26 Advanced Google Ads Mistakes Most eCommerce Advertisers Make
Mistakes Overview

1. Starting campaigns with “top of funnel” keywords.
2. Ignoring generic keywords because they’ll convert “low”
3. Not utilizing your search page as your primary landing pages allows for extreme deep linking
4. Not utilizing the sort/filter function as part of your landing page testing
5. Using your standard product titles for shopping ads
6. Ignoring your shopping ad campaign because it’s performing well
7. Not using tried and true ad text phrases known to work
8. Feeling promotions are too time-consuming to run
9. Only running promotions without benchmark ads
10. Pausing low-roi campaigns/ad groups/keywords without reviewing your segments
11. Not running broad match because of “best practices”
12. Having a set budget, despite the fact that you’re exceeding your roi goals
Not being ruthless enough when doing budget allocation

Not having a PPC strategy for your high season / holidays

Performing ad tests all the way through your high season

Having a preconceived notion of when your high-season begins and ends

Not utilizing Google Ads alerts to steer tasks outside of the optimization schedule

Not Using Countdown Ad Customizers

Ignoring attribution models

Not splitting up campaigns in mobile, tablet, and desktop

Not utilizing single-keyword ad groups

Not utilizing custom labels in shopping campaigns example of using a “most popular” custom label

Utilizing CPA as a steering force for your bid management

Bid management: sticking to manual bidding too long

Not covering the entire funnel with keywords

Submitting a static data feed
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Most eCommerce Advertisers Make

One of the key advantages agency marketers have over in-house teams is the vast number and variety of PPC accounts they see on a regular basis.

Whether it’s doing proposals, paid audits, or sparring with co-workers, there are always plenty of accounts to review. This means we get to see a lot of common mistakes and weird strategies.

I thought it was time to put all that experience to good use and share the most damaging Google Ads mistakes I’ve seen in eCommerce accounts.

I want to start by saying that this is not the standard blog post where I’ll tell you to:

- Track your sales
- Use negative keywords
- Remember callout extensions
- Remarket to your shopping cart abandoners

Those areas have been covered extensively across the web and if you Google “Google Ads mistakes” these articles will be plastered throughout the first page.

Today, we’ll dig deeper into some of the more practical mistakes you might not have caught onto or, perhaps, didn’t realize were mistakes at all.

1 Starting campaigns with “top of funnel” keywords.

- **General**: Running shoes
- **Brand**: Nike running shoes
- **Category**: Trail running shoes

**Brand+category**: Nike trail running shoes

**Brand+series**: Nike air zoom running shoes

**Product**: Nike air zoom wildhorse 3 running shoes
If you can get your category-keyword to just break even, or result in a small upfront loss, then you’ll most likely be able to justify using them.

Include keywords from the “top of the buyer’s journey” as you scale your PPC campaigns:

- **General**: Running Shoes
- **Brand**: Nike running shoes
- **Category**: Trail running shoes

Not utilizing your search page as your primary landing pages allows for extreme deep linking

Using your search page as the main landing page for long tail keywords, or weird “categories”, is a magic pill that can help you not only convert better, but also increase your ad relevance.

Not utilizing the sort/filter function as part of your landing page testing

Using the standard landing page filter is for amateurs. Split-test your way to whether or not the following filters convert better for you:

- Most Popular
- Newest Models
- Current Promotions

Material

- Leather
- Plastic
- Rubber
5 Using your standard product titles for shopping ads

Optimizing your product titles in your data feed is the most impactful activity when it comes to improving your ROI from Shopping Ads.

You want to change these titles:

- Convenient Tablet Tote
- Clear Power Bank
- Zoom Stand for Tablets

To these titles:

- Convenient Tablet Tote with logo
- Imprinted Clear Power Bank
- Promotional Zoom Stand for Tablets

6 Ignoring your shopping ad campaign because it’s performing well

Optimizing your **Shopping Ads** campaigns is key to improving your ROI - even if you think you’re doing well!

- Optimize your titles
- Create more granular product groups
- Test new bids
- Add negative keywords
- Improve your campaign structure
- Exclude low performing products
Not using tried and true ad text phrases known to work

Not everything in PPC has to be original. Try some tried and true ad text phrases for better success:

- Buy Now/Today/Online
- Free Shipping
- Free Returns
- Save XX% on XYZ product
- Three days left in XYZ promotion

Feeling promotions are too time-consuming to run

Combining promotion-specific ads with countdown customizers is key to improving your success if your store runs a lot of promotions.

Only running promotions without benchmark ads

I frequently run the promotional and (what I call) year-round ads side-by-side. You should do the same.
Pausing low-roi campaigns/ad groups/keywords without reviewing your segments

Always check your segments before pausing anything in PPC. There’s a big chance that a certain segment is the reason why it looks like the element has a low ROI.

Check these areas before pausing anything:

- Device performance: Mobile, Tablet, Computer
- Ad schedule: Hour of the week
- Ad schedule: Day of the week
- Remarketing Audience
- Geographical Location
- Demographic Segments: Age, gender, status

Not running broad match because of “best practices”

You can often get positive ROI from certain broad match keywords by matching it with:

- Pair the keyword with an RLSA audience
- Add extensive exact match and broad match negative keywords to counteract the searches you don’t want to appear for
- Use a conservative bid (50% of your exact match bid - tops)
- Aim to review search terms at least weekly - preferably more often in the beginning
Having a set budget, despite the fact that you’re exceeding your ROI goals

If you’re showing a positive ROI, you should allow your marketing team to run as much spend through Google Ads as long as they remain showing a positive ROI (within your cashflow limits, of course).

Not being ruthless enough when doing budget allocation

If you’re working with a finite budget, then it’s crucial that you focus on budget allocation.

You need to allocate budget to the campaigns that will drive the biggest ROAS for you.

Not having a PPC strategy for your high season / holidays

The tactics below are the areas I typically invest most of my time in to get success during a high-season or holiday:

- Add Broad Match (not just BMM) Keywords
- Reactivate Previous High Season Keywords
- Add a Countdown Counter to Your Ads
- Increase Your Budget, Significantly
- Increase Your Bids, Significantly
- Activate or Boost Your Dynamic Search Ads
- Increase Optimization Frequency
- Not Having a Post-Season Strategy
Performing ad tests all the way through your high season

A common mistake I see eCommerce advertisers make is performing ad tests all the way through their high season. If you find yourself running losing ad test after another - stop testing.

Having a preconceived notion of when your high-season begins and ends

Not everybody get what they wished for at Christmas. Running campaigns on Christmas days can still bring value.

Not utilizing Google Ads alerts to steer tasks outside of the optimization schedule

The KEY to these alerts is that you build them in such a way that you only receive the alerts when something bad happens.

I also frequently use Zapier and IFTTT recipes to automatically take email alerts and add them to my task manager or the project management tool we use in SavvyRevenue.

Not Using Countdown Ad Customizers

If you haven't taken advantage of countdown ad customizers yet, then you're in for a treat.

Using Countdown Ad Customizers can be a good way to increase your performance. Just make sure you don't launch new ads across your entire account from one day to another.
Ignoring attribution models

Using the Attribution Comparison Tool in Google Analytics, I recommend you at least review your current campaigns and advertising efforts using the following comparisons:

- Last Click vs First Click
- Last Click vs Time Decay
- Last Click vs Position Based

You should probably change the last-click attribution model in Google Ads. For most eCommerce stores (that aren’t in the beginning phases), I recommend Position-Based.

Not splitting up campaigns in mobile, tablet, and desktop

My thought process when we first started getting access to mobile-only campaigns was:

- Do I have to split up campaigns? I haven’t for three years and we’re doing fine.
- WHY is mobile always doing so bad?
- OMG, I wish I could do something about this tablet stuff!
- NOOO! They took away mobile-preferred ads. I need to do something.
- Wait, I can split up campaigns again, but should I?
- Hmm. What if I just split out my mobile campaigns in my biggest campaigns?
- No, tablets are doing just as bad for this client. Let’s break it into three.

I recommend splitting your top 20% campaigns and as needed for performance purposes.
21 Not utilizing single-keyword ad groups

The best approach for people starting out with single-keyword ad groups is to find the keywords that produce the most clicks and conversions and create single-keyword ad groups for these keywords.

You shouldn't create single-keyword ad groups for all your keywords due to these two main reasons:

- Your inability to test ads for low-volume keywords
- Your inability to effectively manage your campaigns

The reason for not running SKAGs exclusively isn't due to their lack of effectiveness. It's a question of practicality.

22 Not utilizing custom labels in shopping campaigns

example of using a “most popular” custom label

A couple of ways to segment your shopping campaigns can be:

- Based on Price
- Promotions
- Most Popular

23 Utilizing CPA as a steering force for your bid management

In short, your CPA doesn't tell you anything about your ROAS.

In this day and age, you shouldn't use any form of bidding that doesn't take the value per conversion into account.
24 Bid management: sticking to manual bidding too long

When starting automated bid management it’s important that you remember:

It’s not an end-all solution. You still need to manage it.

No matter how great automated bidding is, then it can’t x bad ads, keywords or businesses. It’s not a magic tool for success.

Give it 30 days to just acclimate.

This means that the target ROAS you give the bidding tool should be the same as you’ve been averaging the last 30 days (depending on seasonality). - Don’t apply it during a holiday or other high/low seasons.

BIG BUT; If You Have Large-Ticket Items, Stick to Manual

25 Not covering the entire funnel with keywords

A lot of advertisers are automatically skewed towards using keywords that “appear” to be driving revenue. The application of all the revenue to the last keyword/ad that a consumer clicks is unwittingly pushing advertisers to defocus keywords that are contributing to searches earlier in the search funnel.

26 Submitting a static data feed

Don’t get caught with a stale Shopping feed! I highly recommend using tools like DataFeedWatch (I use this), Feedonomics, or GoDataFeed depending on your needs.
New eyes on your Google Ads account?

At SavvyRevenue, we offer a wide range of services within Google Ads. We can help with anything from supporting you and your in-house team to 100% hands-on management of your Google Ads account.

If you would like to have an informal talk about how we can help you and your account reach the next level.

Then send us an email at andrew@savvyrevenue.com.