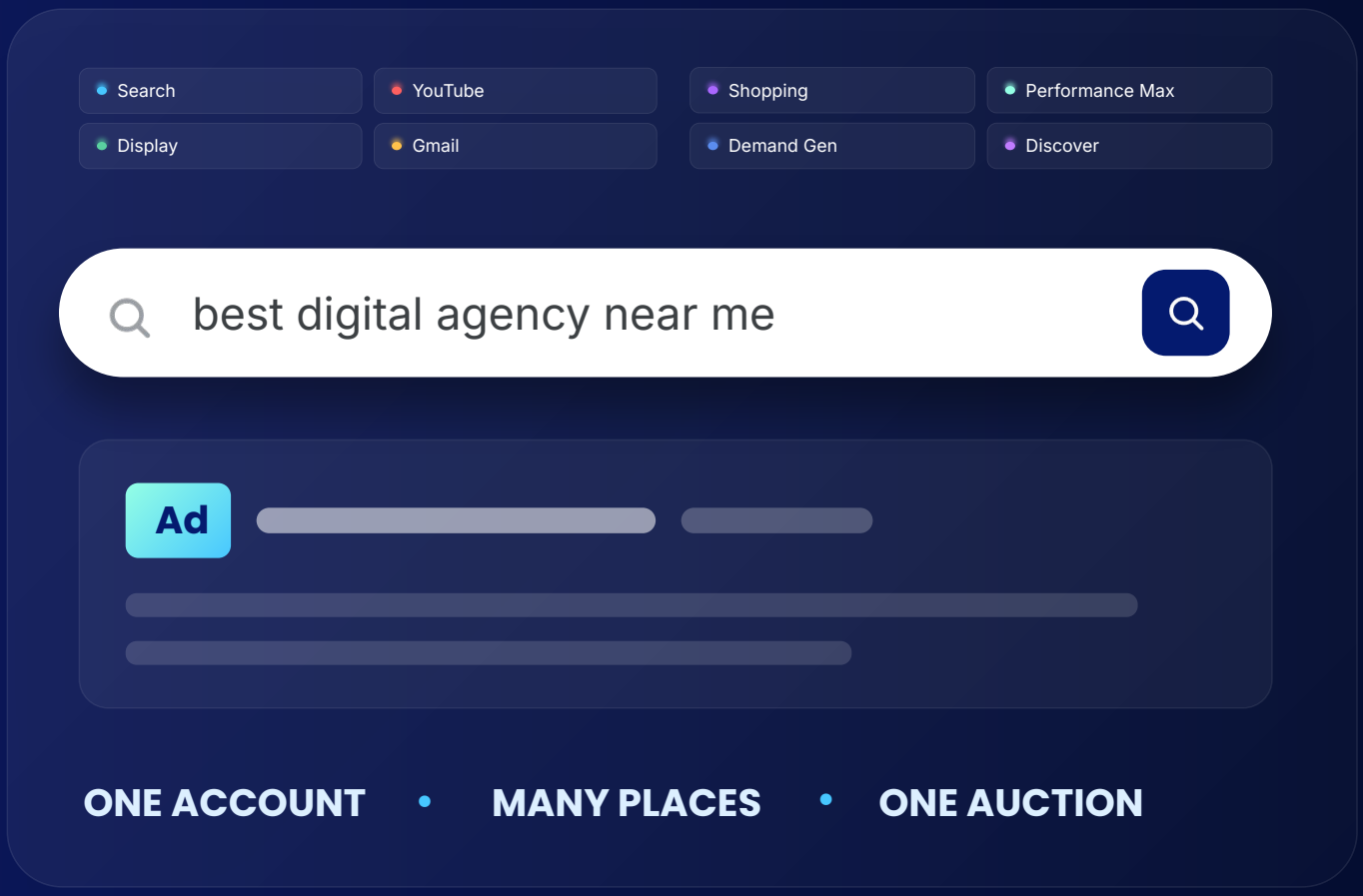
365 digital

What Is Google Ads?

A beginner's guide for advertisers and agencies



The platform explained without jargon, what it is, where your ads appear, how the auction decides who wins, what you actually pay for, and how to tell whether an account is working.

Twenty-one pages · No prior knowledge assumed · Free to share and reuse

Published by 365 Digital, an authorised Google Ads sales representative.

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WHO THIS GUIDE IS FOR

Business owners, marketing managers and agency teams who are about to start on Google Ads or who already spend on it and have never had the mechanics explained properly. No prior knowledge is assumed. Nothing here requires a technical background.

A NOTE ON WHAT THIS IS NOT

An educational guide, not a sales document. Everything in it is usable whether you work with us, another partner, or no one at all.

01 · THE SHORT ANSWER

What Google Ads actually is

Strip away the interface and Google Ads is one idea: **you pay to be present at the exact moment someone is looking for what you sell.**

Google Ads is an auction. Advertisers tell Google what they are willing to pay for a result usually a click, sometimes a view or a conversion, and Google decides, in the fraction of a second before a page loads, which advertisers appear and in what order.

What makes it different from every advertising channel that came before it is intent. A billboard interrupts someone on their way to work. A search ad answers a question that person has just asked out loud. That is why a well-run search account can be the most efficient line in a marketing budget, and why a badly run one is the fastest way to lose money quietly.

The platform has widened considerably. It is no longer only about typed searches. Google Ads now places advertising across YouTube, millions of partner websites and apps, shopping surfaces, Gmail, Discover and Maps, all bought, measured and optimised from a single account. That breadth is the source of both the opportunity and the complexity.

Intent
You reach people already looking

Control
You set what you pay and where

Measurement
Every currency unit is traceable

The trade-off nobody explains up front

Google Ads is genuinely self-service. Anyone with a card and a website can be live within an hour. That accessibility is the platform's greatest strength and the single biggest reason accounts underperform. The interface will happily let you spend a full budget on searches that were never going to buy from you, and it will not tell you that is what is happening. The system optimises towards whatever you tell it to value. If that instruction is wrong, the machine will pursue the wrong thing with impressive efficiency.

> **THE THREAD RUNNING THROUGH THIS GUIDE**
>
> Every chapter that follows is really answering one question: is this account being asked to do the right thing, and can it prove whether it did?

Where your ads can appear

One account, one budget, one set of measurement — placed across the surfaces where people search, watch, browse and buy.

Search
Text ads against an active query

YouTube
Video, in-stream and in-feed

Display
Image ads across millions of sites

Shopping
Product listings with price and image

Discover & Gmail
Feed-native ads in Google surfaces

Maps
Location prompts and store visits

Most people picture Google Ads as the handful of results marked 'Ad' at the top of a search page. That is one campaign type. It is usually the right place to start, because it captures demand that already exists — but it is a fraction of the available inventory.

The distinction that matters for a beginner is between capturing demand and creating it. Search captures: someone has a problem and is looking for a supplier. YouTube, Display and Discover create: they put a proposition in front of someone who was not looking, in the hope that they search for you later. Accounts that only capture eventually run out of room to grow, because they are limited by how many people already know to look. Accounts that only create rarely justify their cost, because the demand never gets converted.

A healthy account does both, in a deliberate ratio, and can tell you what that ratio is.

Capture

Search, Shopping

Harvest existing demand efficiently

Create

YouTube, Display, Demand Gen

Build the demand you will harvest next quarter

Both

Performance Max

Automation spanning the full inventory

BEGINNER'S RULE OF THUMB

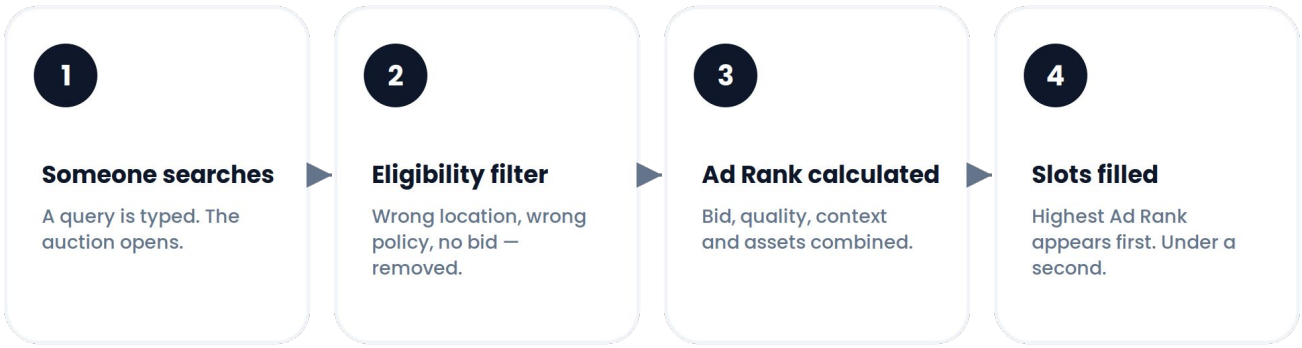
Start where intent is highest and measurement is cleanest — Search. Add creating channels once you can prove what a conversion is worth.

03 · THE MECHANISM

How the auction works

Nothing is bought in advance. Every single search runs its own auction, and the result can change from one query to the next.

EVERY SINGLE SEARCH RUNS ITS OWN AUCTION



Nothing is bought in advance. Position is re-decided each time.

When someone searches, Google assembles every advertisement eligible to appear against that query. Eligibility is a filter, not a competition: ads targeting the wrong country, ads that breach policy, ads in paused campaigns and ads with no active bid are removed before the contest begins.

What remains is ranked. The ranking is not a simple sort by bid, that is the misconception that costs new advertisers the most money. Google is optimising for a marketplace it wants people to keep using, which means it weighs how likely your ad is to be useful to that particular person as heavily as it weighs what you are prepared to pay.

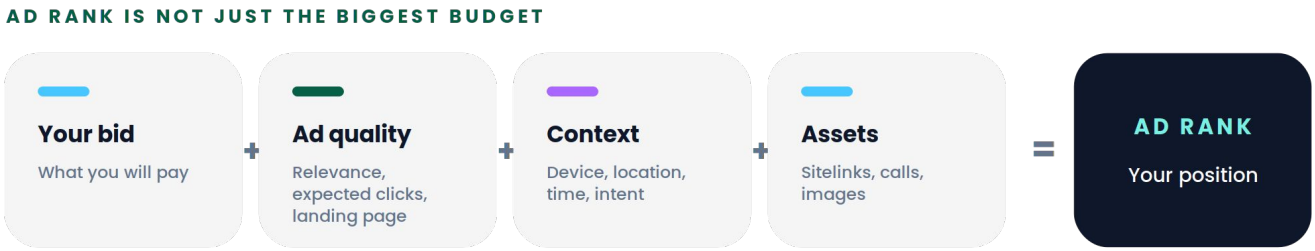
There is a second mechanic worth knowing early. You are not charged what you bid. You are charged the minimum required to hold the position you won, which is generally less often considerably less. Your bid is a ceiling, not a price. This is why raising a bid is a blunt instrument: it may buy visibility you were already close to earning, at a cost you did not need to pay.

WHAT THIS MEANS IN PRACTICE

Position fluctuates. An ad that appeared first this morning may not appear at all this afternoon, because a different person searched, from a different device, with a different history, against a different set of competitors. Judging an account on where you personally saw your ad is the least reliable measurement available to you, and the one most advertisers use first.

Why the biggest budget doesn't win

Ad Rank is the score that decides whether your ad shows and where. Understanding it is the highest-value hour a beginner can spend.



A smaller advertiser with a sharper ad and a faster page can outrank a larger one — and pay less per click.
This is the single most useful thing a beginner can understand about Google Ads.

Google combines four broad inputs. Your bid is only one of them. **Ad quality:** whether your advertisement genuinely answers the search, whether people click it, and whether the page it leads to delivers what was promised, carries substantial weight. Context adjusts for the searcher's device, location and moment. **Assets:** sitelinks, call buttons, images, prices expand your advertisement and give people more reasons to choose it.

The consequence is commercially significant, particularly for smaller advertisers in competitive markets. A tightly written advertisement pointing at a fast, relevant page can outrank a larger competitor and pay less per click for the privilege. *Quality is, quite literally, a discount.*

The three levers you control

- **Relevance.** Does the keyword, the ad text and the landing page tell one consistent story?
- **Expected click-through rate.** Would a reasonable person choose your ad over the others on the page?
- **Landing page experience.** Does the page load quickly, work on a phone, and let someone act immediately?

THE SINGLE MOST USEFUL THING TO TAKE FROM THIS PAGE

When performance is poor, the instinct is to raise bids. It is almost always the wrong first move. Fix relevance and the landing page first — you frequently get the position you wanted at a lower cost, rather than the same position at a higher one.

05 · THE ECONOMICS

What you actually pay for

Five numbers describe almost every Google Ads account. Four of them are inputs. Only one of them pays your salaries.

WHERE THE MONEY ACTUALLY GOES



Figures are illustrative, shown to explain the relationship between metrics.

In the standard model you pay when someone clicks, not when your advertisement is shown. That sounds generous and mostly is but it quietly shifts the risk. Google is paid for the click; you are only paid if what happens after the click works. Everything that determines whether the click was worth buying sits on your side of the transaction.

You control spend through a daily budget per campaign, not a monthly one. Daily spend can exceed the daily figure on a busy day and fall below it on a quiet one; Google balances it across the billing period. Where beginners are caught out is not by the budget but by the distribution, a small number of expensive, poorly-matched clicks can consume a day's budget before lunchtime.

CPC	Cost per click: what one visit costs you	**CPM**	Cost per thousand impressions: used for awareness buying
CPA	Cost per acquisition: what one lead or sale costs	**ROAS**	Return on ad spend: revenue divided by cost

THE NUMBER THAT MATTERS

CPC tells you what traffic costs. CPA and ROAS tell you whether it was worth buying. An account optimised on cost per click will reliably produce cheap traffic that does not convert. Decide what a conversion is worth to your business before you decide what a click is worth.

06 · THE LANGUAGE

The vocabulary you need

Fifteen terms cover most conversations about a Google Ads account. Everything else can be looked up when it appears.

Impression	Your ad was displayed once.
Click	Someone selected your ad and arrived on your site.
CTR	Click-through rate — clicks divided by impressions.
Conversion	The action you defined as valuable: a sale, lead, call or booking.
Conversion rate	Conversions divided by clicks. Your website's report card.
Keyword	A word or phrase you bid on, matched against real searches.
Search term	What was actually typed. Frequently not what you bid on.
Negative keyword	A term you refuse to appear against.
Quality Score	A 1–10 diagnostic of relevance, expected clicks and page experience.
Ad Rank	The score deciding whether and where your ad appears.
Ad group	A tightly themed set of keywords sharing the same ads.
Asset	An addition to your ad — sitelink, call, image, price, promotion.
Smart Bidding	Automated bidding using Google's signals to hit a target.
Attribution	The rule deciding which touchpoint gets credit for a conversion.
Impression share	The proportion of available auctions you actually appeared in.

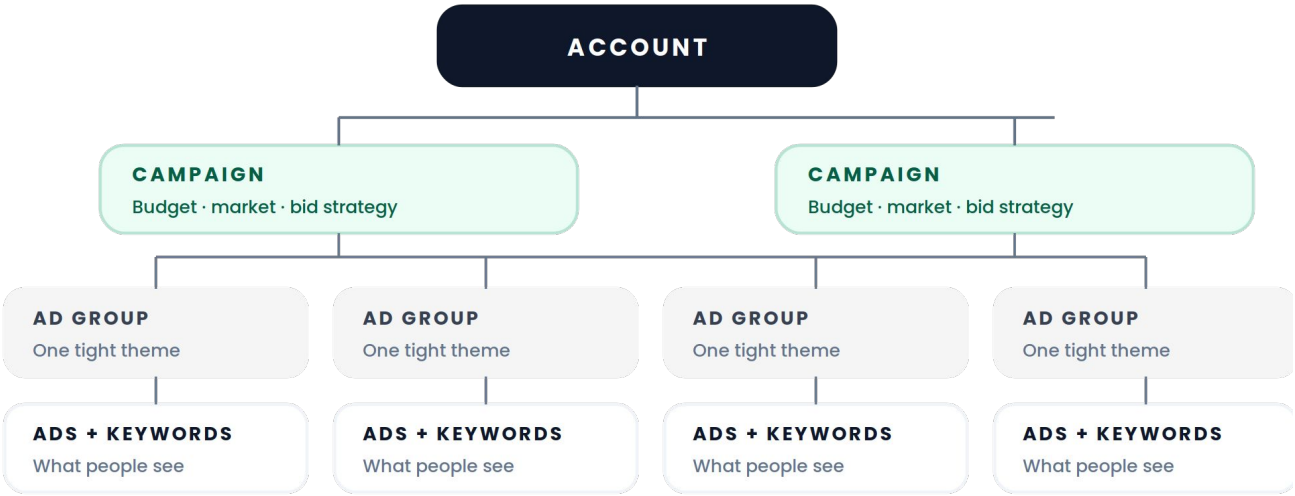
THE TWO MOST MISUNDERSTOOD

Keywords and search terms are not the same thing, and the gap between them is where budget leaks. Impression share is the only metric that tells you the size of the opportunity you are missing rather than the performance of the one you took.

07 · STRUCTURE

How an account is put together

Four layers. Get them in the right order and everything downstream — reporting, budgets, optimisation — becomes straightforward.



The account holds everything: billing, users, conversion definitions and shared settings. Beneath it, campaigns are where the commercial decisions live, budget, geography, language, campaign type and bidding strategy. Beneath campaigns, ad groups hold a single tight theme. Beneath ad groups sit the keywords and the advertisements themselves.

The discipline that separates a good account from a chaotic one is theming. Each ad group should be narrow enough that one advertisement can honestly answer every keyword inside it. When an ad group contains ‘solar panels’, ‘solar geyser repair’ and ‘inverter finance’, no single advertisement can be relevant to all three, so relevance falls, Quality Score falls, cost rises, and the reporting cannot tell you which of the three was actually working.

Structure is also how budget is controlled. Because budget sits at campaign level, anything you need to fund or protect separately, a market, a product line, a high-margin service, needs its own campaign. This is why structure decisions taken in week one are difficult to unpick in month six.

> **STRUCTURAL WARNING SIGN**
>
> If you cannot answer ‘which campaign should this new keyword go in?’ in under ten seconds, the structure is already working against you.

The campaign types explained

Each type buys a different kind of attention. Choosing wrongly is the most common and most expensive beginner error.

Search

Capture existing demand

Someone is already looking for what you sell.

Performance Max

One campaign, every surface

Google's automation places across Search, YouTube, Display and more.

Demand Gen

Create demand visually

Reach people before they search, on YouTube and feeds.

Video / YouTube

Reach and consideration

Build the audience that will search for you next month.

Shopping

Retail with a product feed

Price, image and availability directly in results.

App

Installs and in-app actions

Promote a mobile app across Google's inventory.

The two that deserve particular care are Performance Max and Demand Gen, because both are heavily automated and both are frequently recommended to advertisers who are not yet ready for them.

Automation is not a shortcut past strategy, it is an amplifier of the instructions it is given. Performance Max will distribute budget across every Google surface in pursuit of whatever conversion action you nominated. If that action is poorly defined, or if a low-value action such as a page view is counted alongside a genuine sale, the system will optimise enthusiastically towards the wrong outcome and the reporting will look healthy while the business does not.

The sequence that works: prove conversion tracking, prove Search, then let automation extend what you have already established works.

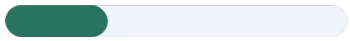
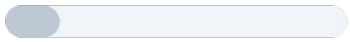
IF YOU ONLY RUN ONE CAMPAIGN TYPE

Run Search, on tightly themed ad groups, with conversion tracking verified. It is the most transparent campaign type available and the only one that will teach you what your market actually asks for.

09 · KEYWORDS

Keywords and search intent

You do not buy words. You buy meanings — and how tightly you define that meaning determines who you pay to reach.

KEYWORD	WHAT IT DOES	RELATIVE REACH
Broad match solar installer	Widest reach. Google interprets meaning, not the exact words. solar panel prices · off-grid systems · inverter repair	
Phrase match "solar installer"	The meaning of your phrase must be present in the search. solar installer near me · best rated solar installers	
Exact match [solar installer]	Same meaning as your keyword, tightly controlled. solar installer · solar installers	
Negative keyword - free	Blocks searches you never want to pay for. free solar panels · solar installer jobs	

Start tighter than feels comfortable. Broad match without strong conversion data spends fastest and teaches least.

Match types control how loosely Google may interpret your keyword. Broad match gives the system the most freedom and the most reach; exact match gives you the most control and the least waste. Neither is correct in the abstract, the right choice depends on how much conversion data your account has to guide the interpretation.

Negative keywords are the least glamorous and most valuable control in the platform. Every account accumulates searches it should never have paid for: job applicants, students researching, competitors checking prices, people looking for a free version of what you sell. These are found in the search terms report, a list of what people genuinely typed, and excluded permanently.

Two categories are worth deciding on deliberately. Branded terms, your own company name, are usually cheap and convert well, but some of that traffic would have found you anyway. Competitor terms are legal in most jurisdictions and frequently expensive, and they only make sense when you have a clear reason for somebody to switch. Neither is automatically right; both should be a decision rather than an accident.

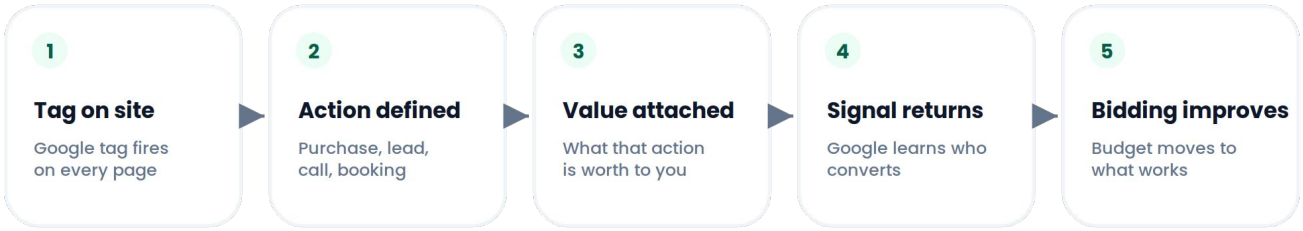
> **THE MONTHLY HABIT WORTH BUILDING**
>
> Read the search terms report once a month. Nothing else in Google Ads returns as much for as little effort, and nothing else tells you as plainly what your market is really asking for.

10 · MEASUREMENT

Conversion tracking: The foundation

This is the chapter beginners skip and specialists start with. Everything else in this guide depends on getting it right.

WITHOUT THIS CHAIN, EVERYTHING ABOVE IT IS GUESSWORK



Break any link and Smart Bidding is optimising towards a number that is not real.

Conversion tracking is the mechanism that tells Google what happened after the click. A tag on your website records when someone completes an action you have defined as valuable, and reports it back. That signal is what modern bidding runs on. Without it, the platform is placing advertisements with no idea which ones produced anything.

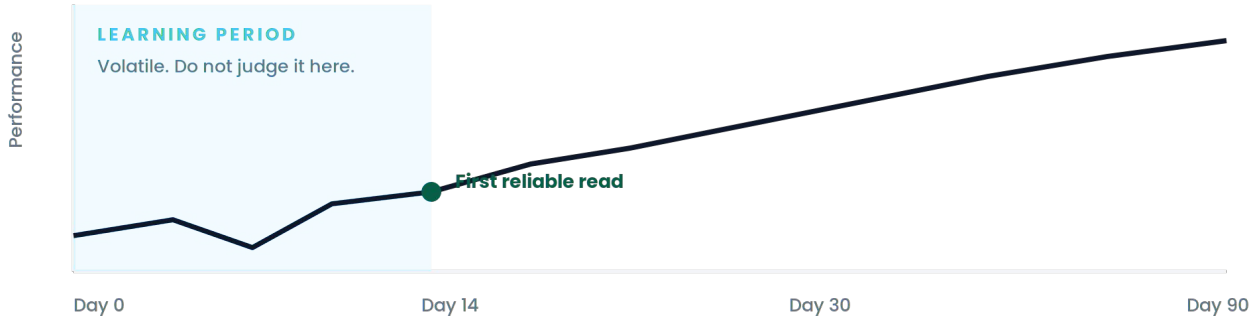
Three failures account for most broken measurement. The first is defining too many things as conversions, so that a newsletter sign-up carries the same weight as a purchase and the system optimises towards whichever is easiest to generate. The second is double-counting, where the same sale reports twice and performance looks roughly twice as good as it is. The third is silent breakage — a website redesign removes the tag, conversions stop reporting, and bidding degrades over several weeks before anyone notices.

Attaching a monetary value to each conversion is the step that separates a functioning account from a strategic one. Once Google knows a sale is worth ten times a brochure download, it can pursue the sale.

> **BEFORE YOU INCREASE A SINGLE BUDGET**
>
> Verify that conversions are firing, firing once, and carrying a value. An account without trustworthy measurement does not have a bidding problem or a creative problem. It has a measurement problem wearing their clothes.

Bidding and the learning period

Automated bidding is now the default. It works well, on one condition, that it is given clean data and then left alone long enough to use it.



Changing bids, budgets or conversion actions restarts the learning period. Patience is a bidding strategy.

Manual bidding means setting a maximum cost per click yourself. It is transparent, slow, and increasingly rare. Smart Bidding hands that decision to Google, which adjusts every individual auction using signals no advertiser can see, device, time, location, browsing history, purchase intent, against a target you set: a cost per acquisition, a return on ad spend, or simply as many conversions as the budget allows.

The catch is data volume. Smart Bidding needs a reasonable flow of conversions to learn from. A niche business with a long sales cycle and a handful of leads a month may never generate enough data for a target-based strategy to stabilise. Applying one anyway produces erratic spend and the conclusion that 'Google Ads doesn't work for us', when the real issue was a strategy mismatched to the volume of data available.

Every material change, a new bid strategy, a significant budget shift, a redefined conversion, restarts the learning period. Accounts that are adjusted weekly never leave it.

THE DISCIPLINE

Change one thing. Wait for the data. Then judge it. Impatience is the most expensive habit in paid search, and the hardest one to see in your own account.

Anatomy of a search ad

You no longer write one advertisement. You supply the raw material and the system assembles the combinations.



Illustrative example. Not a live advertisement.

A responsive search ad accepts up to fifteen headlines and four descriptions. Google tests combinations and serves whichever performs best for each individual search. This is genuinely useful, and it changes what 'writing an ad' means: you are now writing a set of interchangeable claims, each of which must stand alone and none of which may contradict another.

The most common creative failure is supplying five headlines that all say the same thing in slightly different words. The system has nothing to test, so it cannot improve anything. Give it genuine variety: price, speed, proof, guarantee, geography, objection handling.

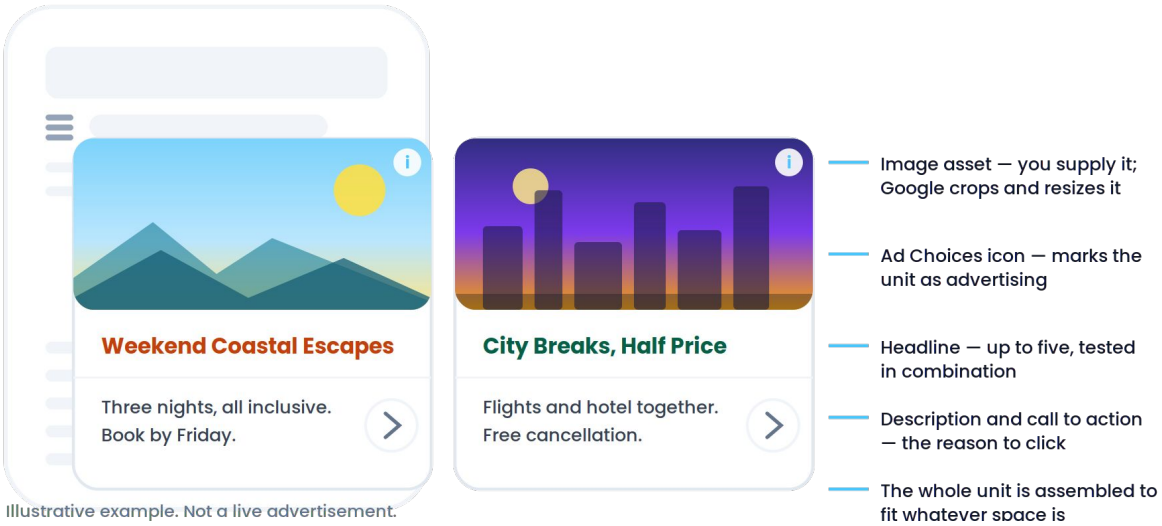
Assets: sitelinks, callouts, call buttons, images, prices, promotions, are the cheapest performance gain available. They enlarge your advertisement, push competitors down the page, and contribute directly to Ad Rank. Accounts running without them are competing with one hand behind their back, usually without knowing it.

WRITE FOR THE PERSON, NOT THE ALGORITHM

The system decides which combination to show. It cannot decide whether the claim is worth reading. That part is still entirely yours — and if you sell in more than one language, it means writing natively in each of them rather than translating from one.

Anatomy of a display ad

The same account also buys image advertising across millions of websites and apps. The unit works differently, and so does the job you are asking it to do.



Illustrative example. Not a live advertisement.

A responsive display ad is assembled rather than designed. You supply images, a logo, headlines and descriptions; Google builds the layouts, crops the imagery and resizes the unit to fit the space available, a square, a banner, or a card inside an app.

That flexibility is why display creative has to survive being taken apart. Any headline may appear beside any image, so each one must stand alone, and a picture that works as a wide banner becomes unintelligible cropped to a square. Keep the subject central and words out of the image itself.

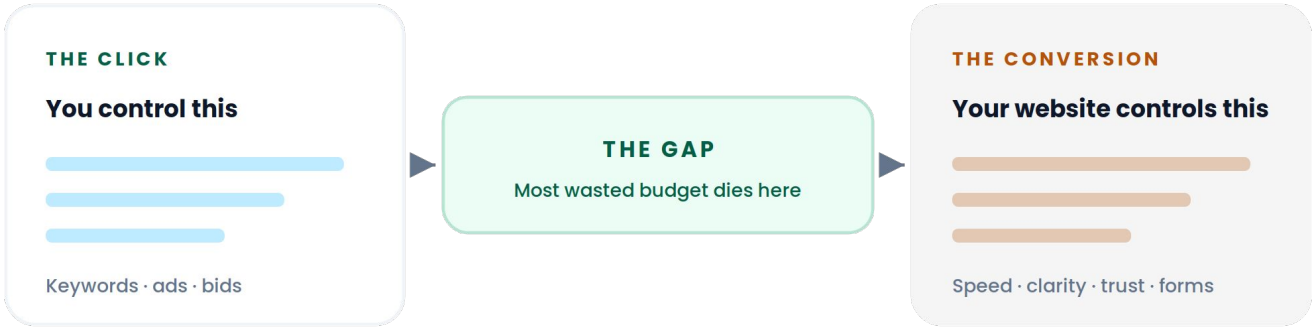
The strategic difference matters more than the format. Nobody on the display network asked to see you; they are reading an article, and your advertisement is an interruption. Search buys attention that already exists, display has to earn it in the first half-second.

Four controls worth setting deliberately

- **Who sees it.** Remarketing to previous visitors behaves very differently from a cold audience.
- **Where it appears.** Placement exclusions keep your brand off sites you would not choose.
- **How you judge it.** Display often assists conversions rather than closing them. Measure it that way.
- **What you compare it to.** Not search. Judged side by side, display always loses, and advertisers switch off the channel filling the top of their funnel.

The post-click gap

Google's responsibility ends when the visitor arrives. Almost every underperforming account loses its money on the far side of that line.



Consider the arithmetic. An account converting two per cent of its traffic and one converting four per cent are paying identical prices for identical clicks. The second business has twice the revenue from the same budget. No amount of bid optimisation closes a gap that size, but a faster page, a shorter form or a clearer offer frequently does.

Four factors do most of the work. Speed, particularly on mobile connections, which now describe the majority of paid search traffic. Message match, the page must obviously deliver what the advertisement promised. A single clear action, rather than five competing ones. And credibility signals appropriate to your market: contact details, recognisable payment methods, real names.

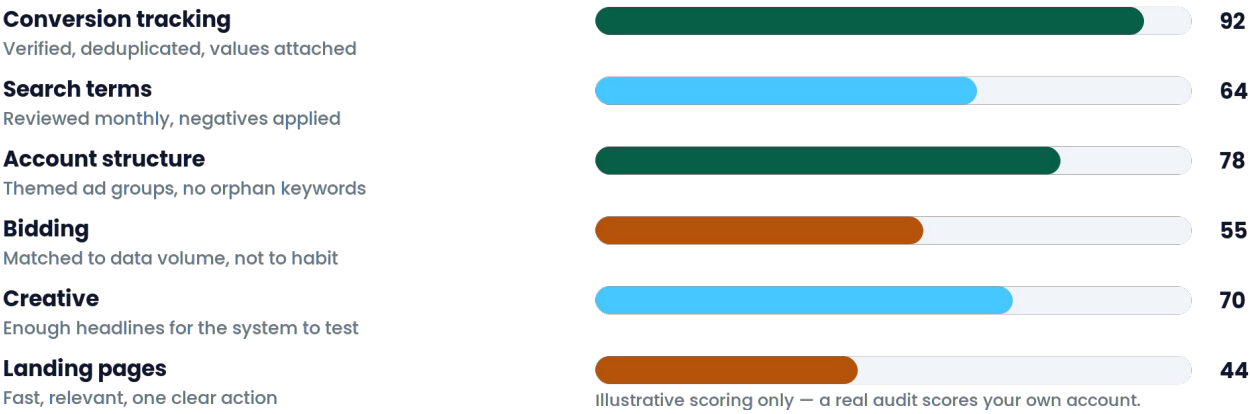
Landing page experience is also an Ad Rank input, which makes this a rare case of one improvement paying twice, better conversion from the same traffic, and cheaper traffic in the first place.

THE TEST WORTH RUNNING THIS WEEK

Open your own landing page on a mobile phone, on mobile data, and time how long it takes before you could act. If that number is above three seconds, it is the most valuable problem in your account.

What 'good' looks like

Six checks separate an account that is genuinely working from one that is merely spending.



Published industry benchmarks are of limited use, because averages blend markets, verticals and business models that have nothing in common. A cost per lead that would be excellent for a commercial property developer would be catastrophic for a takeaway. The useful comparison is your own account against itself over time, and against what a conversion is genuinely worth to you.

That is why the six checks above are structural rather than numerical. They ask whether the account is capable of producing a trustworthy answer, not whether this month's number was good.

Four questions to ask of any account

- **What is a conversion worth?** If nobody can answer in one sentence, nothing downstream is optimised.
- **What are we missing?** Impression share shows the demand you are not currently reaching.
- **Where is the waste?** The search terms report names it precisely.
- **What would we do with more budget?** If there is no answer, the account has no growth plan.

> **AN HONEST OBSERVATION**
>
> Working through these checks properly on a live account takes an experienced practitioner the better part of a day, and requires exporting data most advertisers have never opened. It is entirely doable in-house. It is rarely done in-house.

Seven mistakes beginners make

None of these are exotic. All seven appear in the majority of accounts we are asked to look at.

01 **Launching before measurement works**

Spend begins, conversions are not tracked, and the first month produces no usable learning at all.

02 **Counting everything as a conversion**

Page views and newsletter sign-ups sit alongside real sales, and bidding pursues the cheapest of them.

03 **Never reading the search terms report**

Budget quietly funds job seekers, students and people looking for a free alternative.

04 **Broad match with no conversion data**

The widest possible interpretation applied to an account with nothing to guide it. Reach without direction.

05 **Judging performance during the learning period**

A strategy is abandoned in week two, restarting the learning it was about to complete.

06 **One ad group holding everything**

Relevance collapses, Quality Score falls, cost rises, and reporting can no longer isolate what worked.

07 **Treating the landing page as somebody else's problem**

The account is optimised to the click and then left to chance for the part that produces revenue.

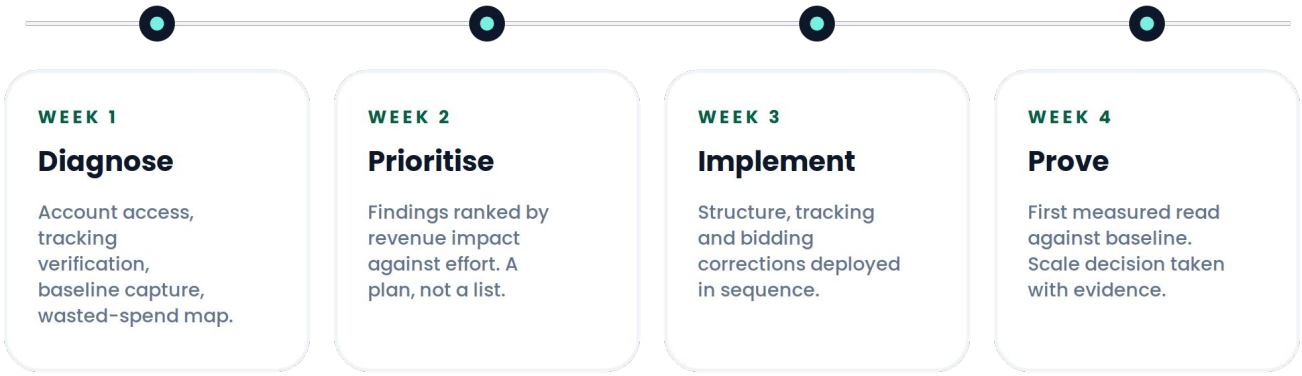
WHAT THEY HAVE IN COMMON

Not one of these is a hard problem to fix. Every one of them is a hard problem to notice from inside the account that has it.

Your first thirty days

Whether you do this yourself or hand it to somebody else, the sequence should look like this.

FROM AUDIT TO ACTION IN THIRTY DAYS



Thirty days is not an arbitrary figure. It is roughly the shortest period in which an account can be diagnosed, corrected and then measured against its own starting point without judging performance during the learning period. Anything faster is guesswork presented confidently; anything slower is usually avoidance.

The objective at day thirty is not a transformed account. It is something more valuable at this stage: a clear, evidenced path to growth, with the size of the opportunity quantified and the sequence of work agreed.

WHY ADVERTISERS COMMIT AT DAY THIRTY

- **Immediate visibility of untapped revenue** The gap between current and available performance, quantified.
- **A low-risk, structured transition** No disruptive rebuild. Sequenced change against a recorded baseline.
- **Fast time to value** Corrections that pay for themselves inside the first cycle.
- **Access to advanced capability** Specialist practitioners across search, video, measurement and creative.

18 · QUESTIONS

Questions beginners ask most

Eight questions that come up in almost every first conversation about Google Ads.

How much does Google Ads cost?

There is no fixed price. You set a daily budget per campaign and pay per click, and the click price is set by competition in your category. What matters is not the cost of a click but what a conversion is worth to you that ratio decides whether any price is affordable.

What is the minimum budget worth starting with?

Enough to generate a meaningful number of clicks per week in your category, rather than a fixed figure. A budget that produces two clicks a day will take months to teach you anything. If the numbers do not work, narrow the targeting rather than spreading the budget thinner.

How long before it starts working?

Expect two to four weeks before the data is worth judging, and longer in low-volume categories. Automated bidding needs a learning period, and every material change restarts it.

Is Google Ads better than SEO?

They answer different questions. Paid search buys visibility immediately and stops when you stop paying. Optimisation compounds slowly and keeps working. Run both if you can, and let paid search data tell you what to optimise organically.

Do I need a website?

In almost all cases, yes. Some campaign formats can drive calls or app installs directly, but the majority of Google Ads spend depends on a page that converts. If the page is not ready, fixing it first will cost you less than advertising to it.

Smart campaigns or Search campaigns?

Smart campaigns are quicker to launch and give you far less control and far less reporting. They suit a very small local business with no time. If you intend to learn anything from the account, start with a standard Search campaign.

What is a good click-through or conversion rate?

Published averages blend industries and business models that have nothing in common, so they make poor targets. The useful comparison is your account against its own previous months, and against what a conversion is worth to you.

Can I really run this myself?

Yes. The platform is self-service by design and everything in this guide is usable without help. The honest caveat is time: the diagnostic work in chapters 15 and 16 takes most people considerably longer than they expect, and it is the part that is usually skipped.

Where to go next

If you read nothing else again, these are the four habits that keep an account honest.

Read the search terms report monthly.

It is the only place the platform tells you plainly what you are actually paying for.

Verify conversion tracking before every budget increase.

More budget behind broken measurement produces more waste, faster.

Change one thing, then wait.

Impatience restarts the learning period and hides whether the change worked.

Judge the account on outcomes, not on clicks.

Cheap traffic that does not convert is the most expensive thing you can buy.

ABOUT 365 DIGITAL — A DIGITAL MEDIA PARTNER AND AUTHORISED GOOGLE ADS SALES REPRESENTATIVE

Portfolio-Led Market Approach

Planned against the whole opportunity, not one campaign at a time.

30-Day Conversion Sprint

A fixed window taking an account from findings to a funded, measured plan.

Africa Centre of Excellence

Specialists in search, video, measurement and creative behind every account.

IF YOU WOULD RATHER NOT RUN THE AUDIT YOURSELF

We will run them for you at no cost.

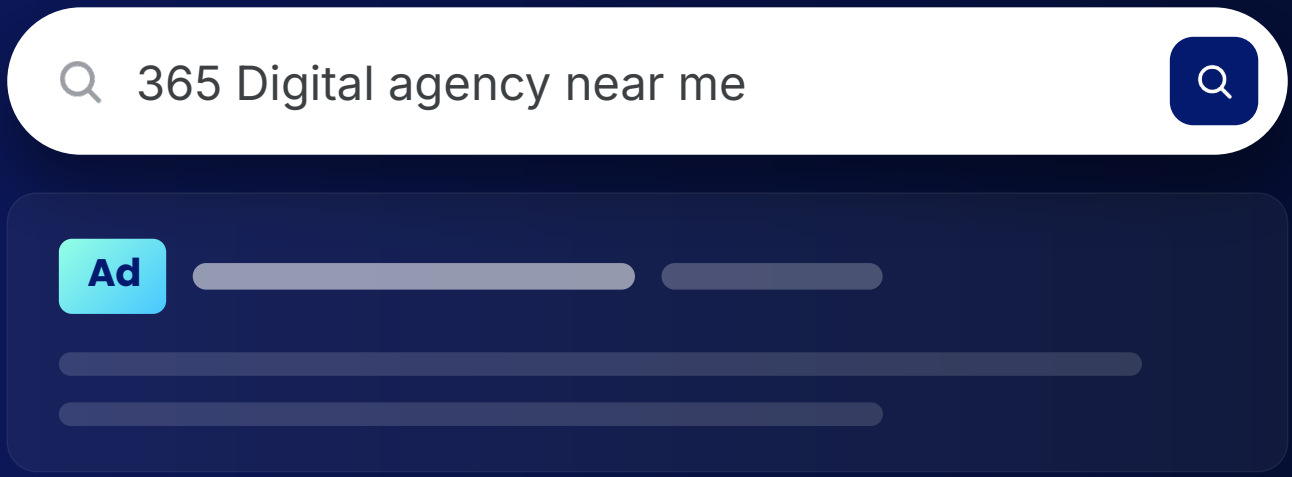
A written assessment: where budget is being wasted, what performance is out of reach, and a prioritised thirty-day plan to reach it. Yours to keep either way.

REQUEST AN AUDIT

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