

# Using Google Search Ads to Reach Your Audience

Google Search Ads are a great option for reaching potential customers, increasing your brand's reach, and beating your competitors. In some cases, they're more effective than display ads, depending on your budget and campaign goals.

In fact, the top three paid ads in the search results get [46% of user clicks](#), and 33% of people click on a search ad because it's relevant to their search intent.

In this month's newsletter, we'll discuss what Google search ads are, when to use them, and how to set up a search ad campaign.

## What are Google Search Ads?

Google Search Ads are ads that appear on the search engine results pages (SERPs), usually at the top of the page though they can also appear at the bottom. Search ads are text-based ads that are marked as sponsored or ad content.

They appear when a potential customer searches for a relevant keyword related to your business. The exact keywords that determine when your ads appear can be chosen when you set up your search ad campaign.

You can choose keywords that are relevant to your business as well as keywords that are used by your competition. You can even select keywords to exclude from your campaign, to make sure your ad doesn't appear alongside certain search terms.

Google Search Ads are a form of paid advertising— you can choose to pay per conversion or pay per click. How long your ads appear on the SERPs and how many ad campaigns you choose to run depends on your budget.

## When Should You Use Google Search Ads?

Because Google Search Ads use keywords, they're a better option for targeting potential customers with a higher likelihood of converting. That's because these customers are actively searching for these keywords, so they have intent behind their search.

Display ads, on the other hand, don't take advantage of a searcher's intent in the same way. Instead, they're shown to a certain demographic of people across a variety of websites, regardless of their search intent.

For this reason, display ads are great for generating brand awareness, while search ads are better for finding high-quality leads with a strong chance of converting.

Google Search Ads are a great option when you want to:

- Capture leads from searches of your brand name and company
- Get in front of leads searching for your competitor's brand names and companies
- Target people searching for specific keywords related to real estate services
- Reach a local audience and target leads looking for real estate services or a realtor in their local area
- Make the most out of a smaller budget
- Take advantage of organic traffic in addition to SEO and building brand awareness

## Display Ads vs. Search Ads

A mixture of display ads and search ads can help you cover all your bases and build an effective paid advertising campaign. As mentioned above, display ads are great for building brand awareness because of how visual they are.

And when display ads are used in a retargeting campaign, they're great for keeping you and your business top of mind. In addition, they incorporate photos and videos unlike search ads, which are only text-based.

However, Google Search Ads are great for capturing high-quality leads in your local area and getting your business to appear high in the SERPs for keywords related to your business. Successful search ads incorporate keywords in the headline and description, and can link to a dedicated landing page that pushes leads down your sales funnel.

## How to Use Google Search Ads

To set up a Google Search Ads campaign, you'll need to head to your Google Ads account or create an account if you don't have one already. Then, you'll need to create a new search campaign. You'll be prompted to:

- Enter your campaign goals and objectives.
- Select Search Ad as your campaign type.
- Name your campaign.
- Decide if you want your ads to appear on Google and its search partners, or just on Google.
- Choose which countries you want your ads to appear in.
- Choose your budget and bidding strategy. There are three strategies you can use: you can pay when someone clicks on your ad, pay only when you get a conversion, or pay by cost per action.

The next step is to choose the keywords you want your campaign to target. If you haven't done keyword research already, use a keyword tool to determine the keywords with the highest search volume or to find keywords used by your competition.

When setting up your Search Ad campaign, you can create different ad groups, with each group having keywords and ads about a different topic. That way, you can cover a wider range of keywords.

Once you have your keywords and ad groups created, the last step is to create the actual ads. Since these are text-based ads, you'll need to use a compelling headline and ad copy. Each ad has a URL, which you can set to link to a dedicated landing page, a headline that includes the keyword you're trying to work for, and the ad description.

You also have the option of creating a responsive ad, which includes several variations of headlines and descriptions for the same ad. Then, Google's algorithms determine which combination of headlines and descriptions is the most effective to reach your audience.

Keep a lookout for our next several newsletters, where we'll start a series on other Google Ads such as Google Local Service Ads, Smart Campaigns, Performance Max Campaigns and Call Only Ads.