



HubSpot Google

# How to Use Google Ads for Your Business

A Comprehensive Kit from HubSpot and Google

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# Introduction

Search Campaigns are one of the most effective ways to drive leads, generate brand awareness, and improve your bottom line. We'll guide you through the ins and outs of paid search campaigns to help you attract more customers for your business, from developing your campaign strategy to leveraging data to improve campaign outcomes with the [help of HubSpot and Google Ads](#).

## Paid vs. Organic Search Campaigns

Search Engine Marketing (SEM) describes the various ways to market a product or service using search engines (for the majority, Google). SEM entails both organic search—commonly known as search engine optimization (SEO)—and paid search campaigns.

SEO is based on unpaid, natural rankings determined by search engine algorithms. Rather than spending money, businesses optimize their rankings for certain keywords with various SEO practices.

Paid, on the other hand, entails paying a fee to ensure a top placement on the search engine results page (SERP) for specific keywords or phrases. The SERP will typically promote paid campaigns at the top before listing out organic, unpaid rankings. On the next page, you'll find a diagram of a search engine results page that highlights the positioning of paid links compared to organic search results.





# How to Use Search Engine Campaigns

## Generating High Quality Leads

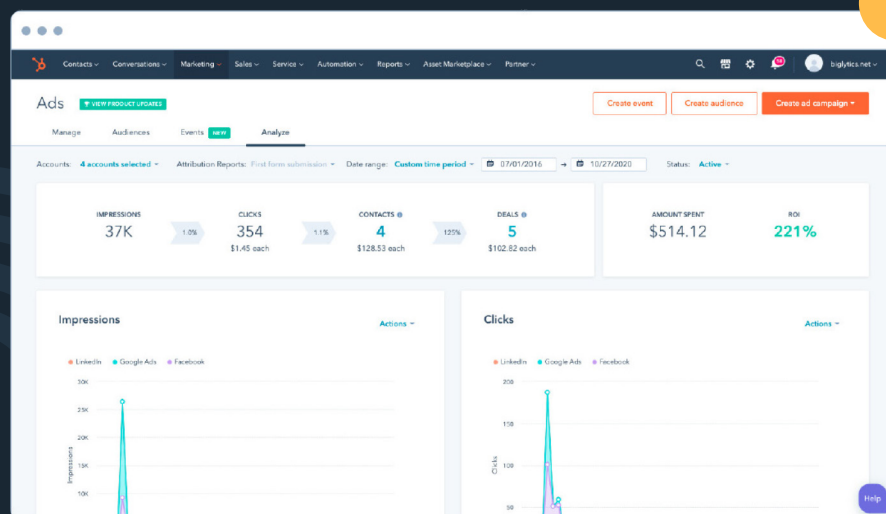
Paid Search Campaigns can fit nicely into your other inbound marketing efforts, especially because it's an effective way to drive lead generation. Search Campaigns can drive interested users to your Lead Gen Forms, where you can improve conversions and find qualified leads for your sales team.

You can also track these leads further using Google Offline Conversion Tracking, which helps optimize your ads by monitoring your contacts throughout their journey, online or offline.

## Take Leads to the Next Level with HubSpot + Google Ads

Once you've generated leads from your connected set of tools, you can use the data and insights to nurture leads and drive sales. With HubSpot's Google Ads tool, you can find detailed reporting on your marketing campaigns, use audience targeting to find new prospects and expand your marketing reach, and nurture and convert qualified leads.

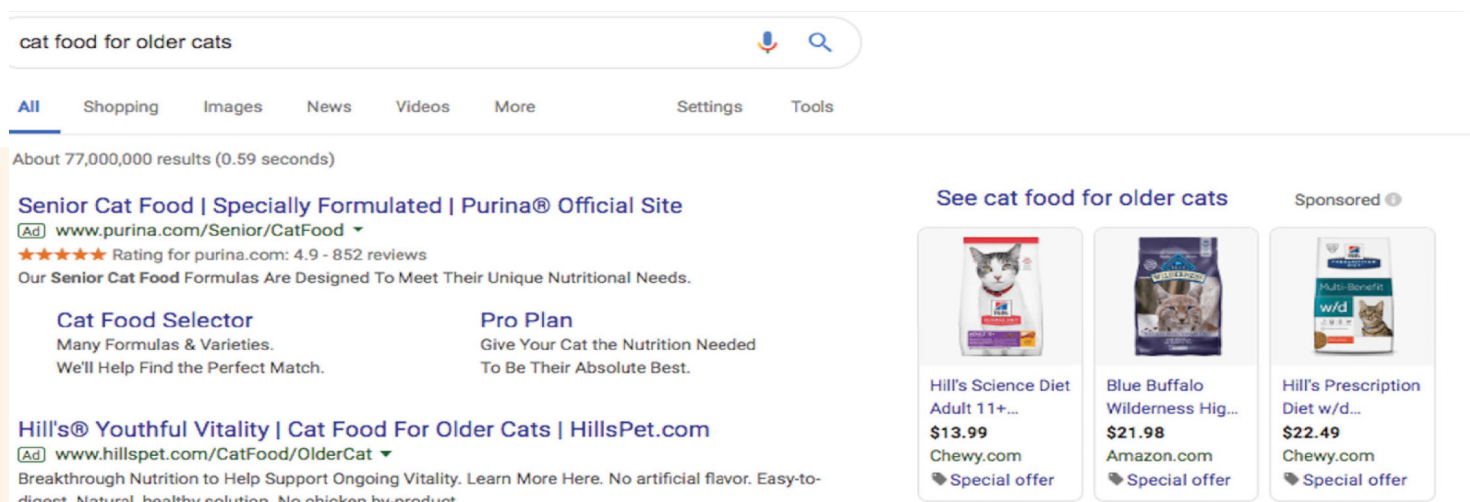
Try it now



# A/B Testing

Through Search Campaigns, you can test different versions of landing pages, such as:

- Headlines
- Color scheme
- Placement of buttons
- Imagery



So, say we want to test out the effectiveness of a landing page for our cat food business. If a user types in 'cat food for older cats,' they might see the following paid results for that specific search query:

You can set different URL destinations for the same ad, which Google does automatically for you. Afterward, you can analyze your performance data and determine which one performed better.

Outside of testing the same landing page, you can also direct users to totally different pages. For a cat food ad, you could have one going to a page with one offer (e.g., a guide on feeding techniques for your older cat), with one heading to an actual product page for the cat food.



# Finding New Keywords

Your Google Ads will target a specific set of keywords or phrases while serving a certain audience, device type, and other segmentation options. Picking that keyword is tricky, but you want to find the most optimal one to get the most bang for your buck. Otherwise, you risk spending money on irrelevant keywords.

As you go through Google Ads, the platform will generate a Search Terms report, which contains all the keywords for your ad. For example, let's say you're bidding on the keyword "red shoes." It's not exact, but Google might serve your ad to a user searching for "red tennis shoes."

Take a look at the example Search Terms report below. Note that we've already added "hubspot" as an added keyword. However, some users have searched for "hub spot," a close variant of the company name.

SEARCH KEYWORDS	NEGATIVE KEYWORDS	SEARCH TERMS	AUCTION INSIGHTS	Last month: Apr 1 - 30, 2019			
ADD FILTER				SEARCH	COLLAPSE	DOWNLOAD	EXPORT
<input type="checkbox"/> Search term	Match type	Added/Excluded	Ad group	Clicks	Impr.	CTR	Avg. CPC
Total: Search terms 11							
<input type="checkbox"/> hubspot	Exact match	✓ Added	Marketing_MQLs_EN_EMEA_UK1_Brand-HubSpot_HubSpot_AllDevices_Exact				
<input type="checkbox"/> hubspot pricing	Exact match	✓ Added	Marketing_MQLs_EN_EMEA_UK1_Brand-HubSpot_HubSpot_Pricing_AllDevices_Exact				
<input type="checkbox"/> hub spot	Exact match (close variant)	None	Marketing_MQLs_EN_EMEA_UK1_Brand-HubSpot_HubSpot_AllDevices_Exact				
<input type="checkbox"/> hibspot	Exact match (close variant)	None	Marketing_MQLs_EN_EMEA_UK1_Brand-HubSpot_HubSpot_AllDevices_Exact				
<input type="checkbox"/> hubspot	Exact match (close variant)	None	Marketing_MQLs_EN_EMEA_UK1_Brand-HubSpot_HubSpot_AllDevices_Exact				
<input type="checkbox"/> hubspot	Exact match (close variant)	None	Marketing_MQLs_EN_EMEA_UK1_Brand-HubSpot_HubSpot_AllDevices_Exact				
<input type="checkbox"/> hubspot	Exact match (close variant)	None	Marketing_MQLs_EN_EMEA_UK1_Brand-HubSpot_HubSpot_AllDevices_Exact				
<input type="checkbox"/> hubspot marketing	Exact match	✓ Added	Marketing_MQLs_EN_EMEA_UK1_Brand-HubSpot_HubSpot_Marketing_AllDevices_Exact				

# Gathering Audience Data

Compared to other marketing efforts, paid search offers immediate, measurable results for you to dig into. It tells you if a certain demographic converts on your ads more than others, or the quality of leads in your audience using search. You might even find your audience doesn't often convert on Search, and though this points to wrapping up your paid search efforts, you at least gathered useful audience data.

Beyond conversions and lead generation, Search campaigns provide you with insights into your audience, such as:

- Most effective copy
- Search habits (e.g., time of day, or week)
- Most resonant imagery

# How Search Campaigns Work

## Keywords, Ads, Audiences, and Landing Pages

There are three main elements of any Search campaign:

1. Keywords
2. Ads
3. Landing Pages

You start by giving Google a list of keywords. You then design your ads knowing Google will show them to users after they search for those keywords. This means making the ads relevant to the search query and attractive enough to get searchers to click on them.

Whenever a user clicks on a paid search, they typically find themselves on a landing page. You want the landing page to entice the user to convert—whether that means buying a product, signing up for more information, downloading an offer, and so on.

All Search campaigns come down to managing, matching, and optimizing these three elements.

## Campaign and Audience Creation

In Google Ads, you can set your ad audience using a number of different demographics, such as:

- Location
- Language
- Interests
- Detailed demographics (e.g., whether they're a student, or own a home, or have children)

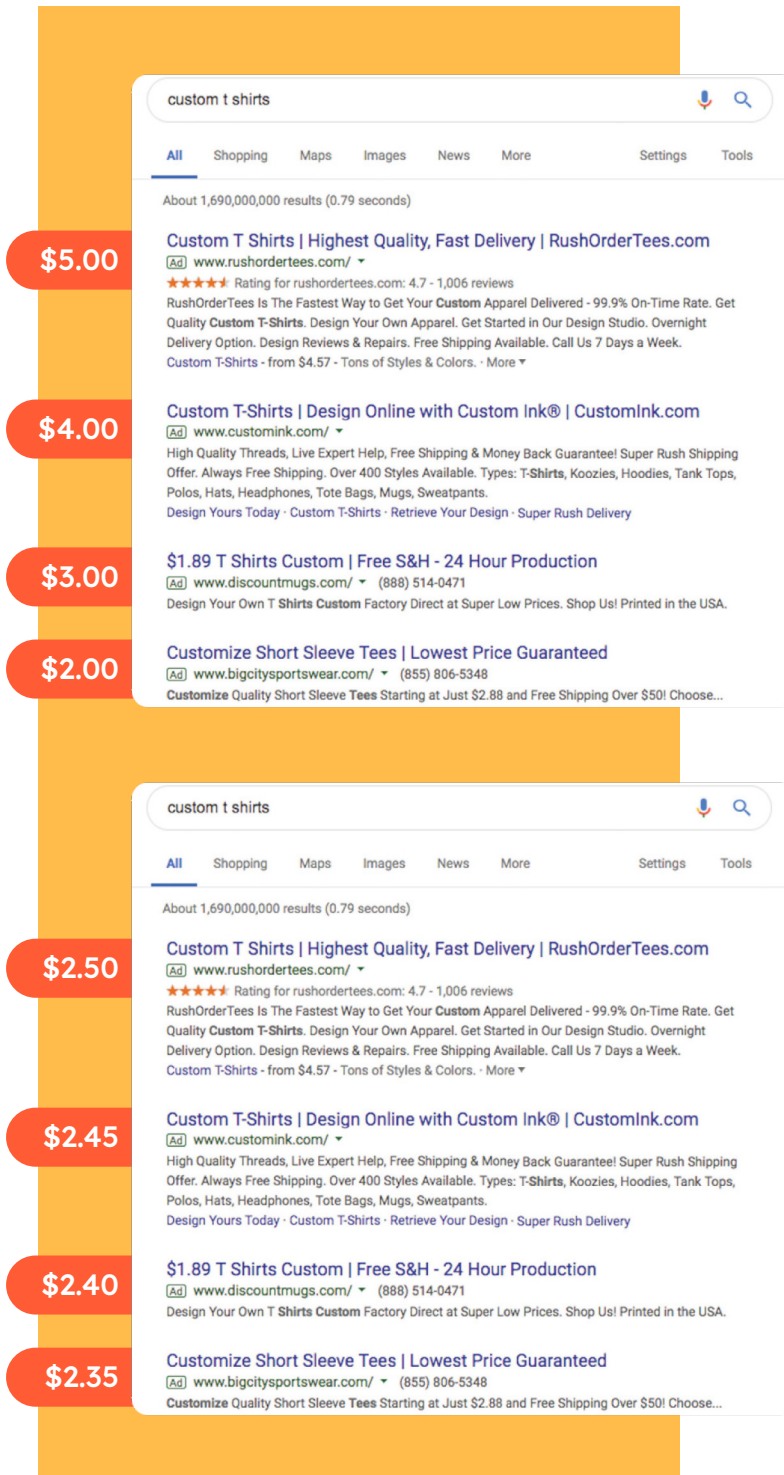
Google has a plethora of user data, so much so you can go into their tool, play around with it, and segment your audience to match your customer base exactly.

Of course, you can also leverage HubSpot's Google Ads Tool to make it easier for you. In HubSpot, you can set up ad creative, add keywords, specify your target audience, add budgetary considerations, schedule, and so on. HubSpot's Google Ads Tool also enables customer matching, so you can create audiences that truly reflect your existing customer base. As always, with more audience data, you can run more targeted, cost-effective, and customer-focused Search campaigns.



# Pay-Per-Click (PPC) Bidding

Pay-per-click (PPC) means you only pay for your ad when a user actually clicks on it. In general, compared to paying per impression (CPM), PPC is better. Think of the difference between paying for an ad that reaches 100,000 users, but only receives one click. If you went with PPC, you would incur a much lower cost.



So, what determines how much you pay per click? Google uses auction-style bidding to set prices. For any given keyword, you have the keyword's top bidder—let's say they bid \$5. Then, you have the next highest bidder who values a click at \$4.50, another at \$3.75, another at \$3.00, and so on, all the way down to the last person who bids \$2.25.

Let's break this down with an example. If you set your bid at \$5.00, you're telling Google: This is the max amount I'm willing to pay for someone to click on my ad for this keyword. Often, you end up paying less—especially if you're targeting a less competitive keyword.

Google then uses a combination of factors, which are in constant flux, to determine the final ranking. Of course, your maximum bid will influence how high you rank. However, your Quality Score—which we discuss in the next section—goes hand in hand to determine your ad ranking.

# Quality Score

Even with paid Search, Google prioritizes creating an optimal user experience for their searchers. This means taking a look at an advertiser's Quality Score alongside their maximum bid. Otherwise, bad actors could bid high for "toothbrushes" while advertising lawn mowers.

Quality Score is an estimate of the quality of your ads, keywords, and landing pages. Google sets your score on a scale from 1 to 10, with 1 being the lowest and 10 being the highest. But, in reality, how does this play out? Say, one advertiser bids \$5 for a keyword, but has a Quality Score of 4, while another bids for \$3 with a Quality Score of 7. Google may place the lower bid higher simply because it makes for a better, more relevant search experience.

Specifically, Google looks at [three components](#) when calculating your Quality Score:

- Expected clickthrough rate
- Ad relevance
- Landing page experience

A low Quality Score can help you improve future Search campaigns. If you bid on the keyword "nutrition" for your fitness site and end up with a low Quality Score, this might indicate your landing page or content isn't relevant enough for that keyword.

Improving your Quality Score comes down to servicing high-quality ads to relevant keywords that lead to engaging landing pages. You could try matching your ad's copy more closely with your selected keywords, ensuring your business matches the user intent, pointing out specific benefits (e.g., free shipping) of your ad, and so on.



# Keyword Match Types

Rather than set bidding on general keywords, Google categorizes keywords into three buckets: exact match, phrase match, and broad match.

## Exact Match

Exact match, as the term implies, means bidding on an ad that displays only when the exact phrase, in order, is searched.

Let's say, for example, someone searches "marketing agency with video production." An exact match keyword will only display your ad if the search term includes that exact keyword or a close variation. So, if you bid on the keyword "marketing agency" as an exact match, and someone searches for "marketing agency with video production," your ad may not show up.

When formatted in Google Ads, exact match keywords are written inside brackets:

**[marketing agency with video production]**

## Phrase Match

A phrase match is a broader keyword strategy than exact match. This time, your ad displays if the search term contains the same order of the words, even if it includes additional words. So, if you bid on a phrase match keyword "marketing agency," and a user searches for "marketing agency with video production," your ad will appear.

In Google Ads, phrase match keywords are nested inside quotes, such as:

**"marketing agency"**

## Broad Match

Finally, broad matches offer the most flexibility for keyword ads. This time, your ad appears when the search term contains any or some combination of the words in your keyword, in any order. If you have the keyword “marketing agency” on broad match, your ad could show up for “marketing agency with video production and social media,” “marketing agency,” and so on.

## Negative Match

Google allows you to set keywords to a negative match to further refine your keyword strategy. This allows you to avoid having your ad display for certain keywords. Let’s say your marketing agency specializes in video production, but doesn’t offer animation. You could set “animation” as a negative match, which means any search query with that keyword would not display your ad.

In Google Ads, negative matches are preceded by a minus sign, such as:

**-animation**

# Your Google Ads Strategy

## Keyword Strategy

Exact, phrase, broad, negative—where should you begin? In general, if you're working with no data, broad match and phrase match keywords are an effective way to get started.

So, gather a list of potential keywords you feel your audience would search, and set them to broad match. This opens up the floodgates for a plethora of traffic and, eventually, useful data to refine your keyword strategy. Keep in mind a high volume of traffic isn't always a good thing. If you generate 10,000 website visits, but only end up getting ten signups, that indicates a need to optimize your keyword strategy.

Once you gather up enough data from your broad match and phrase match keywords, check out the Search Terms report. There, you can find top-performing broad and phrase match keywords. You'll want to set these to exact match, as the data shows users click on your ad when they search this keyword. They've proven to work for you, so you can set them to exact match with little concern for how they will perform. Thankfully, Google Ads enables you to automate and use advanced user behavior to expand keywords.

As you execute on your keywords strategy, remember to keep testing. Check your performance metrics to continually optimize your keywords, which might include adding and deleting some or changing their match types. Like most marketing, keyword strategy fluctuates with your audience and trends. A keyword that excels today might underperform next year.



# Ad Copy

Writing effective ad copy can mean the difference between a paying customer and a non-converting searcher. Google limits the amount of characters you can use in your ad—meaning it’s critical to get this part right.

Consider the following example ad:

	Example Ad	Character Limit
Headline #1	Superior Office Renovations	30
Headline #2	Design & Construction	30
Headline #3	Book Your Meeting Today	30
Description #1	Russo Renovations Will Help You Transform Your Office Space.	90
Description #2	Learn More With a Free Consultation With Our Experts.	90
URL Path	Free, Consult (i.e. example.com/Free-Consult)	15 (7 each)

Each headline has a max of 30 characters, displayed as blue text on the ad. You also have two descriptions, each one with a character limit of 90. Finally, you have a URL path—which typically involves both a display URL and a destination URL.

A display URL is what the searcher will see. Say, you’re bidding on a keyword for video production for your agency. So, you set the display URL to “marketingagencyexample.com/video-production.” Your destination URL might be totally different (e.g., with tracking parameters), like a more generic landing page, but a display URL helps position your ad better to that specific keyword.

Some tips on writing better converting ad copy include:

- Clearly convey the benefits of your product or service to the user
- Offer free incentives (e.g., free shipping, a free 15-minute consultation)
- Reduce your headline and description count when you can to make it snappier
- Take advantage of AI writing tools (such as [HubSpot’s Free AI Content Writer](#)) to generate potential headlines and descriptions
- Search for your prospective keywords and analyze competing ads



# Ad Assets

For the most part, Search Ads include a couple of headlines, descriptions, and a URL. That, in and of itself, can be compelling. But Google Ads offers [several assets](#) you can apply for to increase your ad's visibility and return on investment.

These assets include:

- **Location:** your business' physical address, including hours of operation, your phone number, and a link for more information
- **Call:** a phone number or call button
- **Sitelinks:** additional links to other landing pages on your ad, such as “learn more” or “order now”
- **Callout:** added text to your ad, such as “free shipping” or “24/7 service”
- **Structured snippet:** a predefined header alongside a list of items (e.g., services offered followed by the different types of services)
- **Price:** the cost of your product or service
- **App:** a button to download an app on iOS or Android devices
- **Lead form:** an in-ad form searchers can fill out

To add an asset to your ad, simply go to the Campaigns page of your account followed by the Assets section. There, you can enable these different types of assets, and Google will integrate them into your ad only if they feel, based on their data, it will help the ad perform better. For example, if a restaurant bids on “Thai food,” Google might include a location asset so they can view the address, hours of operations, and so on.



# Account Structure

Grouping together keywords is an effective way to create more targeted ad copy and to find additional keywords. You can start by creating an ad group, such as “marketing agency,” followed by terms you would target, such as “marketing agency,” “digital marketing agency,” “marketing agency with video production,” and so on. You can then write your third section, ad copy, based on your ad group and keywords.

Ad Group	Keywords	Ad Copy
Tennis Shoes	tennis shoes best tennis shoes shoes for tennis red tennis shoes	<a href="#">Tennis Shoes</a> Shop The Largest Selection Of Tennis Shoes. Free Shipping! <a href="http://www.acme.com/tennis-shoes">www.acme.com/tennis-shoes</a>
Walking Shoes	walking shoes black walking shoes mens walking shoes walking shoes for women	<a href="#">Walking Shoes</a> Shop The Largest Selection Of Walking Shoes. Free Shipping! <a href="http://www.acme.com/walking-shoes">www.acme.com/walking-shoes</a>

If your company sells multiple items, you can separate these ads by creating campaigns. So, if you offer video production and social media services, you can create two campaigns: “Video Production” and “Social Media” that includes their ad groups.

# Budget

In Google Ads, you set a daily budget for your campaign that basically tells Google “I’m willing to pay this much on these ad placements per day.” Regardless of performance, Google will not exceed whatever amount you set. If you’re worried about Google quickly eating through your ad budget within a few hours, you can also leverage a feature that ensures your budget gets spread throughout the day.

A daily budget gives you flexibility, which especially matters when you’re starting out and experimenting. Consider starting with a low budget, letting the data trickle in, and then using that information to invest a bigger budget in a more optimized campaign.

Google also offers [Smart Bidding](#), which uses advanced machine learning to optimize your bidding strategy based on the time of day, user behavior, and other campaign data. Google Ads also includes a feature called Offline Conversion Tracking (OCT), which lets you upload offline data and map it to new audiences, customer behaviors, and other important information to help guide your optimization strategy. This might include data like when you close a sale offline on the phone or in person.



# Generative Artificial Intelligence

Not even a company as dominant as Google could avoid integrating some kind of artificial intelligence. They're testing out [Search Generative Experience](#) (SGE) on Search Labs, meaning they've yet to roll this out to their general user base. But, you should get ahead of how generative AI will impact Search.

How does SGE work? Basically, when a user searches for something, Google's generative AI will address the search directly. Rather than offer a list of resources, SGE tries to provide an explanatory answer to their search query.

This is especially useful for searchers trying to find niche information, such as their example of "what's better for a family with kids under 3 and a dog, bryce canyon or arches." SGE will compare the advantages and disadvantages of both and output that to the user, rather than forcing them to sift through articles and figure it out on their own.

Of course, outside of SGE, Google Ads has integrated [AI tools](#) to help you manage your campaigns. For example, they now offer a chatbot you can use to help set up your ads and reduce the complexity of getting started. More impressively, Google Ads can even take information and pictures from your landing page and existing ads to create an optimized ad for you.

AI makes setting up Google Ads much easier than before, so take advantage of these tools alongside the information we provided in this guide.



# Measuring Your Success



## Defining the Four Basic Metrics

There are four basic metrics important for Search campaigns: impressions, clicks, conversions, and spend.

An **impression** is a single instance of your ad being displayed when someone searches the keyword. It's roughly the number of people who look at your ad, or at least the number of viewers Google served your ad to.

A **click** is an instance of a viewer actually clicking on your ad.

A **conversion** is the most critical metric. It's when a viewer saw your ad, clicked on it, and took the action you intended when they arrived on your site (e.g., downloading an offer, purchasing your product, etc.).

**Spend** is the amount of money spent on your campaign.

# Combining the Four Basic Metrics

These four metrics are useful for calculating more complex information about your ad, including click through rate, conversion rate, cost per click, cost per acquisition, and return on ad spend.

Click through rate (CTR) is the percentage of impressions turned into clicks. If your CTR is high, your ad is efficient.

$$\text{CTR} = \text{Clicks} / \text{Impressions}$$

Conversion rate is the percentage of clicks turned into conversions.

$$\text{Conversion Rate} = \text{Conversions} / \text{Clicks}$$

Cost per click (CPC) is the amount of money spent per click. You want to decrease this as much as you can by optimizing your Search ads.

$$\text{CPC} = \text{Cost} / \text{Clicks}$$

Cost per acquisition is the amount of money spent per conversion.

$$\text{CPA} = \text{Cost} / \text{Conversions}$$

Return on ad spend is the amount of revenue generated per money spent on ads. Try to match conversions, such as downloading an offer, to revenue generated, so you can see exactly how much money your Search ads bring into your business.

$$\text{ROAS} = \text{Revenue} / \text{Total Ad Spend}$$



# Analyze Return on Ad Spend (ROAS) with Hubspot + Google

Integrations such as HubSpot and Google Ads allow you to track ads from impression to click to sale. This takes away the guesswork of trying to calculate ROAS, as HubSpot and Google Ads connect your contacts from their first web session to the time they downloaded an offer to when they finally purchased something.

With HubSpot and Google, you can:

- Quickly optimize your ads toward the right conversions by understanding your contacts' buyer's journey
- Sync audiences between HubSpot and Google Ads
- Create rules and segmented audiences based on site traffic
- Talk to users and build custom lists with data from your CRM
- Expand your reach by creating Google lookalike audiences based on existing customer data
- Access Cross Network Attribution reporting to better measure success and further optimize Search campaigns



# Final Thoughts

Putting everything together, here are a few important takeaways to remember:

- Aim for high quality scores to increase performance and reduce costs
- Structure your account into campaigns, ad groups, keywords, and ad copy appropriately
- Leverage AI tools to create and optimize Search ads
- Budget low at the beginning to avoid wasting money
- Use Search campaigns alongside other inbound marketing efforts, such as blogging, driving leads, search engine optimization, and so on
- Continue to test and optimize your Search ads—there will always be something to improve on



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# Google Ads

HubSpot's Google Ads Tool is a powerful combination of your customer data and the ability to reach new audiences with Google's machine learning-powered Ads platform. From your HubSpot portal (and with no developer work needed to link your accounts), you can create Google Search campaigns from start to finish, then analyze, optimize, and nurture leads using HubSpot + Google insights.

Discover which ads work best.

Enjoy better targeting for higher return on ad spend (ROAS).

Turn leads into customers with offline conversion tracking.

Sync your Google Ads and HubSpot accounts,  
and help your business grow.

[Learn More](#)

