

# How to Use Google Ads to Drive More Ecommerce Sales

Every business owner, online or off, is looking for ways to grow their customer base and increase sales—and the easiest way to accomplish this is with Google Ads. With the right strategy, you can set up your ads in just minutes and see results almost immediately. However, this article will show you how to create an effective ad with Google Ads and provide several strategies that can help drive more eCommerce sales.

Many businesses mistake creating ineffective ads by focusing on keywords instead of what people want when they search for products like yours. Other mistakes include targeting too broad a market with irrelevant content leading to low click-through rates (CTR), using images that don't match the product description or headline, not including your company name and phone number in the ad (which is crucial for branding), and bidding on broad match keywords instead of an exact match.

Let's jump into how Google Ads for eCommerce works, and how you can benefit from using them.

## How Google Ads Works

Google AdWords is a pay-per-click (PPC) advertising service provided by Google. This means you only pay when someone clicks on your ads instead of paying for impressions like traditional banner ads that run on various websites and emails.

When creating an ad, you can select relevant or targeted keywords to display specific advertisements to targeted audiences. You can also choose where your ad will appear by choosing the websites, apps, and networks that match your ad groups. This gives you more control over your budget while allowing you to experiment with different options available for each campaign.

You should use this tool is because the more eCommerce sales that come from Google Ads, the less of your budget you have to spend. Additionally, having a good conversion rate will allow you to drive more of your own traffic using paid ads while saving on advertising costs.

## How to Budget for Google Ads

Setting a budget for Google Ads can seem daunting, but it doesn't have to be. There are different ways to approach this problem, depending on how much you want to spend and your goals for the campaign. If you don't know where to start, try starting with \$10 per day while learning the system. Then, once you get the hang of things, you can scale up your budget depending on how much cash flow you invest.

If you want to use Google Ads for branding, try splitting your budget evenly between different campaigns and ad groups focusing on brand terms like "YourCompanyName Brand" or "YourBrandName products." The goal here is to get your ads in front of new audiences so they can learn more about your products and services without directly buying anything. Instead, you want them to convert into leads or help grow your mailing list.

If you want Google Ads to generate more eCommerce sales, try splitting your budget between different campaigns with different keywords, ad groups, and bids focusing on product-specific keywords. What you want to do here is get people who are looking for your products to click on your ads and learn more about what you're offering. You can even use UTM codes to track where these users came from so you know which keyword, ad group, or campaign is the most effective at generating new customers for you.

There are three main things to consider when budgeting:

- **CPC:** Cost Per Click, or what you pay for one click of your ad. This is the most crucial part because it won't matter how many sales you get if you're paying too much for clicks.
- **CPA:** Cost Per Action, or what you pay for someone to take action, such as adding something to their cart or filling out a form. If your product has a high perceived value, your cost per conversion can be very high because of the number of sales that will likely happen from each customer and the amount of profit you make from each sale.
- **ROAS:** Return On Ad Spend, or how much profit you make from spending a certain amount of money on your ads.

These three metrics are vital to tracking and understanding how well your Google Ads campaign is performing, as there's a direct correlation between lower CPC, higher CPA, and higher ROAS.

Consistency is key when it comes to improving ROI with Google Ads. It takes time for you & Google to optimize a PPC campaign. You'll need to try different ads, keywords, bidding options, etc., until you start seeing an increase in sales at a manageable cost per click.

Don't be afraid to experiment! Of course, you can always pause or delete the campaign if it's not working, but many marketers see an ROI quickly if they know what they're doing. More daily spend can lead to quicker results, which in turn generates more sales. You should get a decent ROI in about six months, depending on your product, audience, keyword competition, etc.

Remember that you're paying for ads per click, so you want to make sure people are clicking on them and eventually buying something from you! So as long as it's profitable, there is no reason why you shouldn't be spending as much as possible on your ads.

## 3 Types of Google Ads for eCommerce

There are three main types of Google Ads for eCommerce sales: Search Ads, Display Ads, and Google Shopping Ads.

To better understand how each works, you can read through the different articles on this topic.

### Search Ads

Search Ads are ads that show on Google's first page when someone searches for one of your keywords. This is the most common type of ad for eCommerce because it targets very specific products or phrases, making it easier to drive more sales.

Relevance is the most important factor in getting clicks. If your ad is not relevant to what the person searched for, they will likely not engage.

With this in mind, there are three main types of search intent:

- Transactional
- Commercial
- Informational

Transactional search intent means that the person typing your keyword into Google is looking for a specific product. They are very close to making a purchase and are usually ready to pull out their credit card without doing any more research.

Commercial search intent means that the person typed your keyword into Google because they want to buy something but aren't ready just yet. Still, they are looking for a very specific product, and they're probably not going to buy anything from your competitors either.

Informational search intent means that the person typed your keyword into Google because they want more information before making a purchase or doing any more research. For example, they might be a new customer or looking for a product they are familiar with.

## Display Ads

Display ads are a type of ad that is shown on a variety of different websites. These ads can show up on articles, blog posts, videos, and just about any other site that Google can find relevant to your keyword.

This type of ad is very similar to Search Ads, except it's not targeted at people who already typed in your keyword.

You can use display ads for remarketing your products or brand to people who have already visited your store before without them having to retype in your website address, which will help improve CTR.

Remarketing is a very powerful form of advertising because the more times someone sees your ad, the more likely they will eventually buy from you.

## Google Shopping Ads

Google's attempt to make the shopping experience more streamlined. This ad type helps you show up at the top of Google's search results for your shopping keyword. This is similar to Search Ads because it also targets people interested in buying specific products, but these ads have a lot more features that can help improve your ROI.

Google is constantly tweaking Google Shopping ads to make them more profitable for you, which is pretty good because they were not very successful when they first came out. Google Shopping Ads are also known as Product Listing Ads (PLAs) when viewed on mobile devices.

There are three main areas to a Google Shopping ad:

- Ad Text – This is the title of your product, and it's what people will see in the search results, so make sure it includes all of the relevant keywords to your product.
- Thumbnail – This is an image that shows next to the ad and usually corresponds with your thumbnail in your Google Merchant Center.
- Call to Action – This is a button that you can click on, and it will take a customer straight to your desired landing page. You can customize these buttons depending on which platform the ad will run through (ex: Buy Now, Call Us, etc.).

Now that you have a basic understanding of the different types of Google Ads, you are ready to take the next step and create ads for your business.

## Next Steps

The first step to running a successful Google Ads campaign is understanding your audience and what they're looking for. You can do this by determining whether their search intent is transactional, commercial, or informational before showing them the appropriate ad type on either Search or Display ads.

If you need help with any of these distinctions, as well as creating a clear and compelling call-to-action button that will lead customers back to your site, let us know! Our team of [trusted partners](#) is thoroughly experienced with utilizing Google Ads in our marketing strategies, and we would be happy to work with you.