



# Did You Know

63% of internet users have clicked on a Google ad.



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# SKY-ROCKET YOUR GOOGLE ADS CAMPAIGNS



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# SET UP AN IDEAL ADVERTISING BUDGET

The idea should be to set a fixed budget, then begin your campaign types with experimentation using a limited budget, and then once you find out which one works best, double down on that campaign with the rest of your advertising credits.



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# CHOOSE THE GOAL THAT IS PERFECT FOR YOU

Google Ads gives you the option to set your campaigns based on the goals that you want to achieve for your business. Choosing the right goal at the start can help you optimize your campaign effectively.



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# HIGH INTENT KEYWORDS

Google Ads works on search intent, and that makes it one of the best places to get quality leads. Find out what your ideal customers type on Google Search to get to your product or service.



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# USE NEGATIVE KEYWORDS

Negative keywords are those keywords that you add to your Google ad campaigns in order to avoid showing up for queries that are not relevant to what you have to offer.



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# WRITE KILLER AD COPY

Just take inspiration and modify what works for your industry while ensuring your brand offering stands out.



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# OPTIMIZE YOUR LANDING PAGES

Optimizing your landing pages is an important step in setting up profitable Google Ads campaigns.



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# THESE STEPS MAY SEEM SIMPLE HERE

But for detailed instructions  
and tips, along with free  
tools, I have left the article  
link in the comments



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