

Google Ads for CPA Firms

By [Vizala Digital Ads](#) – Last Updated 3/2020
Falls Church, Virginia
info@vizala.com

Table of Contents

[Introduction](#)

Search Ads

1. [The Growth of Search Advertising](#)
2. [Advantages of Search Ads](#)
3. [Affluent Targeting](#)
4. [Location & Household Income Targeting](#)
5. [In-Market Keywords](#)
6. [High Volume vs Long-Tail Keywords](#)
7. [Negative Keywords](#)
8. [Remarketing for Search](#)
9. [In-Market Audiences for Search](#)
10. [Other Targeting Best Practices](#)
11. [Text Ad Best Practices](#)

Google Display Network

1. [About the Google Display Network](#)
2. [Targeting](#)
3. [Custom Intent Audiences](#)
4. [Ad Placements](#)

Measurement & Ongoing Optimization

- 1) [Useful Reports](#)
- 2) [Options for Conversion Tracking](#)

3) [Spend/Volume Forecasts](#)

4) [Monthly Budget](#)

[About the Author](#)

[Sources/References](#)

Introduction [\[back to top\]](#)

Many accounting firms are not aware of new capabilities that Google has added around targeting affluent users, and users who are currently in the market for accounting/tax/CPA services. With Google Search, Youtube, and Google's Display Network becoming increasingly prominent, accounting firms who ignore these channels are missing a huge opportunity. Google Ads provides an enormous array of options for advertisers that can be overwhelming. This whitepaper attempts to cut-thru the extraneous details and layout a strategy that accounting firms can use to growth their businesses with Google Ads. Some of the key themes include....

- Ads are exclusively shown to "In-Market" audiences. This includes users whose online behavior (searches and sites visited) indicates that they are currently looking for a CPA firm.
- Other targeting options are layered on top including location, age/income demographics, and retargeting
- Tracking and various controls are used to continuously optimize campaigns, allocate spend, and hit budget targets

These tactics along with other optimizations outlined in this whitepaper can help CPA firms include Google Ads as a cost effective channel for generating leads and new business.



cpa firm near me



[All](#)

[Maps](#)

[News](#)

[Shopping](#)

[Images](#)

[More](#)

[Settings](#)

[Tools](#)

About 35,000,000 results (0.69 seconds)

Ad · www.kimbeycpa.com/ ▼

Washington D.C. CPA Firm - Complimentary Consut - Call Now

Washington D.C. Full Service **Accounting Firm**. Advanced Tax Planning & General **Accounting**. Need Help With Your Taxes? Call Us Today and Get a Complimentary Consultation! 30 Years of Experience. Certified Tax Coach. Personalized Service.

Business Tax

Business Tax Planning
& Corporate Services.

Contact Us

Get In Touch With Us Today
& Get a Free Consultation!

Ad · www.cst-cpa.com/Virginia-CPA/Firm ▼ (703) 391-2000

The CST Group CPA Firm - Full Service Accounting Firm

The Top **Accounting** Professionals in DC & Virginia with Deep Industry Expertise. #1 CPA...

Ad · www.yhbcpa.com/ ▼

YHB CPAs and Consultants - Solutions That Grow with You

We Sincerely Believe You'll Find YHB is the **Accounting Firm** You've Been Looking For.

Search Ads

1) The Growth of Search advertising [\[back to top\]](#)

Here are a few important statistics to keep in mind when talking about Google Search ads....

1) Consumers are increasingly using Google to make purchasing decisions and select local service providers...

- 71 percent of consumers begin their journey to find new products/services with an internet search engine. [\[1\]](#)
- 74% of consumers say that they will use an internet search engine for consideration and purchasing decisions (research, comparison, transaction) [\[1\]](#)

- 89% of consumers use Google/Bing to find information on products, services, or businesses prior to making purchase decisions [\[2\]](#)

2) Google has become especially important for finding/selecting local service providers...

- 97% of consumers used the internet to find a local business [\[3\]](#)
- 54% of consumers looked for a local business online at least once a month [\[3\]](#)
- 60% of American adults use smartphones and tablets to search for local product and service information. [\[4\]](#)

3) Google's paid ads have become especially important in recent years...

- From 2013 to 2018, Google Paid Clicks saw an overall increase of 579%. Here you can see the annual growth rates. [\[5\]](#)

	2013	2014	2015	2016	2017	2018
Growth in Paid Clicks	25%	20%	22%	34%	46%	62%

- Clicks on paid search listings beat out organic clicks by nearly a 2:1 margin for keywords with high commercial intent in the US. In other words, 64.6% of people click on Google Ads when they are looking to buy an item online [\[6\]](#)
- Paid search visitors are 50% more likely to purchase something than organic visitors. [\[7\]](#)
- Over the last two years, the total share of organic clicks on page one of our e-commerce SERPs has dropped 25% on desktop and 55% on mobile. [\[8\]](#)
- 89% of the traffic generated by search ads is not replaced by organic clicks when ads are paused [\[9\]](#)
- For financial services, the contribution to business (includes leads, opportunities, and revenue) from Adwords was 34% [\[10\]](#)

2) Advantages of Search Ads [\[back to top\]](#)

When compared to other channels, search ads have a few distinct advantages. These include....



1) Proactive users

Unlike email marketing and other types of advertising, with paid search you are reaching users when they proactively showing interest in in your product/service.

2) Commercial Intent/In-Market

Some search terms have a high level of commercial intent. This means that the searcher is not just looking for information on a topic, but instead appears to be in the process of making a purchase decision. As an advertiser, you can focus your spending on these search terms.

3) Targeting Options/Controls

Google Ads has the most fine-grained options for precise targeting, controlling/allocating spend, and evaluating performance, of any advertising platform.

4) Start generating leads right now

By comparison, SEO requires a long time commitment with unpredictable results.

3) Affluent Targeting [\[back to top\]](#)

Google segments its users into the following income brackets....

Top 10%
11-20%
21-30%
31-40%
41-50%
Lower 50%
Unknown

A recommended setting for CPAs is to exclude lower income brackets from seeing the ads. This will ensure that the majority of the spend is focused on driving high income visitors to the website.

Google provides the following information on how they determine household income and other demographic information for users....



“When people are signed in from their Google Account, we may use demographics derived from their settings or activity on Google properties, depending on their account status. Consumers can edit their demographic information by visiting Ads Settings. In addition, some sites might provide us with demographic information that people share on certain websites, such as social networking sites.

For people who aren't signed in to their Google Account, we sometimes infer their demographic information based on their activity from Google properties or the Display Network. For example, when people browse YouTube or sites on the Display Network, Google may store an identifier in their web browser, using a “cookie.” That browser may be associated with certain demographic categories, based on sites that were visited.

Mobile app demographics: This targeting feature uses an advertising identifier linked to a customer's mobile device to remember which apps the person has used. We might associate the identifier with a demographic category based on web browsing and app activities on a mobile device.” [\[16\]](#)

So for example, if a user has been doing searches, visiting websites, and watching Youtube videos that have to do with luxury goods and/or financial services targeted at wealthy individuals, they are more likely to be classified as High Income by Google.

4) Location & Household Income Targeting [\[back to top\]](#)

The following table is an example of how [location targeting](#) can be used in Google Ads to maximize ROI for a CPA firm. In most cases, it makes sense for a CPA to limit their ads to within 30-50 miles of their office, and for keyword bids to be higher for searchers who are closer to the office. Additionally, you will also want to have higher bids in zip codes with a lot of high income residents. In the last column “Example Keyword Bid,” both location and IRS data has been used to adjust each keyword bid up or down. Likewise, every keyword that a CPA bids on should have its bid adjusted based on the zip code.

*Tax Return data is provided by IRS.gov [\[11\]](#)

Zip Code	City	Miles from Office	Total # of Tax Returns	% of returns in \$100K-\$200K bracket	% of returns in \$200k and up bracket	Example Keyword Bid
22041	Falls Church, VA	0.0	13,390	14%	6%	\$4.51
22044	Falls Church, VA	0.9	6,340	15%	10%	\$4.97
22311	Alexandria, VA	1.7	10,190	12%	5%	\$4.07
22203	Arlington, VA	2.0	13,680	21%	10%	\$5.18
22205	Arlington, VA	2.2	8,590	24%	25%	\$7.22
22312	Alexandria, VA	2.4	16,090	15%	5%	\$4.24
22204	Arlington, VA	2.5	27,870	16%	5%	\$4.21
22042	Falls Church, VA	2.8	17,270	18%	7%	\$4.58
22304	Alexandria, VA	2.9	26,260	17%	6%	\$4.39
22206	Arlington, VA	3.1	12,300	27%	7%	\$5.09
22302	Alexandria, VA	3.1	9,550	23%	13%	\$5.55
22046	Falls Church, VA	3.2	8,210	24%	20%	\$6.49
22213	Arlington, VA	3.2	1,720	28%	25%	\$7.32
22201	Arlington, VA	3.6	22,950	23%	12%	\$5.40
22003	Annandale, VA	3.6	27,830	19%	9%	\$4.80
22043	Falls Church, VA	4.2	12,160	22%	13%	\$5.37
22207	Arlington, VA	4.3	15,330	21%	32%	\$7.63
22211	Fort Myer, VA	4.4	510	10%	0%	\$3.07

5) In-Market Keywords [\[back to top\]](#)

“In-Market” keywords have a high level of commercial intent. The search term indicates that the user is actively looking to hire service provider. On the other hand, “Research” keywords are a more general inquiry into a topic. For Research keywords, it is either difficult to discern the user’s intent, or it’s clear that the user is only interested in learning about a topic. **To maximize ROI, its best for CPAs to focus the bulk of their spend on in-market search terms.** Here are examples of In-Market vs Research keywords....

Research	In-Market
income tax brackets	cpa firm near me
1040 tax form	accounting firms in nyc
bookkeeping	small business accounting services
capital gains tax	accounting and payroll services
tax credits	audit firms near me
small business accounting	corporate accounting firms

Types of In-Market Keywords

Vizala has already identified 3,453 in-market keywords that get at least 100 searches per month according to Google’s Keyword Planner. [\[12\]](#) In this exhaustive list, we’ve segmented keywords into different categories including....

Local: Searches where the user indicates that they are looking for a nearby service provider. Examples include..

Keyword	Average Monthly Searches
accounting firms near me	10K – 100K
local cpa	100 – 1K
business accountant in Houston	100 – 1K
tax experts near me	100 – 1K
find a cpa in my area	100 – 1K
local tax consultant	100 – 1K

Search: The user is searching for service providers, or searching for information on a particular service provider.

Keyword	Average Monthly Searches
cpa search	1K - 10K
find a tax advisor	1K - 10K
how to find an accountant	100 - 1K
choosing a tax advisor	100 - 1K
certified public accountant lookup	10 - 100

Cost/Fees: The user indicates that they are looking for cost/fee related information on service providers.

Keyword	Average Monthly Searches
accountant fees for small business	1K – 10K
tax consultant cost	100 – 1K
accountant services cost	10 - 100
cpa firm rates	10 - 100
tax service pricing	10 - 100

Ratings: The user is looking for rankings, ratings, or reviews of service providers.

Keyword	Average Monthly Searches
top accounting firms	1K – 10K
accounting firm rankings	100 – 1K
best cpa firms	100 – 1K
audit firm ranking	100 – 1K
best accountant for small business	10 - 100
highest rated cpa firms	10 - 100

Attribute: The user is describing some attribute that they want in a service provider (certified, accredited, chartered, etc)

Keyword	Average Monthly Searches
certified business accountant	1K – 10K
accredited tax advisor	1K – 10K
chartered accountant	100 – 1K
independent accounting services	100 – 1K
licensed tax accountant	100 – 1K
registered tax consultant	10 - 100

6) High Volume vs Long-Tail Keywords [\[back to top\]](#)

For high volume terms like “tax services,” the user’s intent is less certain and there is more competition. This means you can usually get a better ROI by bidding more aggressively on [long-tail terms](#) that include 3-5 words. This table pulls data from Google’s Keyword Planner. [\[12\]](#) You can see that the highest volume keyword has more competition and a higher than average minimum bid. At the same time, the other keywords in the table have less competition, and the user’s intent is more specific and clear. With this in mind, the strategy should be to bid more aggressively on long tail phrases and less aggressively on high volume phrases.

Keyword	Average Monthly Searches	Competition Level	Top of Page Bid Estimate
tax services	10K – 100K	High	5.86
income tax services near me	1K – 10K	Medium	2.28
small business tax services	1K – 10K	Medium	2.52
payroll tax services	10 - 100	Medium	2.45
professional income tax services	10 - 100	Medium	3.17
tax services in my area	10 - 100	Medium	2.73
professional income tax services	10 - 100	Medium	3.18

Long Tail Searches & Match Types

The table below shows the distribution of searches on Google, based on the # of words per query. You can see that more than 40% of queries include 4 or more words.

of words per search query [\[13\]](#)

# of Words	Distribution
1	17%
2	21%
3	20%
4	16%
5	10%
6	6%
7	4%
8	3%
9	2%
10+	1%

With so many long tail searches, it is impossible to anticipate every variation that user's might enter in advance. If you want your ad to show up for these phrases, you will have to take advantage of Google's [matching options](#). This includes different options for approximate matching which will allow your ads to show for searches that are very similar to hand picked phrases. For example, bidding on "cpa firm near me" causes you to show up for the following variations....

- best cpa firm near me
- find a cpa firm near me
- independent cpa firm near me
- local cpa firms
- nearby cpa firms

7) Negative Keywords [\[back to top\]](#)

With the previously mentioned matching options, your ads will sometimes show for inappropriate phrases. In order to minimize this, you need to add negative keywords which will prevent your ad from showing when the phrase includes one of the keywords you select. An example of a negative keyword would be “career” and listed below are examples of phrases that would be blocked by this keyword...

- bookkeeping career
- cpa careers
- financial planning career
- accounting career

Vizala has identified 949 negative keywords that will ensure that advertisers do not appear for inappropriate phrases. Some of the categories of negative keywords include job/career related phrases, college/education, and information/reference.

8) Remarketing for Search [\[back to top\]](#)

Remarketing shows ads to people who've visited your website. After people leave your website, remarketing helps you reconnect with them by showing relevant ads across their different devices. In this example, the bid for all keywords is increased 100% when the user has previously visited your website. The logic behind this increase is that the users have already expressed interest in your firm, and are more likely to be in the market for your services...

Keyword	Bid for all searchers	Bid for searchers who previously visited your website
find a cpa firm	\$2	\$4
cpa search	\$2	\$4
choosing a cpa firm	\$2	\$4
public cpa firms	\$3	\$6
Local cpa firms	\$3	\$6

In a previous section, we talked about how the bulk of the spending should be focused on in-market keywords as opposed to research keywords. One exception where you can bid on research keywords is for users who are also included in your remarketing audience. In this example, you are only bidding on research keywords when the user has already visited your site.

Research Keywords	All Users	Retargeting Bid
capital gains tax	No bid	\$2
federal tax forms	No bid	\$2
payroll tax	No bid	\$2
tax deductions	No bid	\$2
tax credits	No bid	\$2
tax refund estimator	No bid	\$2

9) In-Market Audiences for Search [\[back to top\]](#)

Google has created their own “[In-Market Audiences](#)” to target users who are actively searching for and comparing products. Instead of using the current search term, these audiences use search history and sites/pages visited to add users to an audience. Some of the most relevant in-market audiences for CPAs include the following....

- Business Financial Services
- Estate Planning
- Financial Planning
- Payroll Services
- Retirement Planning
- Tax Preparation Services & Software

Just like with retargeting audiences, when a user is included in an in-market audience, its another signal that they are currently in the market for CPA services. In the example below, a 50% bid adjustment is applied for users who are in an in-market audience.

Keyword	Bid for all searchers	Bid for searchers in an in-market audience
find a cpa firm	\$2	\$3
Accounting firm search	\$2	\$3
choosing a cpa	\$2	\$3
business tax services	\$3	\$4.50
cpa for small business	\$3	\$4.50

10) Other Targeting Best Practices [\[back to top\]](#)

Here are some more key targeting options that CPA firms should use for their search campaigns...

- **Google Search Only, No Partner Sites:** The search partner network includes thousands of sites in many different verticals and Google does not provide the ability to choose the sites where your ads will appear. Google also does not provide visibility into which sites are sending you traffic. Because of this lack of control and visibility, to start with it is best to limit the ads to appearing on Google.com search.
- **Exclude users younger than 25**
- **Exclude the bottom 50% of income brackets**
- **Exclude current college students**
- **Lower bids during non-work hours**

11) Text Ad Best Practices [\[back to top\]](#)

The topic of creating compelling ads is outside the scope of this whitepaper. However, here are some key points to keep in mind....

- **Create multiple text ads and let them compete on click-thru-rate:** When your ad rotation settings are set to "Optimize," Google will rotate the ads evenly at first. Over time, the ad that generates the best click-thru-rate will be shown more frequently.
- **The ad closely reflects the landing page copy:** If the ad misleads the user in any way, and the landing page is not what they expect, you may see a poor conversion rate and ROI.
- **Use fact based and responsible ad copy:** Ad copy that is misleading or overly boastful/opinionated can lead to issues with regulatory agencies and Google Ad policies. It is best to stick to copy that is fact based and clearly lays out the value proposition.
- **Use Location Extensions:** [Location Extensions](#) cause your ad to stand out and let users know that you are a local business. In addition to the business address and map, these extensions can also list a phone number, a click-to-call button, and hours of operation. Here are a few examples....

Ad · www.yhbcpa.com/ ▾

YHB CPAs and Consultants - Solutions That Grow with You

We Sincerely Believe You'll Find YHB is the **Accounting Firm** You've Been Looking For. Providing **Accounting**, Tax, Wealth Management, Assurance & Advisory Services for 70 Yrs. We'll Help Business Grow. Wide Range of Solutions. Located In Your Community.

[Industries We Serve](#) · [Accounting Services](#)

📍 608 S King St #200, Leesburg, VA - Open today · 8:00 AM – 5:00 PM ▾ ←

Ad · www.frosttaxlaw.com/tax-advisor ▾

Local Tax Advisor & CPA - Owe \$10k or more in Taxes?

Tax-relief attorney-CPAs serving helping to resolve complex tax issues over \$10k. Every...

📍 1050 Connecticut Ave NW Suite 500, Washington, DC ←

- **Use Sitelink Extensions:** [Sitelink extensions](#) take people to specific pages on your site that provide more detail on your practice. Here are a few examples....

Ad • www.glassjacobson.com/ ▼ (800) 356-7666

Accounting Services: Audit & Small Business Accounting CPA...

Helping Businesses And Individuals Build Wealth. Accomplish Your Goals. 5 Star Review. Manage Now. Seasoned Experts. Services: Trusted Tax Service, **Accounting** & Audit, Strategic Consulting.

Our Team

Learn more about your team at Glass Jacobson Financial.

Accounting & Tax Services

Accounting & Financial Solutions for Businesses and Individuals.

Ad • www.kimbeycpa.com/ ▼

Local CPA Firm - D.C. - Call For a Free Consultation

Washington D.C. Full Service **Accounting Firm**. Advanced Tax Planning & General **Accounting**. Need Help With Your Taxes? Call Us Today and Get a Complimentary Consultation! Personalized Service. D.C. **Local Firm**. Certified Tax Coach.

Contact Us

Get In Touch With Us Today & Get a Free Consultation!

Business Tax

Business Tax Planning & Corporate Services.

Ad • www.rmmartincpa.com/ ▼

RM Martin, CPA - Washington DC Based Firm - rmmartincpa.com

Committed to providing excellent, professional and reliable services where you are. Boutique **accounting firm**, specializing in **accounting**, tax and advisory services.

[Contact Us](#) · [State Tax Forms](#) · [Location](#) · [Services](#) · [Tax Services](#) · [Directions](#)

📍 800 Maine Ave SW Suite 200, Washington, DC

- **Use Callout Extensions:** [Callout Extensions](#) are bullet points that highlight points of emphasis about your service. Like other ad extensions, they help your ad to stand out. Here are a few examples....

Ad · www.rosefeltlaw.com/ ▾

Daniel Rosefelt - Lawyer & CPA | We Solve Serious IRS Problems

The IRS has a Team of Attorneys, Accountants & Auditors. Level The Playing Field. Experience and Credentials of a Dual Licensed Tax Attorney & Certified Public Accountant. IRS Audit Defense. Serious Tax Problems. Comprehensive Solutions. ←

[Audits & Investigations](#) · [Employment Tax Problems](#) · [Unfiled Returns](#)

- **Use Call Extensions:** [Call Extensions](#) are click-to-call buttons that are included with your ad on phones. When the user clicks on the button, they get a popup asking them if they are sure they want to place the call.

Ad · www.accountantviennava.com/ ⓘ

CPA Accounting | Guilliams' & Associates, LLC | accountantviennava.com

Wide Range Of Business Experience. Serving Vienna, VA. 40 Years Experience. Flexible Hours. Quick Response. Wide Range Of Experience.

[Contact Us](#)

[Guilliams' & Associates](#)

[Bookkeeping](#)

[Accounting](#)

 [Call \(571\) 424-1575](tel:(571)424-1575) ←

Ad · www.sarentax.com/



Business tax and accounting | Full-service accounting firm

We are THE source for business tax work and accounting in the DC Region. Professional Services. Hands-On Approach. Inquire Online. Locations: Manassas, Springfield, Annandale, Stephens City, Fredericksburg.

[Our Team](#)

[Contact Us](#)

[Location](#)

[Arun K. Sar](#)



Call (703) 366-3444 ←



Manassas · Vandor Ln





Google Display Network

1) About the Google Display Network [\[back to top\]](#)

The [Google Display Network](#) (GDN) includes Youtube, Gmail, and 2 million other sites that reach 90% of internet users. Here are examples of some of the other sites that CPAs can access thru the display network....

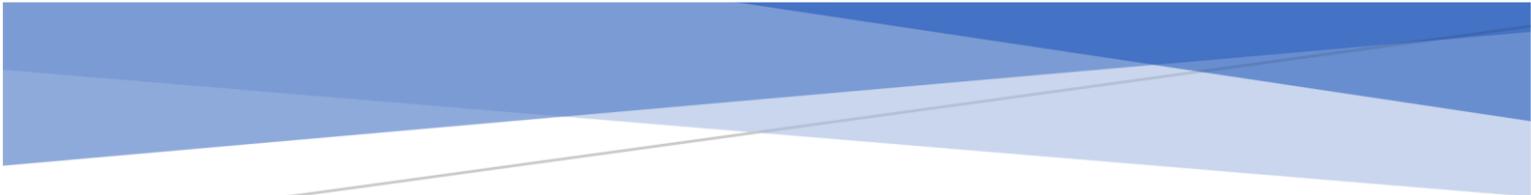
barrons.com
bloomberg.com
cnbc.com
forbes.com
investing.com
investopedia.com
kiplinger.com
money.usnews.com
ptindirectory.com
sapling.com
smartasset.com
thebalance.com
thestreet.com
wsj.com

The formats for ads on GDN include image (banner ads), video, and text ads. Text ads are easy to create and they are the same format that is used for Search ads. Image ads are also easy to setup since Google now provides a [Responsive Ads](#) tool which allows you to create images ads without a professional graphic designer. Video production is obviously a bit more involved, but it is not necessary to reach a large audience.

2) Google Display Network Targeting [\[back to top\]](#)

Optimal targeting on GDN would include many of the same targeting configurations that have already been covered for search ads. This would include Geotargeting, Demographic targeting (income, age), and bids lowered on mobile devices.

In the section for search ads, we discussed retargeting and in-market audiences. For search ads, these audiences were only used to increase keyword bids. For display ads, these audiences are much



more significant since inclusion in the audience is the primary factor determining if the ad is triggered.

3) Custom Intent Audiences [\[back to top\]](#)

For the off-the-shelf In-Market audiences that Google provides, they place users into an audience based on their search history and browsing history. Google now also allows you to create “[custom intent](#)” audiences. This is basically a do-It-yourself In-Market audience. You can enter the keywords and websites that will cause visitors to be included in your audience. You can see in the sample list below that our selections would indicate that the user is currently looking for CPA services...

New custom intent audience

Create an audience of people who are actively researching products and services

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Audience name

Custom-Intent_In-Market-Keywords_CPAs

Include people based on their:

In-market keywords ▾

Enter keywords and URLs related to products and services this audience is actively researching. [Learn more](#)

Related keywords and URLs

cpa accountant near me ✕

cpa in my area ✕

cpa search ✕

cpa services ✕

cpa tax accountant ✕

cpa tax services ✕

find a cpa ✕

local cpa ✕

local cpa firms ✕

small business cpa ✕

top cpa firms ✕

accounting cpa firm ✕

best cpa companies ✕

best cpa firms ✕

corporate cpa ✕

cpa accounting services ✕

cpa accredited firms ✕

cpa audit firms ✕

cpa bookkeeping services ✕

cpa certified accountant ✕

cpa certified tax advisor ✕

cpa company ✕

cpa consulting services ✕

cpa firm directory ✕

cpa firm list ✕

cpa firm services ✕

cpa tax accountant near me ✕

cpa accounting tax services ✕

cpa near my location ✕

cpa public accounting ✕

cpa qualified ✕

cpa tax advisor ✕

cpa tax consultant ✕

cpa tax planning ✕

find a cpa accountant ✕

find a cpa for taxes ✕

find a cpa in my area ✕

CREATE CANCEL

4) Ad Placements [\[back to top\]](#)

Since the geotargeting, demographic targeting, and audience targeting are all very specific, its okay to be more liberal when choosing the content where the ads appear. With more than 2 million sites in the network, Google provides categories of sites that advertisers can choose from. The following categories will keep the ads from appearing on low-brow or inappropriate content.

- Business & Industrial
- Computers & Electronics
- Finance
- Internet & Telecom
- Law & Government
- News
- Real Estate

Measurement & Ongoing Optimization

1) Useful Reports [\[back to top\]](#)

For most campaigns, the main goal is generating leads at the best possible cost per lead. For other campaigns, the main goal is branding/awareness, in which case metrics like impressions, clicks, and cost per thousand impression (CPM) become more important. Here are some of the key metrics that are used to measure your Google campaigns.....

Impressions: How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other site on the Google Network.

Clicks: When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.

Clickthrough rate (CTR): A ratio showing how often people who see your ad end up clicking it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.

Cost: Total dollar value spent

Cost-per-thousand impressions (CPM): A way to bid where you pay per one thousand views (impressions) on the Google Display Network.

Cost-per-click (CPC): Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad

Conversions: The number of conversions generated by your ad. Conversions include form completions, phone calls, or purchases

Cost per Conversion: The average amount you've been charged for a conversion from your ad. It is calculated by dividing the total cost of conversions by the total number of conversions.

To optimize the account, the above listed metrics are evaluated across a large number of dimensions. When looking at any dimension, the goal is to decrease or eliminate spend on areas that are not working, and increase spend on areas that are outperforming. The dimensions used to optimize and evaluate the account include....

Campaigns
Text Ad Variations
Landing Pages
Zip Codes



- Keywords
- Audiences
- Demographic Groups
- Time of Day
- Device Types

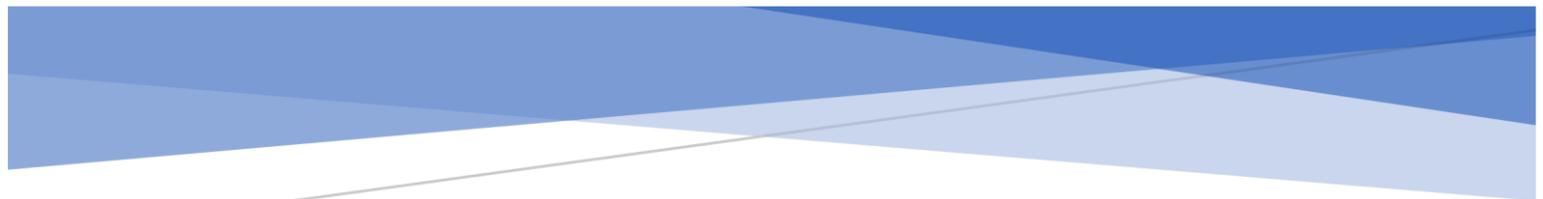
2) Conversion Tracking [\[back to top\]](#)

Out of the box, Google will provide tracking for clicks/costs/impressions and other metrics on where the ads are showing and how they are performing. However, to truly measure the effectiveness of the ads and make adjustments, you will need to have conversion tracking in place. The best solution for conversion tracking is to add the [Google Tag Manager \(GTM\) snippet](#) to all pages of your website. This will allow you to add/update tags from Google Ads, Google Analytics, and [other 3rd party services](#), without needing to make any changes to your website. So instead of contacting your developer each time you want to add/update tags from various services, you simply add the GTM tag once and then use a web UI to add/update all tags on the site.

Once GTM is in place, you can use the GTM UI to implement [Google Ads Conversion Tracking](#). Conversion tracking includes form completions, phone calls thru a forwarding number on your website, and click-to-call buttons on the ads themselves in mobile search results. Google tracking is cross-device, so if an ad-click on your phone is followed by a form completion on your laptop, the conversion is tracked back to the ad you clicked on.

3) Spend/Volume Forecasts [\[back to top\]](#)

After entering your locations, keywords, and bids, Google can provide spend/volume forecasts at various bid levels. Testing out different spending/volume scenarios in advance can help you decide on a monthly budget. Once you have conversion data, you can use these forecasts to gauge how many leads you will be generating at different spend/bid levels. In this example, you can see the difference in daily spend/volume for \$7 cost-per-click bids versus \$15 cost-per-click bids.



Keyword	Max. CPC	Clicks	↓ Impressions	Cost	CTR	Avg. CPC
cpa near me	\$5.00	16.83	862.15	\$53.93	2.0%	\$3.20
cpa tax accountant	\$5.00	17.00	772.60	\$55.06	2.2%	\$3.24
cpa firm	\$5.00	14.71	660.63	\$44.46	2.2%	\$3.02
cpa services	\$5.00	11.80	536.36	\$35.08	2.2%	\$2.97
cpa company	\$5.00	3.25	154.15	\$10.44	2.1%	\$3.21
cpa certified accountant	\$5.00	6.21	145.93	\$10.15	4.3%	\$1.64
find a cpa	\$5.00	3.75	113.84	\$11.11	3.3%	\$2.96
cpa tax services	\$5.00	2.00	95.92	\$5.67	2.1%	\$2.84
small business cpa	\$5.00	1.47	91.45	\$4.75	1.6%	\$3.24
local cpa	\$5.00	2.02	69.42	\$6.96	2.9%	\$3.45
cpa in my area	\$5.00	1.28	47.40	\$4.39	2.7%	\$3.43
cpa accountant near me	\$5.00	1.03	42.18	\$3.71	2.4%	\$3.60
cpa search	\$5.00	3.54	28.74	\$3.35	12.3%	\$0.95



4) Monthly Budget [\[back to top\]](#)

For each campaign, after reviewing different scenarios with the spend/volume forecasting tool, you can set a daily budget amount. For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.

About the Author [\[back to top\]](#)

Gregg Kellett has more than 15 years of experience in digital marketing and 13+ years of experience with Google Ads and Google Analytics. This includes 10 years working for Bloomberg and 4 years for MarketResearch.com where he managed multimillion-dollar advertising budgets for both companies. He holds current Google certifications for Google Ads Search, Google Ads Display, and Google Analytics. In addition to spending the bulk of his career in the investing/finance space, as a hobby he is a Warren Buffett disciple who has been making his own stock picks and following the markets for more than decade.

Gregg Kellett
Founder/CEO, Vizala LLC
vizala.com/Services/Digital-Advertising
www.linkedin.com/in/greggkellett

Sources/References [\[back to top\]](#)

- [1] <https://www.catalystdigital.com/wp-content/uploads/WhySearchPlusSocialEqualsSuccess-Catalyst.pdf>
- [2] <http://fleishmanhillard.com/2012/01/31/2012-digital-influence-index-shows-internet-as-leading-influence-in-consumer-purchasing-choices/>
- [3] <https://www.brightlocal.com/learn/local-consumer-review-survey/>
- [4] <https://www.searchenginejournal.com/seo-101-local-seo-stats-need-consider-strategy/141086/>
- [5] <https://abc.xyz/investor>
- [6] <https://www.wordstream.com/blog/ws/2012/07/17/google-advertising>

- 
- [7] <https://unbounce.com/ppc/seo-vs-ppc-infographic/>
 - [8] <https://moz.com/blog/google-organic-clicks-shifting-to-paid>
 - [9] <http://googleresearch.blogspot.com/2011/07/studies-show-search-ads-drive-89.html>
 - [10] <https://www.bizible.com/blog/announcing-the-2016-adwords-industry-benchmarks-report>
 - [11] <https://www.irs.gov/statistics/soi-tax-stats-individual-income-tax-statistics-zip-code-data-soi>
 - [12] <https://adwords.google.com/home/resources/using-google-adwords-keyword-planner.html>
 - [13] <https://moz.com/blog/state-of-searcher-behavior-revealed>
 - [14] <https://www.investopedia.com/articles/investing/011615/google-ads-vs-facebook-ads.asp>
 - [15] https://en.wikipedia.org/wiki/List_of_public_corporations_by_market_capitalization
 - [16] <https://support.google.com/google-ads/answer/2580383?hl=en>