

Best Practices for Structuring Campaigns and Ad Groups

✓ Align Structure with Business Goals

- Define clear campaign objectives (e.g., brand awareness, lead generation, sales).
- Organize campaigns based on products, services, or audience segments.
- Ensure ad groups reflect specific themes within the campaign for better targeting.

Maintain Granularity

- Avoid mixing unrelated keywords in the same ad group.
- Group keywords and ads based on intent (e.g., transactional, informational).
- Use tightly themed ad groups to improve Quality Score and relevance.

Implement Single Keyword Ad Groups (SKAGs) (Optional)

- Use SKAGs for high-performing keywords to increase ad relevance.
- Write ad copy tailored specifically to each keyword for better engagement.
- Closely monitor performance to determine if SKAGs improve ROI.

Use Effective Keyword Targeting

- Choose a mix of Exact, Phrase, and Broad Match Modifier keywords.
- Regularly refine keyword lists based on performance data.
- Avoid keyword overlap between ad groups to prevent self-competition.

Leverage Negative Keywords

- Identify and add negative keywords to filter out irrelevant traffic.
- Regularly update the negative keyword list to minimize wasted ad spend.
- Use campaign-level negative keywords for broad exclusions across ad groups.

✓ Optimize Bidding and Budget Allocation

- Set campaign budgets based on performance and business priorities.
- Use automated bidding strategies (e.g., Target CPA, Maximize Conversions) if applicable.

- Adjust bids based on device, location, and audience insights.

✓ Regularly Review and Optimize

- Monitor CTR, Quality Score, and Conversion Rates to assess ad performance.
- A/B test different ad variations to find the best-performing copies.
- Adjust keyword bids and budgets based on performance trends.
- Review and update ad copy to maintain relevance and improve engagement.

✓ Maintain a Clean and Organized Account Structure

- Use clear naming conventions for campaigns and ad groups.
- Regularly archive outdated campaigns and ad groups to maintain efficiency.
- Keep reporting streamlined by grouping relevant ads under appropriate campaigns.