

5 HIDDEN GOOGLE ADS MISTAKES



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01

Keyword Mistake

Not all keywords are created equal. Targeting overly broad terms can waste your budget, while super specific keywords might miss valuable searches. Use a mix of broad, phrase, and exact match keywords, and refine your strategy with negative keywords to exclude irrelevant searches.

02

Attention Grabbing Headline & Visual

Eye-catching graphic related to Google Ads, like a magnifying glass uncovering hidden costs.

03

Conversion Confusion

Don't be fooled by vanity metrics! Set up conversion tracking to measure what truly matters, whether it's sales, leads, or website signups. Analyze this data to optimize your campaigns and see what's driving results.

04

The Power of Compelling Copy

Your ad copy is your first impression. Don't settle for generic messages! Write clear, concise, and benefit-driven ad copy with strong calls to action. A/B test different variations to see what resonates best with your audience.

05

Budget Blunder

There's a sweet spot for your Google Ads budget. Don't underfund your campaigns and miss out on potential customers. But be mindful of overspending – set clear budgets and use automated bidding strategies to maximize your return on investment.

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