spring md
- Home for sale elkridge md
- House for sale briggs chaney road silver spring md
- Buy a house in silver spring md
- Apartments for sale in silver spring
- Townhomes in silver spring md for sale
- Houses for sale silver spring
- House in silver spring md for sale
- Hoc homes for sale
- Home for sale in beltsville md
- House for sale in silver spring md 20901
- Cheap house for sale in silver spring md
- Luxury apartments near me
- Luxury low income apartments
- Silver spring md real estate rentals
- Luxury apartments in silver spring
- Homes for sale greenbelt md
- Apartments for sale silver spring md

SIMPLE WORKFLOWS



414 Light Street Search Terms.csv
Spreadsheet



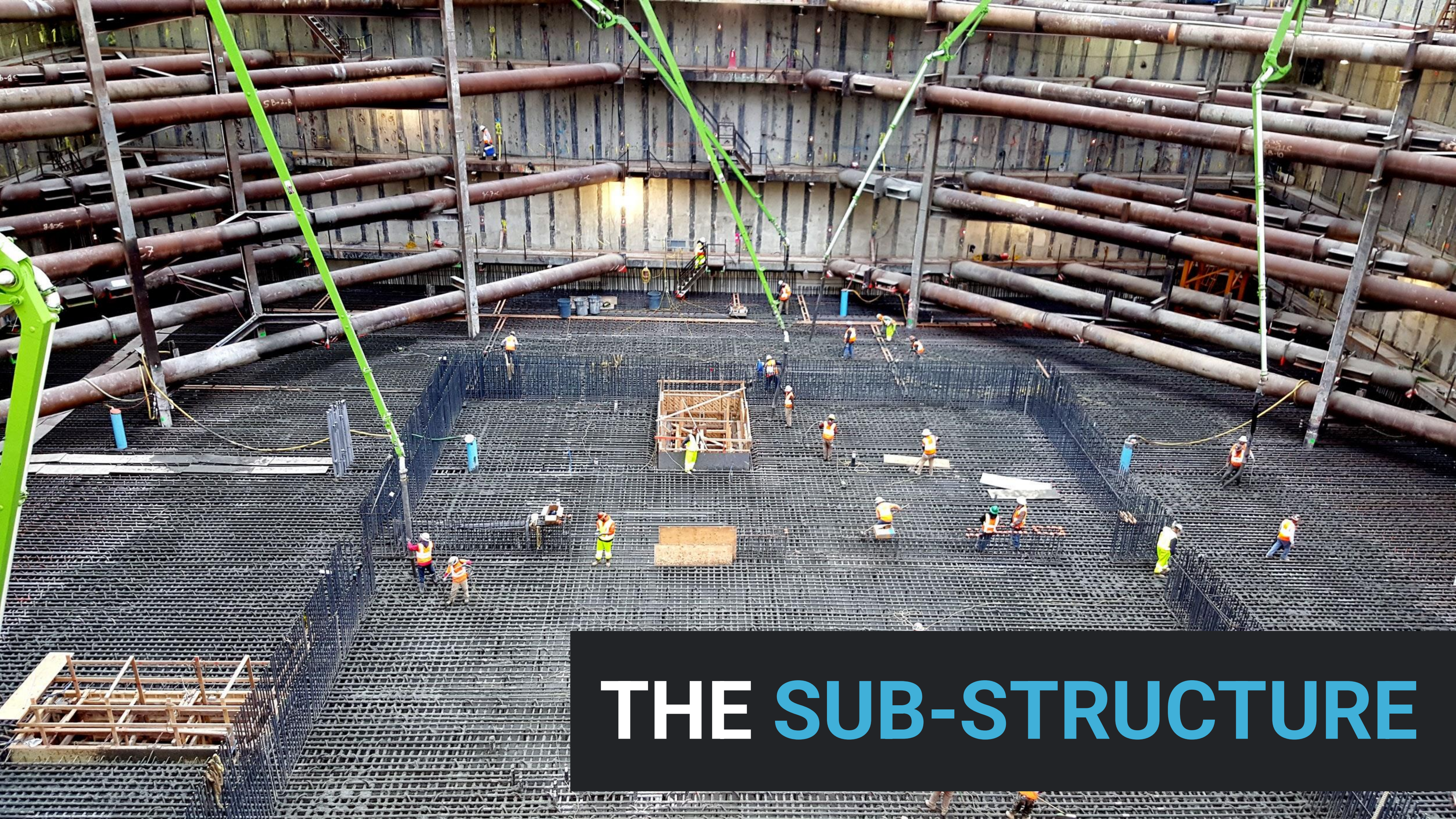
Conduct a negative search terms analysis on 414 Light Street. Exclude any search term that does not include '414' or 'light street'



Search_keyword	Search_term	Include_or_Exclude
101 cross street	101 cross street	Exclude
1405 point baltimore md	1405 point	Exclude
250 mission apartments	250 mission	Exclude
anthem house apartments	anthem house apartments	Exclude
anthem house baltimore	anthem house	Exclude
anthem house baltimore	anthem house baltimore	Exclude
arrive inner harbor	arrive inner harbor	Exclude
elms fells point	elms fells point	Exclude
liberty harbor east	liberty apartments harbor east	Exclude
liberty harbor east	liberty east baltimore	Exclude
liberty harbor east	liberty harbor east	Exclude
liberty harbor east	liberty harbor east baltimore	Exclude
liberty harbor east	the liberty harbor east	Exclude
luminary at one light	luminary at one light	Exclude
luminary at one light	the luminary at one light	Exclude
luminary baltimore	luminary baltimore	Exclude
luminary baltimore	luminary living	Exclude
luminary baltimore	luminary one light	Exclude
luminary baltimore	luminary one light street	Include
one light street baltimore	one light street baltimore	Include
rye apartments	rye apartments	Exclude
rye house baltimore	rye house baltimore	Exclude

A close-up portrait of Taylor Swift. She has long, wavy blonde hair with bangs and is wearing bright red lipstick. She is dressed in a black, sequined, long-sleeved dress with a deep V-neckline. Her hands are clasped in front of her chest. The background is dark with horizontal purple light streaks.

**ONE WORKFLOW
HUNDREDS OF HOURS SAVED**



THE SUB-STRUCTURE

YOUR GOAL: MAX RELEVANCE

KEYWORDS + AUDIENCES 01

- These are your primary targeting levers – so use them wisely; always add audiences as “observe” (especially for prospecting) to maximize data capture
- Focus on single-intent ad groups with tight exclusions; don’t let non-relevant close-variant or similar intent matches destroy your budget
- Err broad when you can, especially lower in the structure; the higher you get, the tighter the groupings should be (E + P)

CREATIVE ASSETS 02

- Finding the right audience at the right time (01) means nothing without the right message – which is what the STAG structure is designed to address
- Especially at lower purchase intent levels (ToM, MoM), you should focus on softer conversion/entry points – e-mail, whitepaper, infographic, etc. Don’t ask fish to climb trees.
- Structured creative testing is a good life choice – don’t just blindly try new ad creative; test with a purpose. If it works, adopt it. If it fails, don’t make the same mistake twice.

LANDING PAGE 03

- This is where most PPC campaigns go haywire – good targeting + good creative, but a non-relevant or generic landing page.
- Especially for larger clients, we often have dozens of landing pages based on the queries, audience + offer.
- Always Be Testing – this isn’t just limited to your ad creative; Google Optimize makes it free (and easy) to either personalize or MV test your landing page experiences.

**SEARCH BEHAVIOR CHANGES
AT **TIKTOK** SPEED.**

SPARKTORO AUDIENCE REPORTS

Overview

SparkToro estimates **49-72K** people search for **Senior Living** each month. This audience...

Visits these websites:

Website	Affinity
Aplaceformom.com	95/100
Homes.com	73/100
Jcpenny.com	57/100
Aaa.com	56/100
Truthfinder.com	52/100
Clustrmaps.com	50/100

Searches for these keywords:

Keyword	Affinity	Volume
assisted living garden grove	66/100	226/month
assisted living in lehigh acres florida	66/100	260/month
yonkers assisted living	64/100	210/month
assisted living in yonkers ny	64/100	210/month
senior living facilities houston tx	62/100	1,300/month

Gender demographics:

[Get more search ideas](#) related to this audience

Traffic, Affinity, and Domain Authority of websites visited by people who search for Senior Living

Website	Affinity	Domain Authority	Est. Visits/Month
Aplaceformom.com	95/100	61	827K visits
Homes.com	73/100	67	12.4M visits
Jcpenny.com	57/100	81	6.3M visits
Aaa.com	56/100	86	8.7M visits
Truthfinder.com	52/100	56	6.4M visits
Clustrmaps.com	50/100	57	4.9M visits

[See all websites](#)

And here are a few hidden gems

Countyoffice.org	25/100	51	956K visits
Senioradvisor.com	23/100	52	101K visits
Activebeat.com	22/100	56	614K visits
Seniorcare.com	20/100	47	133K visits

People who search for Senior Living also follow these social accounts

High Affinity Accounts

Account	Affinity	Est. Followers
Atria Senior Living	65/100	<5K
The UPS Store	61/100	41-58K
SmartAsset	58/100	38-53K
SeniorCareHomes.Com	41/100	<5K
CDC	31/100	4.6-6.4M

[See all social results](#)

Hidden Gems

Account	Affinity	Est. Followers
National Council on Aging	14/100	28-41K
Graceful Aging	14/100	17-24K
SeniorHomes.com	13/100	11-16K
The Senior List	13/100	16-20K
A Place for Mom	13/100	11-16K

[See all hidden gems](#)

SparkToro has data on keywords that share affinity with Senior Living

These search keywords are popular among people who search for Senior Living

Highest Affinity Keywords

Keyword	Affinity	Volume
assisted living garden grove	66/100	226/month
assisted living in lehigh acres florida	66/100	260/month
yonkers assisted living	64/100	210/month
assisted living in yonkers ny	64/100	210/month
senior living facilities houston tx	62/100	1,300/month

[See all high affinity keywords](#)

Trending Keywords

Keyword	Affinity	Volume
3201 santa fe way rocklin ca 95765	40/100	260/month
assisted living mason city ia	42/100	480/month
assisted living middletown oh	46/100	320/month
assisted living twin falls id	46/100	260/month
nursing homes in mesa arizona	39/100	390/month

[See all trending keywords](#)

SPARKTORO HAS **KWs** NOW

Keyword	Audience Affinity	Keyword Volume	Keyword Competition	CPC	Similar Keyword	Volume Month 1	Volume Month 2	Volume Month 3	Volume Month 4	Volume Month 5	Volume Month 6	Volume Month 7	Volume Month 8	Volume Month 9	Volume Month 10	Volume Month 11	Volume Month 12
assisted living garden grove	66	226	0.3233	8.27		226	170	320	320	390	140	140	110	170	140	110	110
assisted living facilities san jose	48.41803279	1000	0.23	17.3	assisted living garden grove	1000	1000	1000	1000	1000	1000	720	880	720	590	590	720
assisted living facilities in raleigh	47.58040984	1300	0.4	16	assisted living garden grove	1300	1300	1300	1300	1600	1300	1300	1600	1300	1000	1300	1300
orange county california assiste	44.58606557	880	0.37	17	assisted living garden grove	880	880	880	880	880	880	880	880	1000	880	880	880
assisted living facilities in san jo	44.4057377	1000	0.23	17.3	assisted living garden grove	1000	1000	1000	1000	1000	1000	720	880	720	590	590	720
assisted living in orange county	40.07786885	880	0.37	17	assisted living garden grove	880	880	880	880	880	880	880	880	1000	880	880	880
assisted living knoxville tennesse	39.76229508	1000	0.34	17.8	assisted living garden grove	1000	880	880	720	880	720	720	880	880	880	720	1000
assisted living in lehigh acres fl	65.63934426	260	0.19	6.39		260	260	260	210	210	170	90	70	70	70	110	70
assisted living in lehigh acres	62.52868852	260	0.19	6.39	assisted living in lehigh acr	260	260	260	210	210	170	90	70	70	70	110	70
assisted living lehigh acres fl	59.28278689	260	0.19	6.39	assisted living in lehigh acr	260	260	260	210	210	170	90	70	70	70	110	70
assisted living lehigh acres	56.62295082	260	0.19	6.39	assisted living in lehigh acr	260	260	260	210	210	170	90	70	70	70	110	70
assisted living in lehigh acres fl	53.60245902	260	0.19	6.39	assisted living in lehigh acr	260	260	260	210	210	170	90	70	70	70	110	70
yonkers assisted living	64.01639344	210	0.36	12		210	210	210	170	170	210	170	210	170	170	140	210
senior assisted living near me	53.59163934	90500	0.34	10.9	yonkers assisted living	90500	90500	90500	74000	90500	90500	74000	74000	74000	74000	90500	90500
assisted living philadelphia	52.15983607	880	0.42	14.5	yonkers assisted living	880	880	880	880	1000	720	880	880	1000	880	720	880
memphis assisted living	45.23704918	1300	0.36	17.3	yonkers assisted living	1300	1300	1300	1300	1600	1300	880	1000	1300	1000	880	1000
regents point assisted living	44.93139344	1600	0.15	5.28	yonkers assisted living	1600	1600	1600	1300	1300	1300	1300	1300	1300	1300	1300	1600
springdale village assisted living	40.34655738	2393	0.06	8.43	yonkers assisted living	2393	1600	2900	1300	1600	1600	1600	1600	1600	1600	1300	1600
wesley ridge assisted living	38.71639344	1199	0.06	10.3	yonkers assisted living	1199	1000	1300	1000	1000	1000	1000	1300	1000	1000	1000	1300
assisted living in yonkers ny	63.56557377	210	0.36	12		210	210	210	170	170	210	170	210	170	170	140	210
senior assisted living in philadel	56.48770492	880	0.44	11.3	assisted living in yonkers n	880	880	880	720	880	590	880	720	720	720	880	880
assisted living in memphis tenn	49.66905738	1300	0.36	17.3	assisted living in yonkers n	1300	1300	1300	1300	1600	1300	880	1000	1300	1000	880	1000
assisted living in reno nevada	48.50819672	880	0.4	14	assisted living in yonkers n	880	880	880	880	1000	1000	1000	1000	1000	1000	1000	1000
assisted living in memphis tn	43.60688525	1300	0.36	17.3	assisted living in yonkers n	1300	1300	1300	1300	1600	1300	880	1000	1300	1000	880	1000
assisted living in port saint lucie	41.3852459	720	0.38	10.1	assisted living in yonkers n	720	720	720	720	720	880	590	720	590	720	720	590
assisted living in port st lucie	36.96721311	720	0.38	10.1	assisted living in yonkers n	720	720	720	720	720	880	590	720	590	720	720	590
senior living facilities houston b	62.09905738	1300	0.36	8.44		1300	1300	1300	1300	1000	1300	880	1300	1000	1000	880	1000
senior living facilities in houston	46.71258197	0			senior living facilities hous	0	0	0	0	0	0	0	0	0	0	0	0
assisted living facilities pooler g	61.62704918	150	0.32	10.2		150	140	170	110	140	170	210	140	210	170	140	170
assisted living facilities in memp	54.45766393	1300	0.36	17.3	assisted living facilities poc	1300	1300	1300	1300	1600	1300	880	1000	1300	1000	880	1000
mesa assisted living facilities	50.02565574	1300	0.37	17.7	assisted living facilities poc	1300	1300	1300	1300	1300	1300	1000	1300	1600	1300	1000	1300
assisted living facility memphis	47.37663934	1300	0.36	17.3	assisted living facilities poc	1300	1300	1300	1300	1600	1300	880	1000	1300	1000	880	1000
assisted living facilities memphi	44.88045082	1300	0.36	17.3	assisted living facilities poc	1300	1300	1300	1300	1600	1300	880	1000	1300	1000	880	1000
san jose assisted living facilities	43.81967213	1000	0.23	17.3	assisted living facilities poc	1000	1000	1000	1000	1000	1000	720	880	720	590	590	720
seabrook assisted living tinton f	31.64754098	1000	0.24	5.86	assisted living facilities poc	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
assisted living in glen burnie mc	60.5	170	0.47	11.4		170	170	170	170	140	260	110	170	140	110	70	110
assisted living facilities in brook	55.57840164	1300	0.41	9.47	assisted living in glen burn	1300	1300	1300	1300	1300	1000	1000	1900	880	1000	1000	1300
assisted living facilities brooklyr	51.96147541	1300	0.41	9.47	assisted living in glen burn	1300	1300	1300	1300	1300	1000	1000	1900	880	1000	1000	1300
assisted living in brooklyn new y	50.73885246	1300	0.41	9.47	assisted living in glen burn	1300	1300	1300	1300	1300	1000	1000	1900	880	1000	1000	1300
assisted living brooklyn new yo	50.73885246	1300	0.41	9.47	assisted living in glen burn	1300	1300	1300	1300	1300	1000	1000	1900	880	1000	1000	1300
assisted living facilities west pal	44.18032787	720	0.4	14.4	assisted living in glen burn	720	720	720	590	720	720	590	720	590	720	720	720
assisted living in boston massa	43.14344262	720	0.36	24.5	assisted living in glen burn	720	720	720	480	480	480	390	480	480	480	390	480
assisted living in albany ga	59.68852459	210	0.25	8.64		210	210	210	210	170	320	210	170	260	260	110	170
albany ga assisted living	55.54098361	210	0.25	8.64	assisted living in albany ga	210	210	210	210	170	320	210	170	260	260	110	170
assisted living albany ga	54.63934426	210	0.25	8.64	assisted living in albany ga	210	210	210	210	170	320	210	170	260	260	110	170
assisted living facilities in albany	51.21311475	210	0.25	8.64	assisted living in albany ga	210	210	210	210	170	320	210	170	260	260	110	170
assisted living albany or	44.85655738	260	0.35	15.7	assisted living in albany ga	260	210	170	140	170	170	210	170	140	170	140	170
senior living irvine california	58.42622951	170	0.44	7.26		170	170	170	170	210	210	170	260	210	260	170	260
nursing homes in corona califor	45.84836066	161	0.28	8.55	senior living irvine californi	161	170	140	210	110	110	140	170	140	110	110	110
california senior living	44.45081967	320	0.32	9.92	senior living irvine californi	320	320	390	320	320	480	260	320	390	880	390	480
senior living thousand oaks cali	40.57377049	210	0.44	9.97	senior living irvine californi	210	210	210	260	260	210	320	210	260	260	260	320
nursing homes in escondido ca	39.13114754	260	0.24	10.9	senior living irvine californi	260	260	260	320	210	260	260	260	210	260	210	260
nursing home in garden grove ci	35.33840164	127	0.17	5.82	senior living irvine californi	127	110	140	110	140	110	70	90	90	140	110	170
nursing homes in modesto calif	28.85245902	287	0.17	16.6	senior living irvine californi	287	260	320	170	170	170	260	170	210	170	140	170
retirement homes huntsville al	57.8852459	236	0.39	3.65		236	260	210	320	210	210	480	210	210	170	260	260

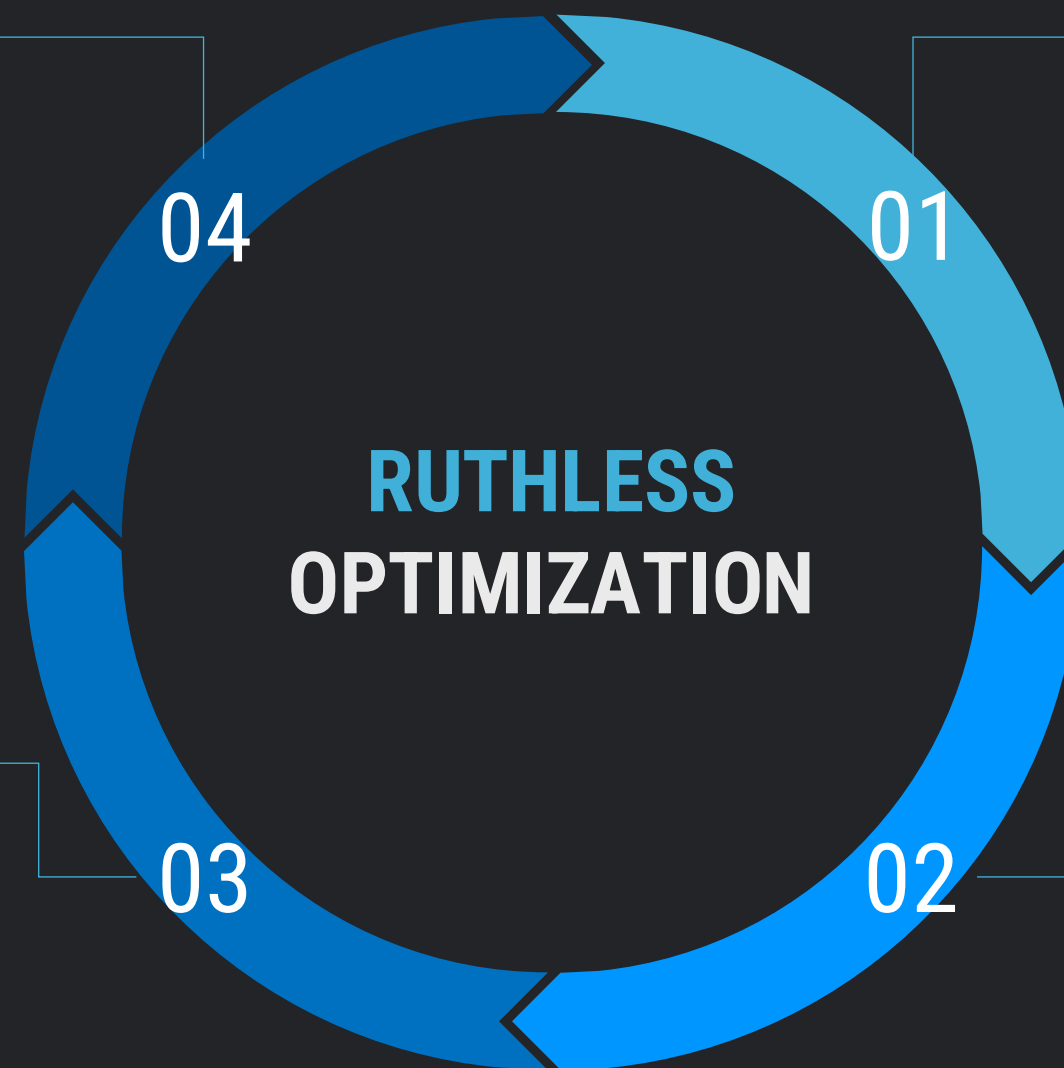
LEVERAGE QUERY FLYWHEELS

NEGATE, RELEGATE or SCALE

If the new terms turn into high performers, promote them up the structure; if they're complete duds, it's time to ask some questions about why: did the message not align with the intent? Was the LP bad? Did matches go haywire?

EVALUATION

Once you've made a preliminary decision to add new terms to Ad Groups/Campaigns, its time to let the Google Roomba do it's thing -- so give it a week or two to assess performance; you may need to wait longer, depending on volume. *Don't be too hasty in making decisions; it's OK to wait for more data.*



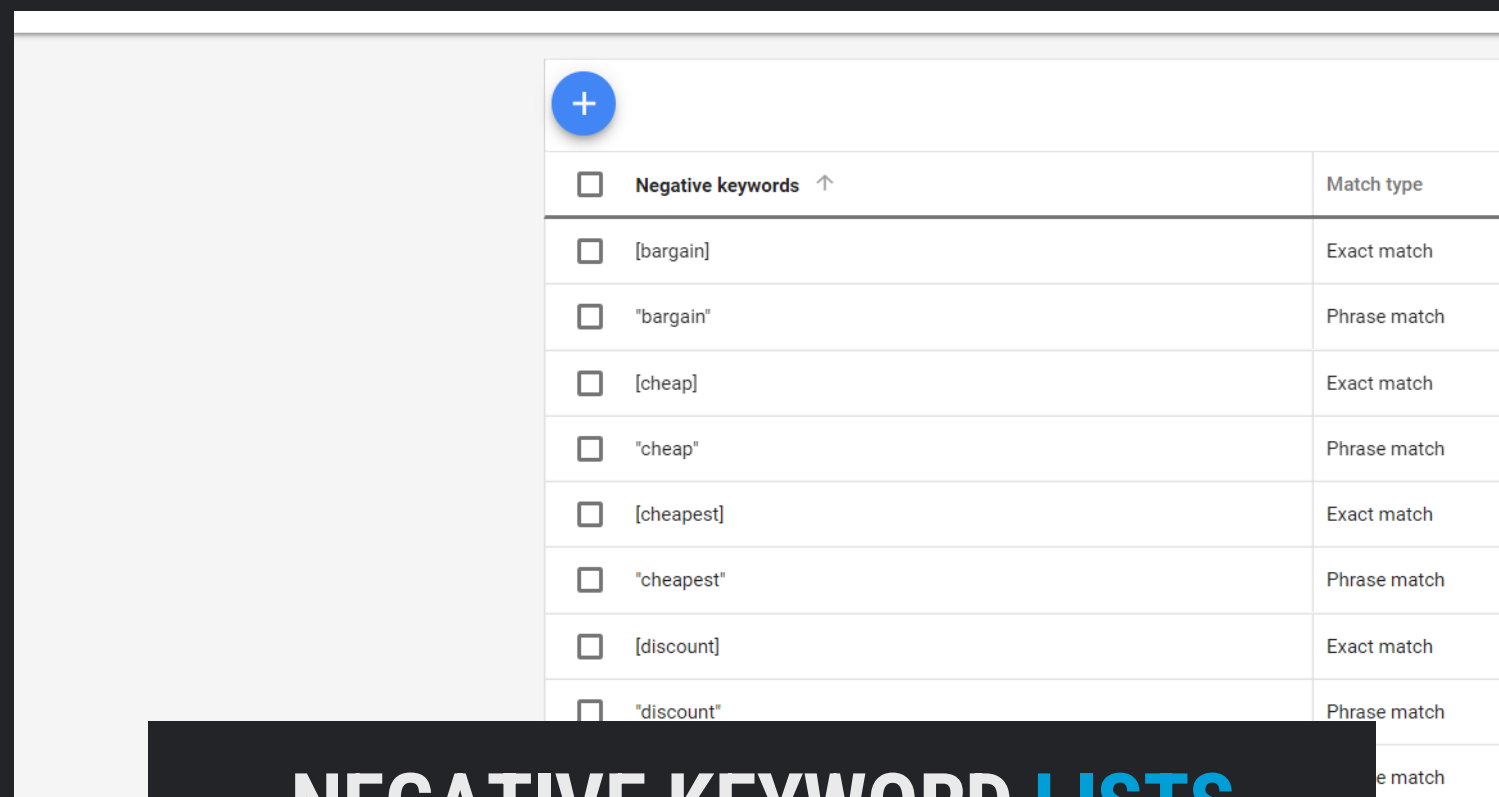
DISCOVERY

There are over 5B searches conducted EVERY DAY on Google; roughly 20% of them have *never been searched before* -- so don't expect your 2-year-old keyword research to be 100% accurate. Query discovery is a core part of any successful PPC program.

ADDITION

Once you've discovered some new terms that *might* be relevant to your organization, it's time to add them -- usually by assessing performance or adding them to your existing campaign (correctly, with exclusions -- don't be bad)

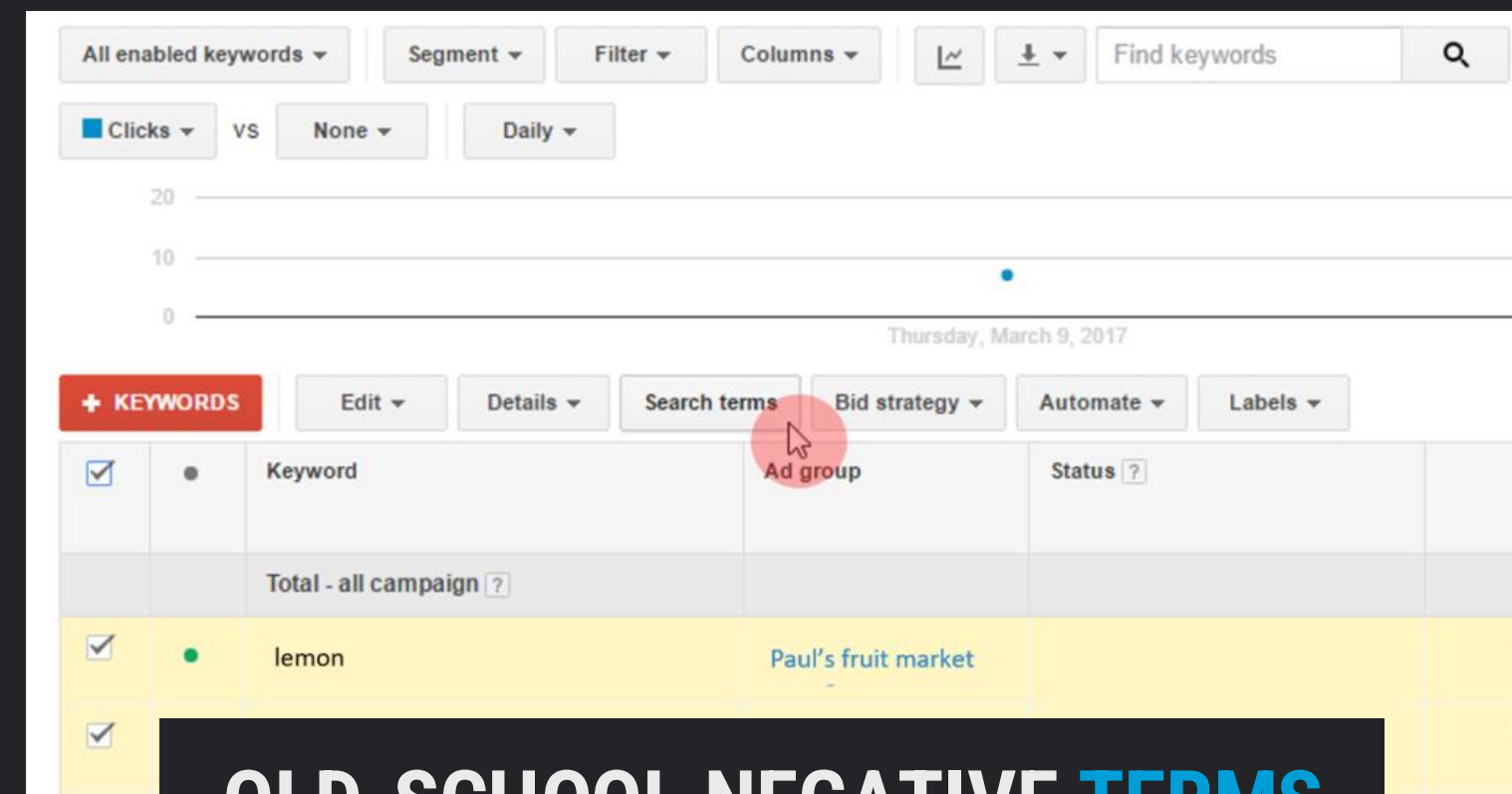
ORGANIZING EXCLUSIONS



<input type="checkbox"/> Negative keywords ↑	Match type
<input type="checkbox"/> [bargain]	Exact match
<input type="checkbox"/> "bargain"	Phrase match
<input type="checkbox"/> [cheap]	Exact match
<input type="checkbox"/> "cheap"	Phrase match
<input type="checkbox"/> [cheapest]	Exact match
<input type="checkbox"/> "cheapest"	Phrase match
<input type="checkbox"/> [discount]	Exact match
<input type="checkbox"/> "discount"	Phrase match

NEGATIVE KEYWORD LISTS

- I LOVE negative keyword lists – it simplifies your life and avoids 90% of human errors when creating + managing campaigns (no need to update every campaign using the list)
- The limitation for Lists is the assignment level (Campaign vs. Ad Group) within Google Ads



<input checked="" type="checkbox"/>	Keyword	Ad group	Status ?
Total - all campaign ?			
<input checked="" type="checkbox"/>	lemon	Paul's fruit market	
<input checked="" type="checkbox"/>			

OLD-SCHOOL NEGATIVE TERMS

- This is the most painstaking, boring and soul-draining process on the planet, but it's absolutely essential.
- Scripts can make this better – here's a good resource to get you started, but in general, this relies on a Google Sheet + a script to assign negatives to your campaigns.
- This works brilliantly well when you're pulling in STR data from Bing + Google Analytics (via the STR trick), then using a single sheet to push negatives

PSA: NEGATIVE MATCH TYPES

	Negative Broad Match	Negative exact Match	Negative Phrase Match
Description	Will not display ad if the terms appear in any order	Will not display ad only if the terms appear exactly as stated	Will not display ad if keyword appears even as part of a phrase
keyword	running shoes	[running shoes]	"running shoes"
Ad will show up for	<ul style="list-style-type: none">• dress shoes• running sneakers	<ul style="list-style-type: none">• running shoe• cheap running shoes	<ul style="list-style-type: none">• running shoe• shoe running
Ad will NOT show up for	<ul style="list-style-type: none">• running shoe• shoe running	<ul style="list-style-type: none">• running shoes	<ul style="list-style-type: none">• cheap running shoes• running shoes for triathlon

MONITOR YOUR SERPs

AI OVERVIEWS ARE REPLACING ADS

Truck Accident Lawyer

All Images Videos Maps News Short videos Forums More Tools

Open now Online appointments Top rated Orange County Georgia Tow Houston Florida

Results for Ohio Use precise location

AI Overview

A truck accident lawyer in Ohio can help you get compensation for injuries sustained in a truck accident. They can also help you hold the at-fault driver or trucking company accountable.

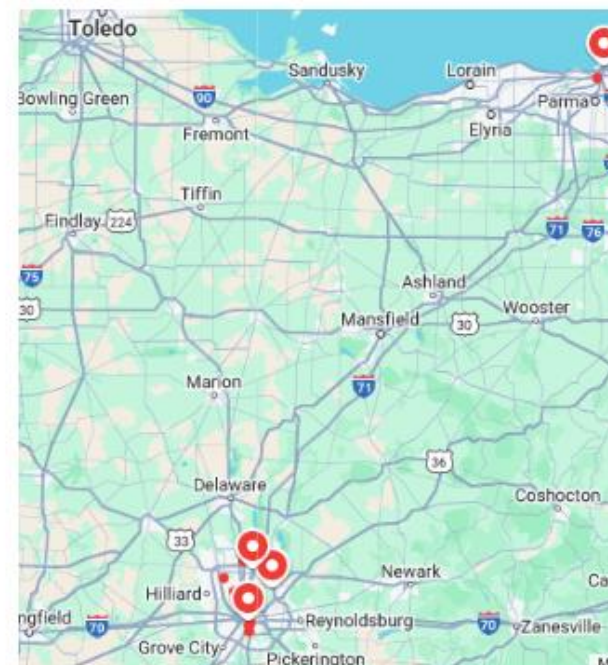
Truck accident lawyers in Ohio

- Bressman Law:** Fights for justice and fair compensation for injuries sustained in truck accidents
- Oliver Law Office:** A Columbus-based law firm that handles injury and death cases
- Kisling, Nestico & Redick:** Has a reputation for getting the best possible outcomes

Show more

Businesses :

- Kisling, Nestico & Redick**
4.7 (1.1K) · Personal injury attorney
20+ years in business · Columbus, OH
Open 24 hours · (614) 908-1470
Provides: Semi-Truck Accident Lawyer
- Kisling, Nestico & Redick**
4.7 (523) · Personal injury attorney
20+ years in business · Cleveland, OH
Open 24 hours · (216) 539-4456
Provides: Truck Accident Lawyer
- Colombo Law Truck Accident & Person...**
4.8 (159) · Personal injury attorney
25+ years in business · Columbus, OH
Open · Closes 5 PM · (614) 362-7000
"Word to wise these guys work very hard on Truck injury accidents."



18 wheeler accident lawyer

All News Images Videos Forums Short videos Shopping More Tools

Online appointments Top rated Open now San Antonio Texas Mcallen Dallas Near columbus

Results for Ohio Use precise location

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https://www.wewin.com

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Call us

- Commercial Truck Accident**
Let Us Fight For You or a Loved One No Out-of-Pocket Costs To You
- Car Accident**
We Are Here to Help You 24/7 Get Your No Hassle Review Today
- Free Case Review**
No Upfront Fees or Costs We Don't Get Paid Unless You Win
- Wrongful Death**
Losing a Loved One is Hard Enough We Can Help You In This Trying Time

AI Overview

An 18-wheeler accident lawyer can help you get compensation for injuries, lost wages, and other damages after a truck accident.

Law firms that handle 18-wheeler accident cases

- Miller Weisbrod Olesky:** Helps clients recover compensation for medical expenses, disability, and pain and suffering
- Munley Law:** A family-run firm that represents clients in negotiations and court
- Oliver Law Office:** A Columbus-based firm that handles personal injury cases
- Blundell:** An Ohio law firm that has won large settlements and jury verdicts for

18-Wheeler Accident Lawyers - M
Contact Miller Weisbrod Olesky 18-Wheeler Accident Lawyers of M
Miller Weisbrod

18-Wheeler Accident Lawyer - Mu
Get the Justice You Deserve With Munley Law
been handling 18-wheeler cases for dec
Munley Law® Personal Injury Attorneys

**I'M PRETTY SURE THESE BRANDS
DIDN'T WANT THIS**

WHO DOESN'T LOVE THIS:

Dating Apps



All News Images Videos Shopping More Tools

About 1,270,000,000 results (0.55 seconds)

Ad · <https://www.upwork.com/>

An online dating app similar to tinder | Upwork - upwork.com

Project Catalog by Upwork Makes It Easy To Quickly Search And Compare Related Projects.

Get Started Today With Top Talent to Get **Best** Quality Work for Your Budget.

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How To Quit Peloton



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About 4,350,000 results (0.43 seconds)

Ad · <https://www.onepeloton.co.uk/>

Peloton® Official - The Choice is Yours - onepeloton.co.uk

83% of **Peloton** Members work out more than they did before joining. Order Today! Based on a survey of over 2,400 **Peloton** Members conducted by **Peloton** in April, 2021. Work out from home. Train Live and On Demand. Sign up to the App.

📍 London · 8 locations nearby

Worst Google Ads



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About 316,000,000 results (0.83 seconds)

Ad · <https://www.dpom.co.uk/>

Google Ads Specialists - No Contract, Fixed Fees

Small business specialists, fixed fees & cancel any time with 31 days notice.



Klientboost Competitors



All News Shopping Images Maps More Tools

About 9,370 results (0.48 seconds)

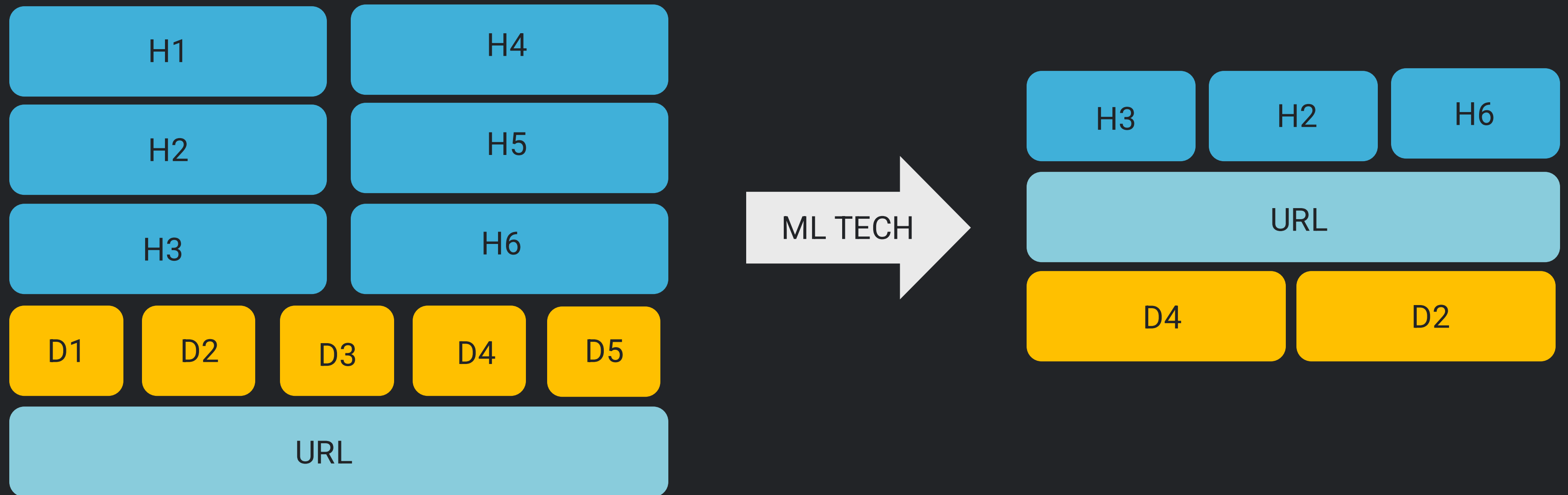
Ad · <https://lp.instapage.com/>

Maximize Conversions - Control Your Own Conversions

Unlike agencies, Instapage lets you own your own landing page conversion strategy. Don't let an agency control the most important part of your advertising...



COURTESY OF GOOGLE'S CREATIVE DIRECTOR



COMBINATORICS OF PINNING

Pinned Lines to EACH Headline	2 Headlines Displayed	3 Headlines Displayed	Total
2	4	8	12
3	9	27	36

With ~30,000–50,000 impressions per month in an ad group, Google seems to have enough data that you do not always need to always pin (but it's still useful)

The learning time is ~3 months on average at those impression levels

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Energy Efficient Replacement Windows Installed At A Fair Price By A Trusted Local Company. Includes Lifetime Warranty.

Bathroom remodeler · 4.4 mi · Linthicum Heights · Open · Closes 8 PM

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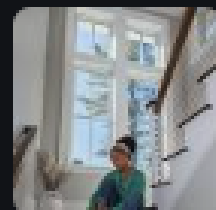
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Renewal By Andersen® Improve Home Energy Efficiency

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CREATIVE CONQUESTING

SOLUTION? MAKE ADS THAT STAND OUT

1. DIFFERENTIATION
2. POSITIVELY POSITION/DOMINATION
3. REFRAME
4. ADDRESS THE REAL PAIN
5. PIN

PRIORITY ORDER: HOW GOOGLE DETERMINES WHAT AD TO SHOW A SEARCHER

01. EXACT MATCH

- Exact match keywords that are identical to the search term.
- Identical means spell corrected but does not include singular/plurals or synonyms.

02. OTHER MATCHES

- Phrase and broad match keywords that are identical to the search term.
- A search theme that is identical to the search term.

03. RELEVANCE

- Google deems what they feel is most relevant to determine what ad to show.
- If there are multiple options, then Google uses Ad Rank.

04. AD RANK

- If multiple search keywords or search themes share the same priority order, then Ad Rank determines what ad is shown.

**AD STRENGTH IS GOOGLE'S
MEASURE OF **OPTIONALITY**.**



AdsLiaison ✓
@adsliaison

AD STRENGTH IS **NOT** QS

Replying to @andreacruz92 @C_J_Ridley and 9 others

Hi All, Ad strength is completely separate from quality score and doesn't have any direct impact. Pinning can lower the Ad strength rating as it reduces the number of combinations that the system can generate. 1/2...

Despite what Google has repeatedly said, "Ad Strength" is NOT the same thing as Quality Score. A "Poor" Ad Strength does NOT entail a Low QS. Do NOT be afraid of "poor" ad strength, assuming that you're delivering a relevant ad experience.

And to the next thing: QS isn't changing. Ad Strength is just a proxy for Google's Optionality in creating RSA variants – sometimes it's helpful, sometimes it isn't. But either way, remember: [Google's goals aren't your goals.](#)

isn't changing. It's best to focus on Ad S
ctiveness of your ads. On average, advert
increase 9% when Ad Strength improves t
[port.google.com/google-ads](https://support.google.com/google-ads)

AND QS ISN'T **CHANGING**





Google

Best digital marketing agency |

WEB

IMAGES

VIDEOS

NEWS

Top Digital Marketing Agency | PPC Management Services | Boost Traffic, Drive Leads

[Ad] www.example.com

Get more from your digital marketing spend with Vital. Full-service digital marketing agency focused on results. PPC, SEO, and more.

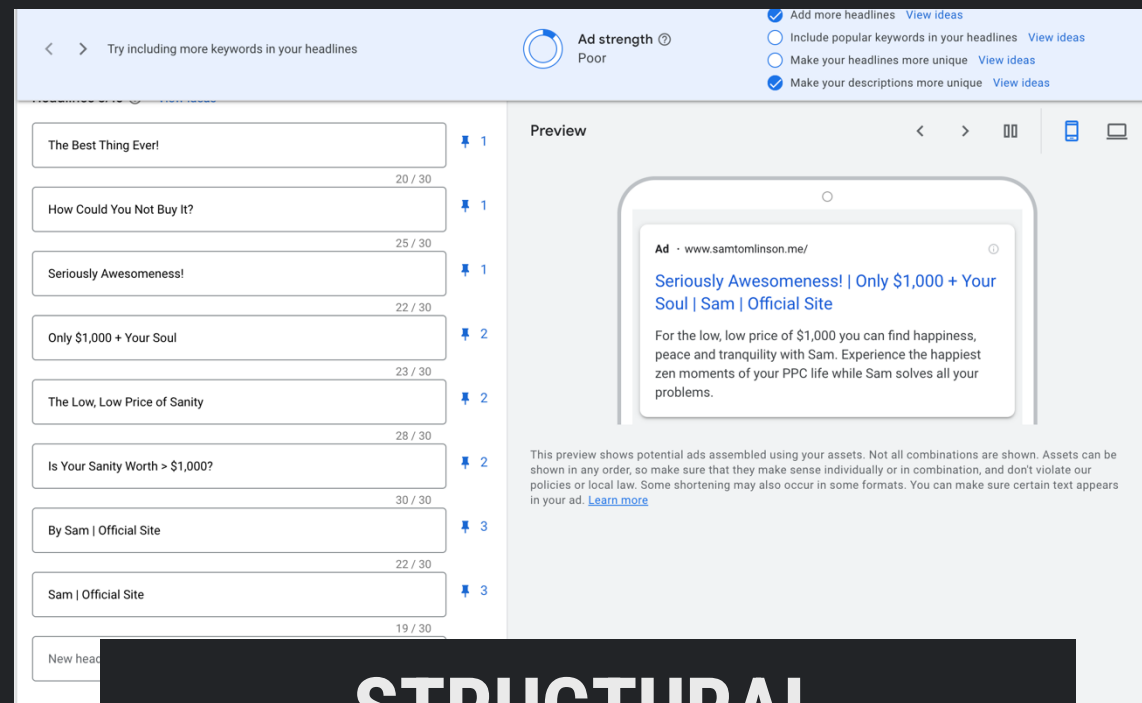
MAKING RSAs WORK FOR YOU

Start with real testing strategies for RSAs (and no, that isn't just having 2 RSAs in an Ad Group) – we need to get better at structuring creative tests in a relatively fluid environment.

#ProTip: if you want to test RSAs, use Ad Variants (in Experiments) AND adjust your evaluation to account for volume in addition to rate metrics. Do NOT optimize off only counting metrics (conversions) OR rates (i.e. CTR or CVR).

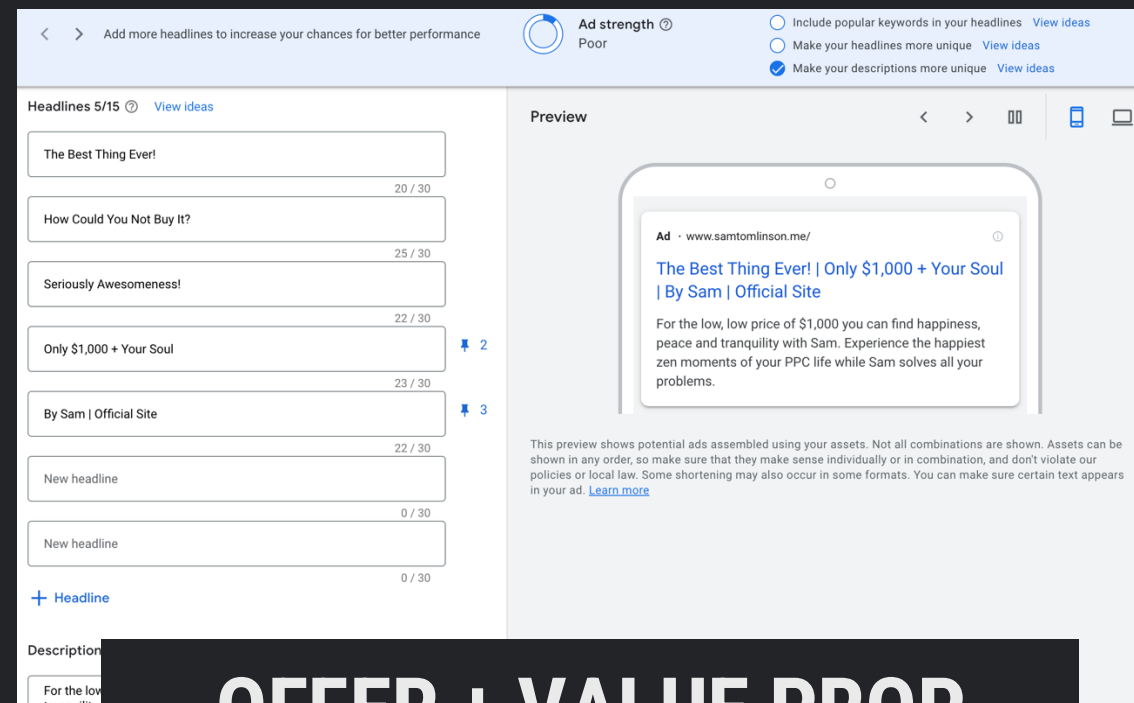
TEST RSAs USING VARIANTS

RSA TESTING STRUCTURES



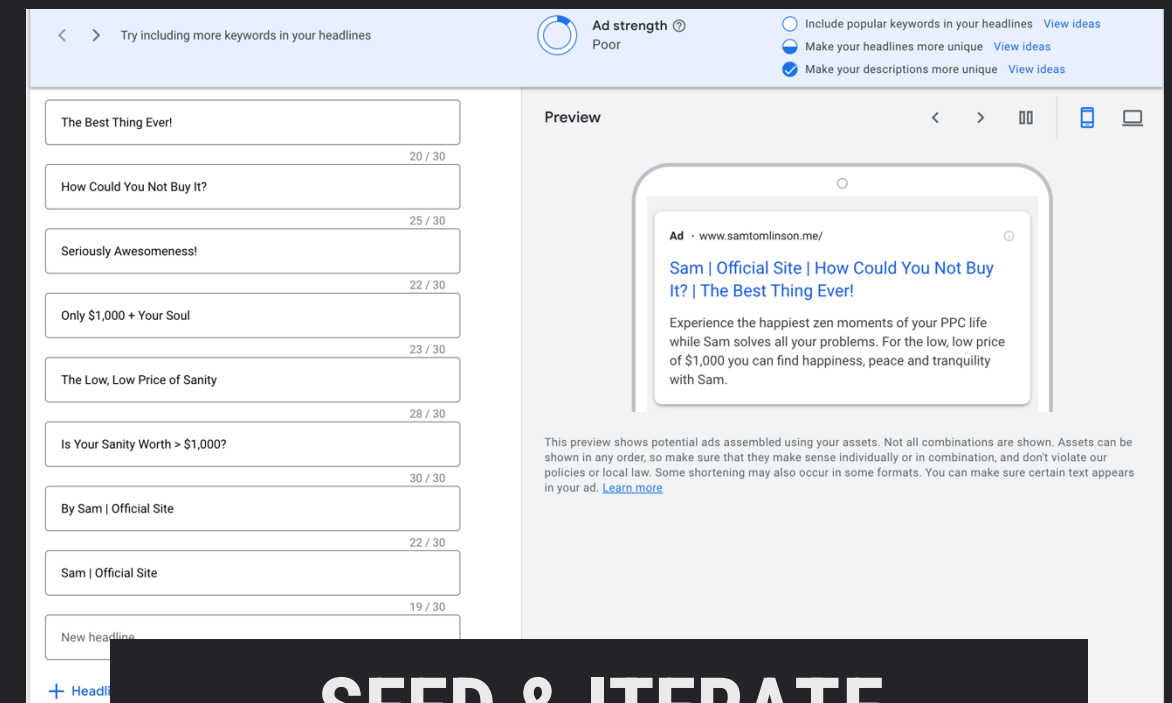
STRUCTURAL

This is the most common kind of test – where we provide Google with a fixed structure through pinning (i.e. Brand in H1, Differentiator in H2, CTA in H3), along with multiple options for 1 (or more) of these.



OFFER + VALUE PROP

The second test we run is fixing a specific area to test (i.e. a % discount vs. a \$ discount in H1; one value prop vs. another in H2) across two RSAs, then leaving the rest of the ad to Google.



SEED & ITERATE

The final testing option (and my least favorite) is to begin with a “seed” RSA, then use your performance data from the creative to iterate on the ad (remove “average” or “low” creatives; double down on variants of “best”).

EVALUATING RSA PERFORMANCE

	Ad group ID	Asset ID	Asset type	Asset p...	Impression...	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
1.	138644326055	23849444518	Description	null	25,795	949	3.68%	\$3.55	287.83	\$11.71	\$3,370.36
2.	138644326055	42741627867	Headline	Good	21,415	817	3.82%	\$3.56	254.83	\$11.42	\$2,908.94
3.	138644326055	23849444494	Headline	null	8,479	423	4.99%	\$3.77	130	\$12.28	\$1,596.45
4.	138644326055	23849444503	Description	Pending	8,432	432	5.12%	\$3.79	124.67	\$13.14	\$1,638.22
5.	138644326055	23849444503	Description	Good	8,138	387	4.76%	\$3.43	130.17	\$10.19	\$1,326.05
6.	131789970450	41534673318	Headline	Good	6,900	560	8.12%	\$4.72	190.51	\$13.87	\$2,642.38
7.	138798588156	23838987959	Description	Pending	6,661	122	1.83%	\$3.05	14.33	\$26	\$372.65
8.	138644326055	23849444464	Headline	Good	6,575	154	2.34%	\$3.19	47	\$10.44	\$490.49
9.	137364233006	23849444518	Description	null	6,277	161	2.56%	\$3.45	7	\$79.25	\$554.78
10.	138798588156	42741627867	Headline	Pending	6,166	109	1.77%	\$3.04	11.33	\$29.22	\$331.21
11.	138644326055	23849444494	Headline	Good	5,756	259	4.5%	\$3.41	83.17	\$10.62	\$883.35
12.	139689830104	23849444518	Description	null	5,636	186	3.3%	\$3.9	46.5	\$15.62	\$726.27
13.	137364233006	42741627867	Headline	Pending	5,529	137	2.48%	\$3.48	7	\$68.17	\$477.18
14.	142134909270	23849444518	Description	null	5,384	590	10.96%	\$2.47	92	\$15.81	\$1,454.89
15.	139689830104	23849444503	Description	Pending	5,030	272	5.41%	\$3.77	91.5	\$11.2	\$1,024.64
16.	142134909270	23849444503	Description	Pending	4,336	533	12.29%	\$2.55	89	\$15.29	\$1,360.48
17.	141574781169	23838987959	Description	Pending	3,931	37	0.94%	\$2.62	0	\$0	\$97.1
18.	141946858532	23849444503	Description	Pending	3,737	903	24.16%	\$2.62	151.28	\$15.62	\$2,363.05
19.	131789970450	23849444503	Description	Pending	3,612	332	9.19%	\$4.99	87.68	\$18.89	\$1,656.57

WHO LIKES MATH?

Data Studio reports (or the Google Ads API) allows you to pull a surprising amount of data on RSA performance....

Combine with the Ad Group Level RSA combinations, over a set period (1 month – remember to download!), mix in a little algebra, and voila! You can see how each asset performed.



DOES THIS WORK?

**TESTING
THIS OUT
WITH
SHINY
DIAMONDS**





STANDING OUT IN A COMPETITIVE MARKET

RISING COSTS + COMPLEXITY

Our client was faced with significant cost pressures – CPCs were increasing significantly (~30% YoY), due to a combination of new market entrants and ever-increasing budgets from established national competitors; Managing campaign complexity with hundreds of thousands of products is rough

LEAD QUALITY QUESTIONS

Increased competition leads to increased shopping/consumer comparison behavior – lowering conversion rates + commoditizing the industry; lead quality declined as previous campaigns optimized for conversion volume vs. lead quality.

ECONOMICAL SCALING

Our client wanted to scale multiple locations of his business while keeping the same budget (or reducing budget); that's rough in a static environment and all-but-impossible in a competitive, rising cost ecosystem.

NEW STRUCTURE, BETTER RESULTS, HAPPY CLIENT

01

Re-structured + consolidated campaigns using the structure outlined above – reducing total number of campaigns by ~55% ad groups by more than 75%; all ad groups used the STAG method (vs. SKAG).

02

CPCs Declined by ~50% -- Improved relevance, robust negatives and fewer ad groups (i.e. more data in) led to a 50% decline in CPCs following adoption of the new structure; CTRs increased 35%.

03

25% increase in Qualified Lead Volume – we linked the client's CRM to Google Ads, pushing back high-quality conversion data to the platform. This led to an 25% increase in high-quality, qualified leads

04

CPAs Declined Significantly – We reduced overall CPAs by upwards of ~32%, allowing us to effectively scale multiple locations within the same budget

05

New Term Discovery + Learnings – DSAs + RLSA have proven effective (even after the STR) at helping us to discover new terms + search queries; likewise, ad testing data has been used to refine landing pages, which continue to show monthly marginal improvement

IN SHORT: YOU BET IT WORKS

SIX THINGS TO REMEMBER:

MACHINES ARE HERE TO STAY

There is no denying that machines are here to stay, and the increasing role of automation will have impacts on PPC account structures; this isn't good or bad – it just is. *As marketers, we need to embrace the values ML can bring to help us and defend against the flaws that can hurt us.*

EXCLUSIONS > INCLUSIONS

This is a new thing for many of us, but as Google destroys match types (and everything becomes a close variant), *what we EXCLUDE becomes more important than what we INCLUDE.* Be liberal in your campaign exclusions to ensure machines focus on what you want (and don't make bad inferences that blow budget).

STRUCTURE IS A VALUE STATEMENT

Your campaign structure is the “how” you connect your organization’s marketing messages to the people you want to reach; everything you do should revolve around search intent – put yourself in the mind of the audience. Align all aspects of

ML-FRIENDLY STRUCTURE

Resist the (really really compelling) urge to hyper-segment everything; it's no longer viable. Build a structure that is ML-friendly while being sufficiently refined; IMO themes/topics strike the right balance here. You'll end up with fewer ad groups (that's OK)

DATA = OPTIMIZATION LEVER

The company/organization/campaign with the best data (almost) always wins; your job as a marketer is to ensure that each platform (not just Google) has the data it needs to maximize your chances of a good outcome. Use Conversion Actions Sets + Smart Biz Data to help machines be smarter.

BE BRILLIANT AT THE BASICS

Obsess about doing the little things well – aligning your ads to the intent of the user; delivering a relevant message and a delightful on-page experience that's simple and easy to understand. Good structure enables this to work.



THAT'S ALL, FOLKS!



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