

# Advance Google Shopping Tips to Get 10X and More Sales

Google Shopping Ads Secrets  
Revealed by a Marketing Agency!

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Have you ever wondered how some E-commerce stores seem to become successful overnight? This question has been mulling for years, many of the E-commerce stores do not know the secret behind it.

## **How do they do it?**

The answer is “Google AdWords”. If you own an e-commerce store and it is not currently running Google Shopping ads on it, then you are not yet done with your e-commerce advertising campaign.

E-commerce and AdWords go together like groundnut butter and jam for a good reason: that works:

In a study, it was found that e-commerce retailers have the highest click-through rate out of all industries at 5.23%, with an average conversion rate of 3.58%.

We at ROI Minds have implemented a winning formula that works and magnifies the results.

We have helped one of our clients to utilize Google Shopping ads properly to get him 4x ROI for his store. We helped our client to set up and optimize his Google Shopping campaign to get an additional 64% conversions at 34% low cost than before.

All accounts > League Outfitters  
All Web Site Data

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	34.67% 97,550 vs 149,323	33.58% 95,900 vs 144,386	32.00% 158,653 vs 233,307	4.27% 26.79% vs 25.69%	2.38% 4.27 vs 4.17	11.29% 00:06:17 vs 00:05:39	25.78% 1.15% vs 0.91%	14.47% 1,821 vs 2,129	13.68% \$180,968.85 vs \$209,660.83
1. Organic Search									
Dec 1, 2017 - Mar 2, 2018	55,195 (45.93%)	39,286 (40.97%)	73,445 (46.29%)	24.05%	4.60	00:07:15	0.78%	574 (31.52%)	\$52,959.68 (29.26%)
Aug 31, 2017 - Nov 30, 2017	83,461 (45.78%)	58,680 (40.64%)	106,466 (45.63%)	23.08%	4.38	00:06:30	0.70%	750 (35.23%)	\$59,253.03 (28.26%)
% Change	-33.87%	-33.05%	-31.02%	4.18%	5.00%	11.42%	10.94%	-23.47%	-10.62%
2. Paid Search									
Dec 1, 2017 - Mar 2, 2018	39,741 (33.07%)	34,275 (35.74%)	53,413 (33.67%)	35.01%	3.42	00:03:12	0.99%	531 (29.16%)	\$49,217.83 (27.20%)
Aug 31, 2017 - Nov 30, 2017	62,385 (34.22%)	54,442 (37.71%)	80,878 (34.67%)	32.99%	3.15	00:02:40	0.55%	442 (20.76%)	\$30,027.62 (14.32%)
% Change	-36.30%	-37.04%	-33.96%	6.11%	8.52%	19.82%	81.91%	20.14%	63.91%
3. Direct									
Dec 1, 2017 - Mar 2, 2018	15,535 (12.93%)	15,305 (15.96%)	19,547 (12.32%)	15.55%	4.76	00:11:08	2.97%	581 (31.91%)	\$65,418.60 (36.15%)
Aug 31, 2017 - Nov 30, 2017	17,524 (9.61%)	17,143 (11.87%)	22,039 (9.45%)	15.59%	5.25	00:11:25	3.43%	756 (35.51%)	\$105,501.01 (50.32%)
% Change	-11.35%	-10.72%	-11.31%	-0.25%	-9.40%	-2.42%	-13.35%	-23.15%	-37.99%
4. Social									
Dec 1, 2017 - Mar 2, 2018	3,715 (3.09%)	3,112 (3.25%)	4,562 (2.88%)	7.39%	6.85	00:04:28	0.48%	22 (1.21%)	\$1,934.17 (1.07%)

Here’s how to swing your Google AdWords operations, even if it’s your initial time obtaining one. Creating a successful AdWords campaign that drives sales can seem baffling at first. But, all you need to get results from it, is a little planning and strategy. Here are our plannings and strategies made by ROI Minds to increase the ROI of your Google Shopping campaigns:

1. Make sure campaigns are segregated properly based on product value, margins, and promotions.

Before creating a campaign, you need to know what you’re trying to accomplish. This includes sketching your goals and preparing what you’ll need to carry out your campaign, like a landing page, an AdWords budget and more.



The first goal you need to set for your new campaign is what progress and success look like. It could be anything from assigning an order to accessing their email address to join your email list. If you have infinite goals, then you must write them all down. Every ad group should focus on only one goal. When you have many goals, you need multiple ad groups in your campaign.

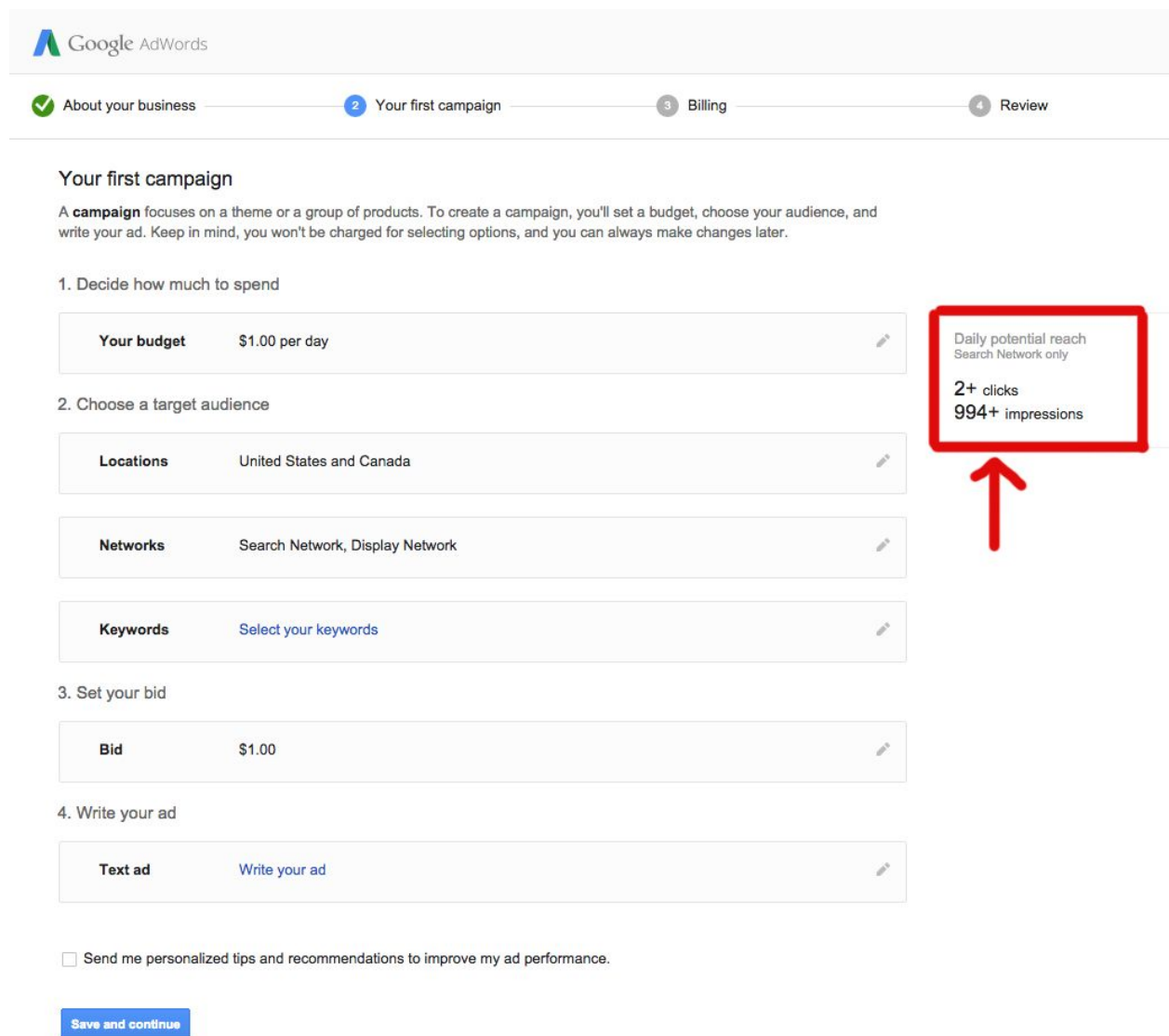
## 2. Make campaigns and product groups as granular as possible to simplify the bidding and testing process for the budget and impression share.

The bidding procedure you choose depends on your initial campaign goal. If your aim is to make more trades and sales for your E-commerce store, “Maximize Conversions” is the way to perform. AdWords will show your ads to people more inclined to buy, based on factual data.

If your aim is to drive traffic to your site, you want to maximize for clicks alternatively. This will optimize your campaign for the tremendous number of clicks, rather than focus on whether users regenerate or not.

## Set Your Budget

You wouldn't originate any other marketing initiative without a budget in mind. Possessing a particular number in mind is crucial before you even log in to AdWords. Without 1, you'll bankrupt your budget in no time. AdWords works on a regular budget basis. To discover the daily budget to use for your campaign, figure out your entire monthly ad spend budget, then divide that by 30.



Google AdWords

1 About your business 2 Your first campaign 3 Billing 4 Review

### Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend
  - Your budget \$1.00 per day
2. Choose a target audience
  - Locations United States and Canada
  - Networks Search Network, Display Network
  - Keywords Select your keywords
3. Set your bid
  - Bid \$1.00
4. Write your ad
  - Text ad Write your ad

Send me personalized tips and recommendations to improve my ad performance.

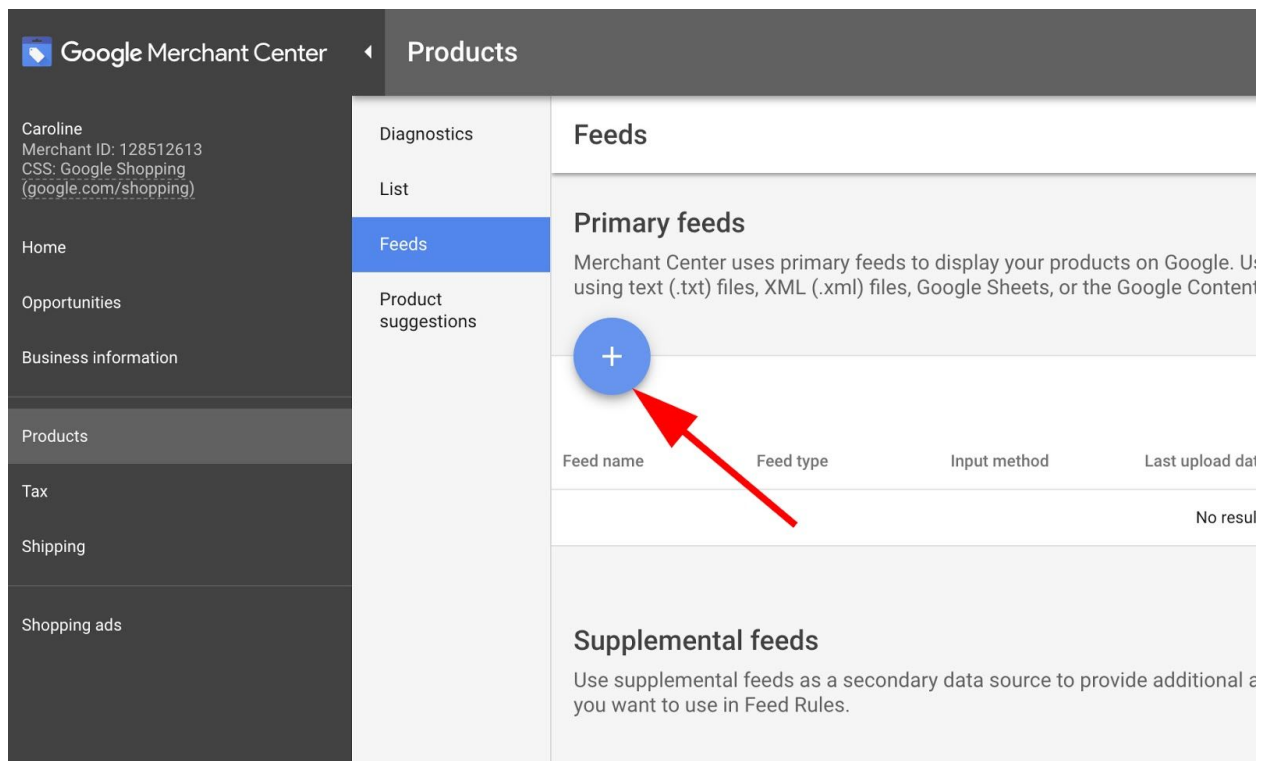
Save and continue

Daily potential reach  
Search Network only  
2+ clicks  
994+ impressions

Make sure this is a practical budget to achieve your goals. Having a \$100 monthly budget with a goal of making 50 sales of a \$10,000 product isn't going to skip it.

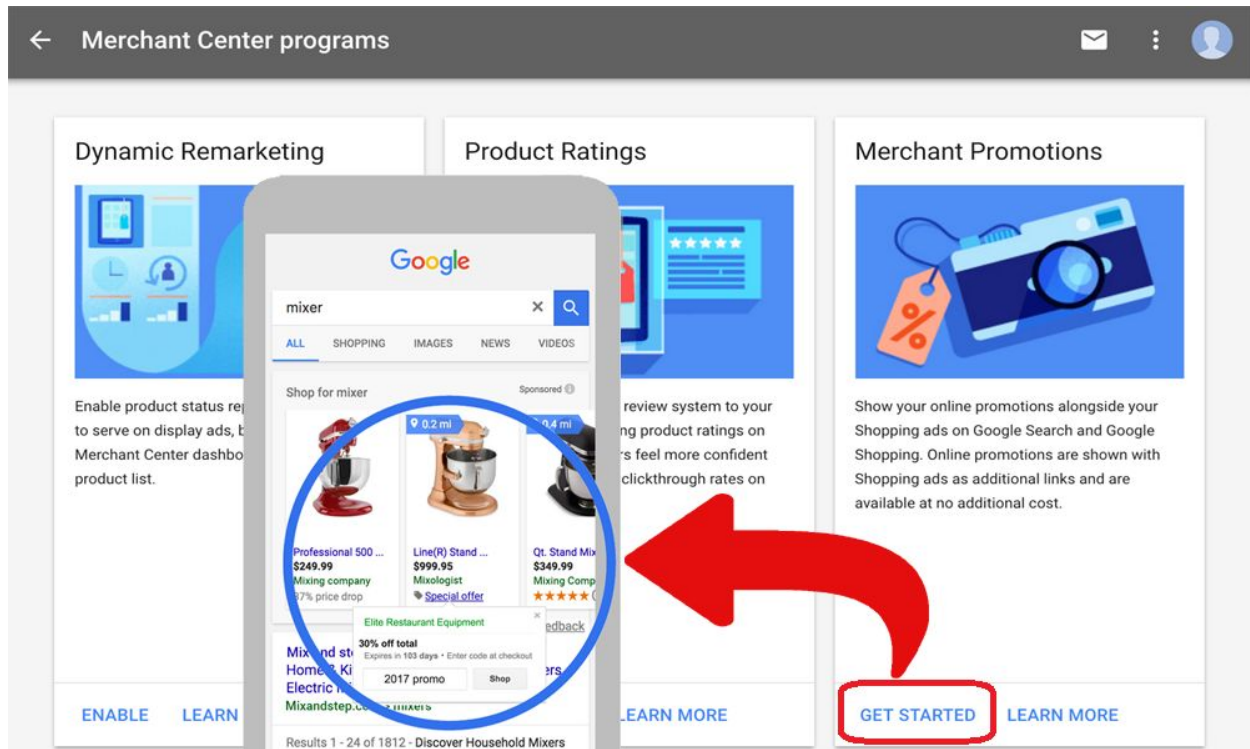
### 3. Utilize promotion feed from the Google merchant account to get the additional competitive advantage.

The online shopping space is boisterous than ever and you would clearly be questioning how you can make your ads stand out so people visit your landing page instead of your competitor's one.



Google Shopping gives a solution for you to show your promotions within your Product Listing Ads, so they will really stand out from contenders. Merchant Promotions are designated in shopping ads with footnotes which trigger a pop-up with supplementary details and a “Shop” button. They proved to significantly enhance CTR and ultimately Conversion Rate, Revenue, and ROI.

Google Merchant Promotions also allows you to determine your discount to a comprehensive audience at no added cost, securing the best ad placement you would ever think of the very top of the Google Search Result Page.



In fact, unlike regular search ads, Shopping Ads regularly appear at the top of the SERP (Search Engine Result Page) and are one of the most noticeable elements on the page.

**4. Identify top performing products and set up them in the individual campaigns with a dedicated budget and high-priority settings to acquire at least 60% search Impression share**

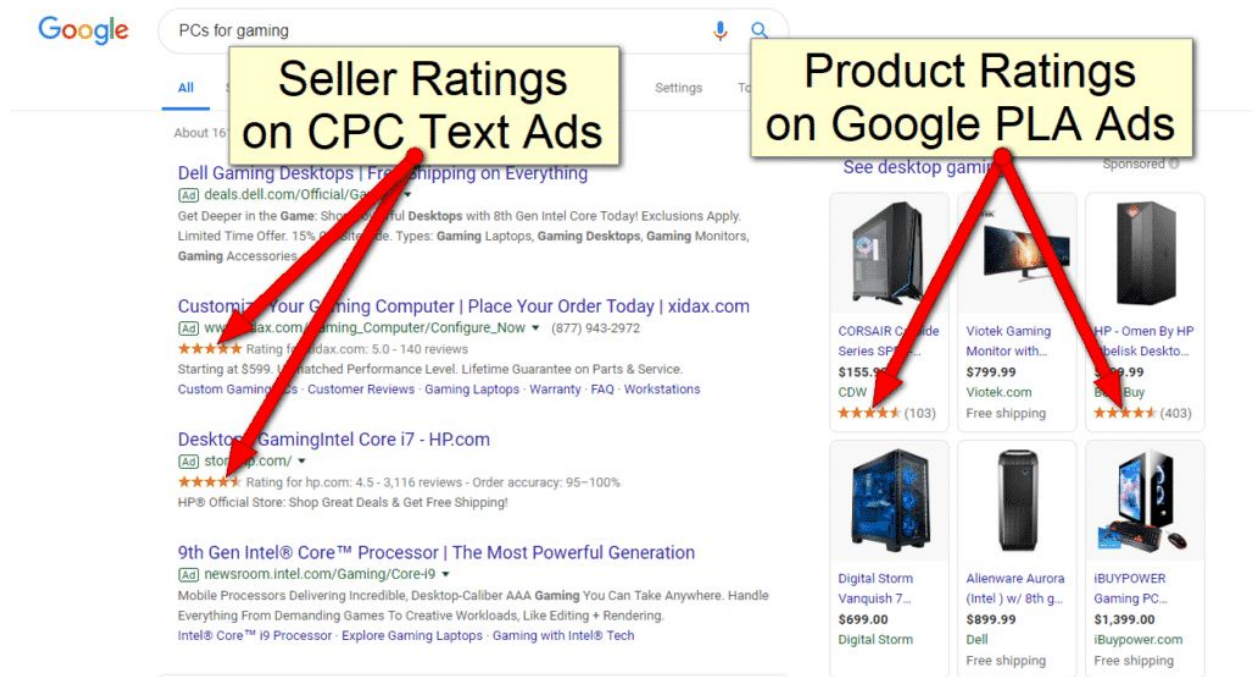
Many times instances have been seen where clients pause keywords because they aren't creating click or impression volume. While pausing is unquestionably one method for acting on low-performing keywords, we typically recommend pausing only as a last option. There is everything to consider when it comes to diagnosing why a keyword isn't generating volume, and one often overlooked, yet illuminating metric is



## Impression share

Impression share is the number of impressions you have received divided by the predicted number of impressions you were eligible to receive. Worth is based on your current ads' targeting settings, endorsement statuses, bids, and Quality Scores. You can survey impression share data at the campaign, ad group and keyword levels.

## 5. Use Product Ratings, Seller ratings



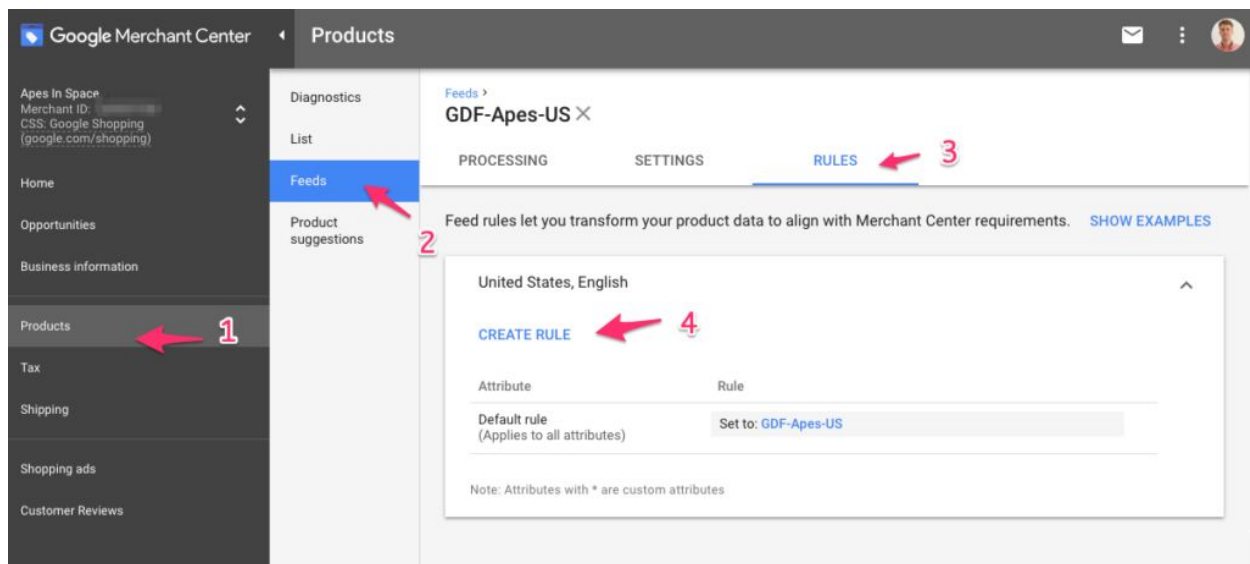
Have you ever inquired how to get the stars on your Google Adwords ads? A desire to efficiently boost conversions and beat your contestants? Google has now made it a lot more manageable to get the stars. Before you had to do all kinds of assimilation into your Google Base or Google merchant account, but not anymore. Now what Google does is license out to 32 autonomous 3rd party review companies.

These companies are allowed by Google and the stars are normally the ones that you see in Adwords CPC TEXT ads or your Google Shopping ads (PLAs).

Not solely will the star ratings show in your Google Adwords, but they will show in Bing Ads/Yahoo BTW, BingAds controls Yahoo PPC. These merchant rating stars will work for both service-based companies and eCommerce websites.

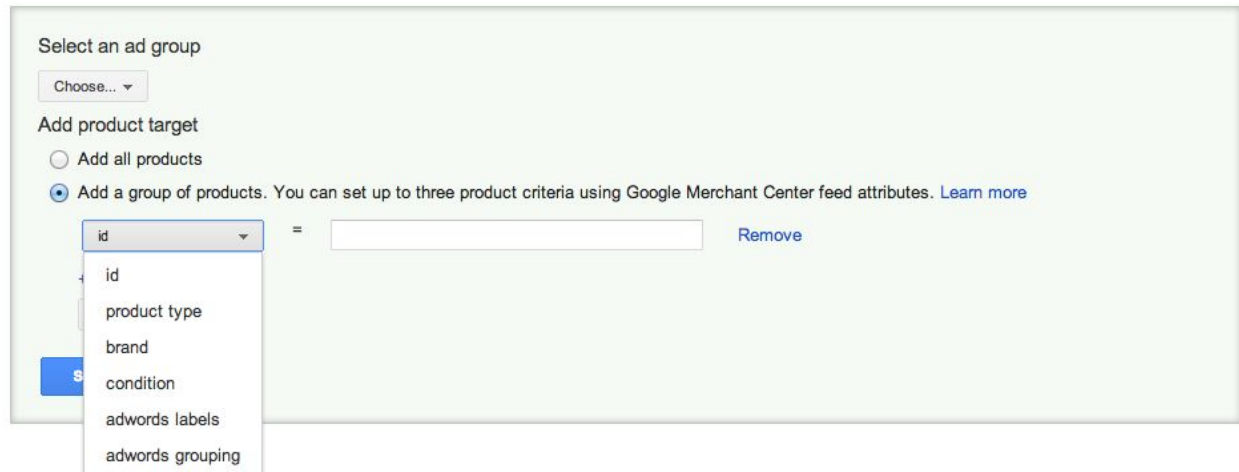
## 6. Make sure to use custom labels on every possible product for the segmentation

With Shopping campaigns, you can use design labels when you want to divide the products in your campaign using values of your selection. For example, you can use custom labels to indicate that products are periodical, on clearance, best sellers, etc. These values can then be elected to use for monitoring, reporting, and bidding in your Shopping campaign.



Campaign precedence is also beneficial when you're advertising the same product, for the same country, in various Shopping campaigns. To use the campaign priority setting, you first need to generate a Shopping campaign. But always remember that campaign priority is only necessary if you have multiple Shopping campaigns that promote the same product. Campaign priority is not agreeable with showcase Shopping ads.

## 7. Make product groups based on the themes and profits

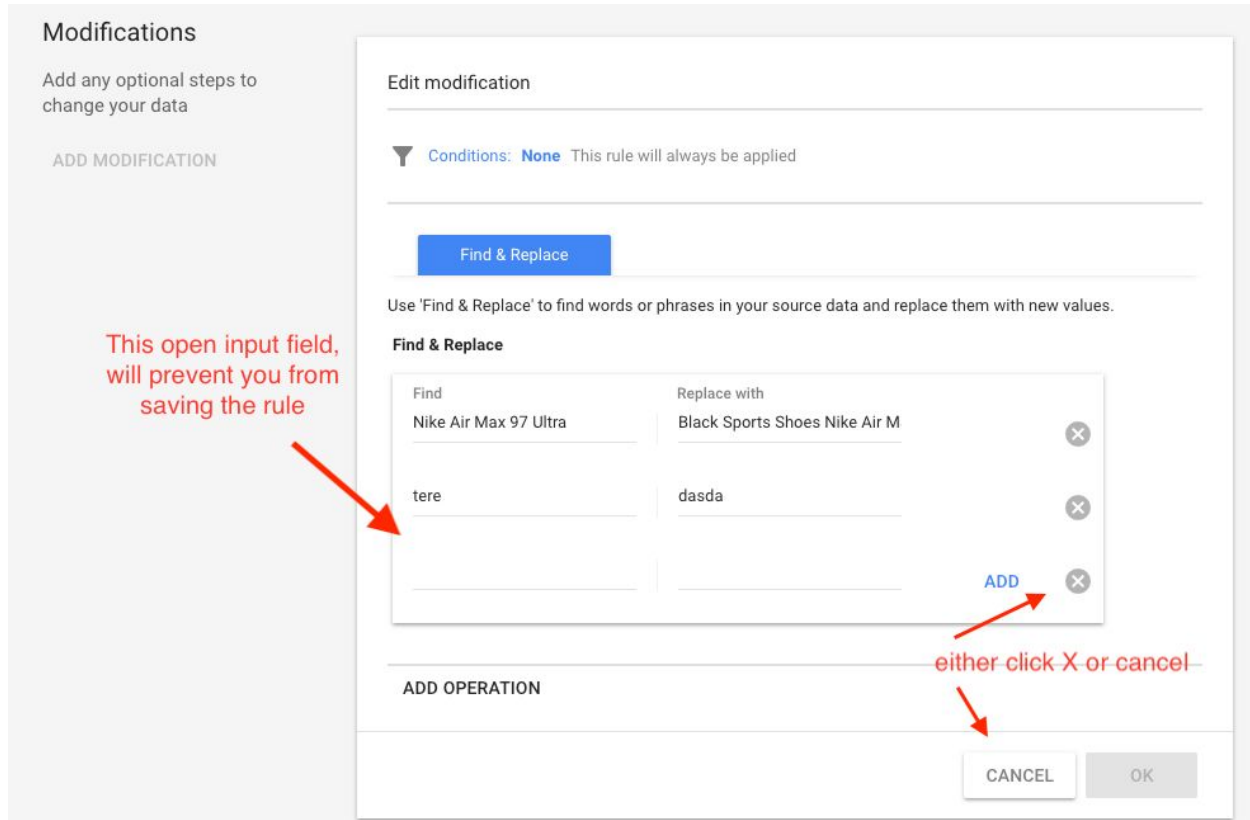


AdWords keyword grouping is a surveyed part of the AdWords workflow. Not everyone understands that creating parsimonious, better-organized ads groups in your AdWords account can have a big positive effect on your overall report performance. That's because well-organized keyword accumulations improve your account's significance, which raises your Essence Score and lowers your cost per click.

Dramatically grouping and classifying your keywords to improve your PPC strategies by enabling you to create:

- More Quality–Score–friendly ad groups
- More relevant text ads
- More effective landing pages that drive more conversions
- While you segment your keywords, PPC campaigns are more prosperous and cost-effective from end to end.

## 8. Use Google Merchant automatic rules to avoid unnecessary product disapproval



Modifications

Add any optional steps to change your data

ADD MODIFICATION

Edit modification

Conditions: **None** This rule will always be applied

Find & Replace

Use 'Find & Replace' to find words or phrases in your source data and replace them with new values.

Find & Replace

Find	Replace with	
Nike Air Max 97 Ultra	Black Sports Shoes Nike Air M	X
tere	dasda	X
		ADD X

ADD OPERATION

CANCEL OK

This open input field, will prevent you from saving the rule

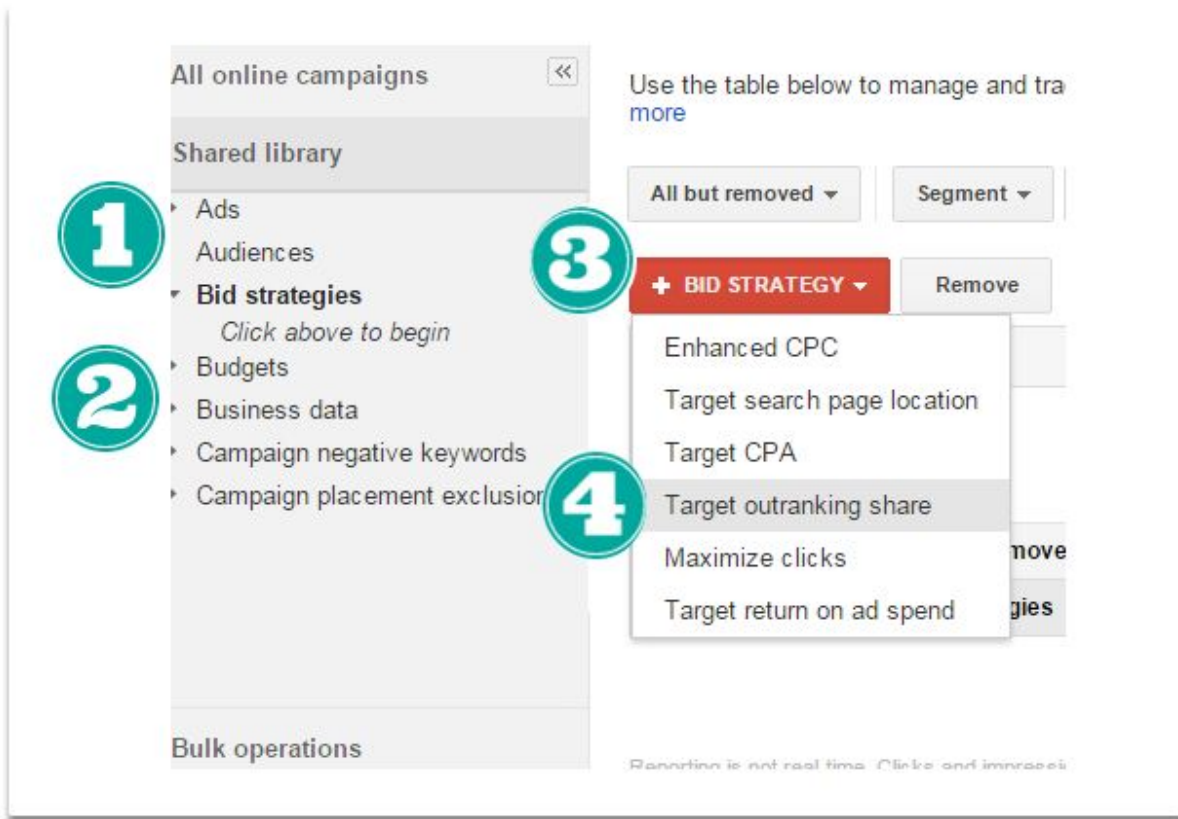
either click X or cancel

After your promotion feed and commodities feed are concocted, Google evaluates and validates your promotions before administering them. This process is typically finished within 12 hours but can take up to 24 hours. We at ROI Minds suggest you avoid unnecessary product disapprovals and submit your promotions as early as possible for a timely review.

### The approval process requires 2 steps:

1. Custom review: The custom review strengthens the progression follows all editorial obligations and program strategies and will occur quickly after a promotion is tendered during workday business hours.
2. Validation review: When a promotion becomes engaged on your site, Google testers will confirm that the promotion works and that it follows all program policies.

## 9. Manual ECPC and gradually set to CPA bidding strategy by starting campaigns



Enhanced cost-per-click (ECPC) aids you to get more progress from manual bidding. ECPC runs by automatically adjusting your manual bids for clicks that resemble more or less likely to lead to a sale or exchange on your website. Unlike Target CPA, which automatically sets bids based on your destination cost-per-conversion, ECPC is restrained by your max CPC bids when optimizing for conversions.

For exploration and exposure campaigns, ECPC benefits in increasing conversions while attempting to keep your cost-per-conversion identical as you are receiving with manual bidding. For Shopping, ECPC helps in increasing conversions while striving to maintain your same overall spend.

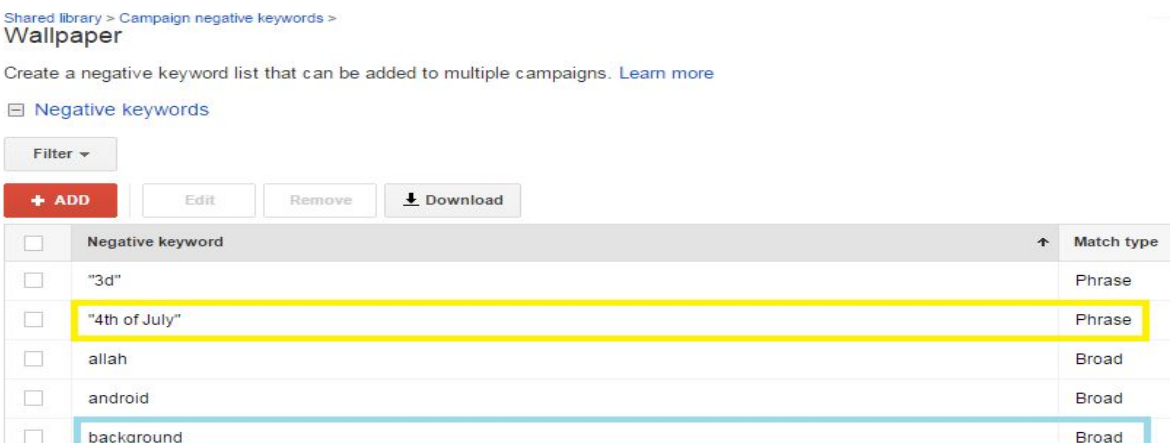
If you want to use Enhanced CPC with Search or Shopping campaigns, you'll need to set up conversion tracking also you don't need conversion tracking to use ECPC with display campaigns, but conversions will help you see whether your ads are capable and effective or not.

## 10. Ensure to identify as much as possible from everything else product group.

Creating your account enables you to entirely serve the right ads to the right customers, and it also enables you to thoroughly track the effectiveness of your advertising efforts. When people are scrutinizing online and they type a word or phrase, they are probably looking for information that's intimately tied to those words. For example, if Varun types digital watch and he sees an ad for film reels, he will probably not click the ad.

To show ads that are appropriate and applicable to the searches of people you are trying to reach, bundle and gather your related ads together with related keywords into an ad group. By using this method, all of your related ads would be displayed to customers searching for related things.

## 11. Keep updating your negative keyword list.




Shared library > Campaign negative keywords > Wallpaper

Create a negative keyword list that can be added to multiple campaigns. [Learn more](#)

Negative keywords

Filter ▾

**+ ADD** Edit Remove  Download

<input type="checkbox"/>	Negative keyword	Match type
<input type="checkbox"/>	"3d"	Phrase
<input type="checkbox"/>	"4th of July"	Phrase
<input type="checkbox"/>	allah	Broad
<input type="checkbox"/>	android	Broad
<input type="checkbox"/>	background	Broad

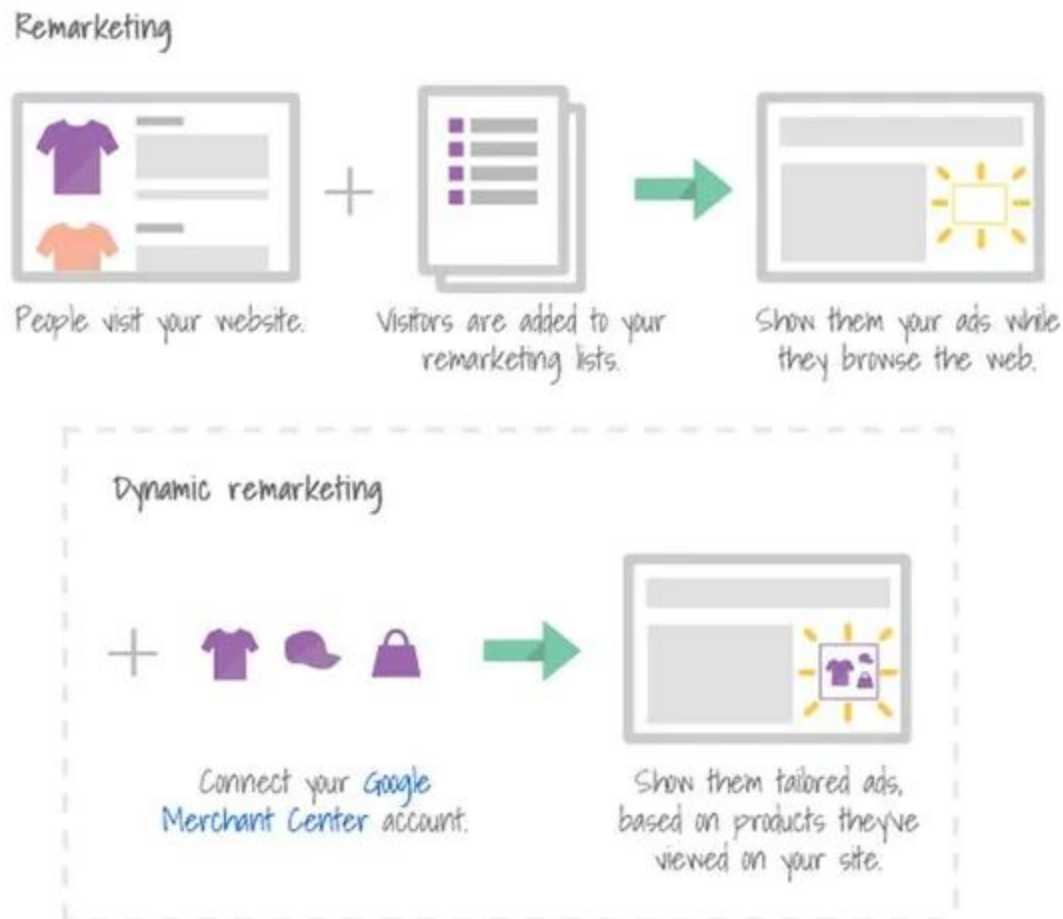
If there are some kind of search terms that give you undesired impressions or clicks across various campaigns, you can create a negative keyword list that includes those terms, then apply the list to appropriate campaigns. This way you won't have to manually add the related negative keywords to a particular campaign, and you can more efficiently manage future changes to negative keywords across campaigns.

To build and update a negative keyword list, you would have to think of concepts and words that you don't want triggering your ads. You can use the search terms outline to get ideas. You may also want to prepare these words by themes, such as the different products or services you offer. You can also add up more than 4000 negative keywords per list, and create more than 15 negative keyword lists in your account.

Once you create and update your negative keyword list, you can apply the list to various campaigns at once. Later, if you need to add a new negative keyword to those equivalent campaigns, you can just add it to the negative keyword list, and the change applies to all campaigns that share the list.



## 12. Run (RLSA) Remarketing lists for search ads campaigns for the most common search terms.



Remarketing lists for search ads (RLSA) is a Google AdWords characteristic that enables advertisers to tailor their search campaigns based on whether a user has earlier visited their website (or app), and the pages that user surveyed.

**RLSAs Remarketing lists for search ads can be used in two ways:**

1. Initiating bid modifications on your ad groups for users (remarketing lists) who are exploring on Google using the keywords you are bidding on.



2. Set up search ad groups to only be triggered and display ads if a user is on your Remarketing list, and is searching with the keywords you are bidding on.

**RLSA shows ads only to users who have already visited a page on your website. With the following strategies, you can make it possible:**

1. Make the most of a very small ad spend.
2. Bid on more universal terms, but only for the most qualified users.

By using RLSAs, you can elect to only have your search ads shown to users who have already visited your site. This means your small budget will last a lot longer than on conventional search ads because the users seeing your ads are probably a more qualified audience as they must already be aware of your brand and has previously visited your site.

### **13. Running Dynamic Remarketing campaign to get sales.**

Remarketing empowers you to show ads to people who have already visited your website or used your mobile application. Dynamic remarketing drives this a step further, letting you show former visitors ads that carry products and services they viewed on your site. With messages tailored to your audience, dynamic remarketing helps you create leads and sales by conducting previous visitors back to your site to accomplish and complete what they started.

**More reasons to use dynamic remarketing are:**

Ads that scale with your products or services: Pair your feed of products or services with dynamic ads, scaling your ads to meet your entire catalog.

Simple, yet powerful feeds: Create a basic .cvb, .tdv, .xas, or .xhsxx feed. The Google Ads product suggestion engine will pull products and assistance from your feed,

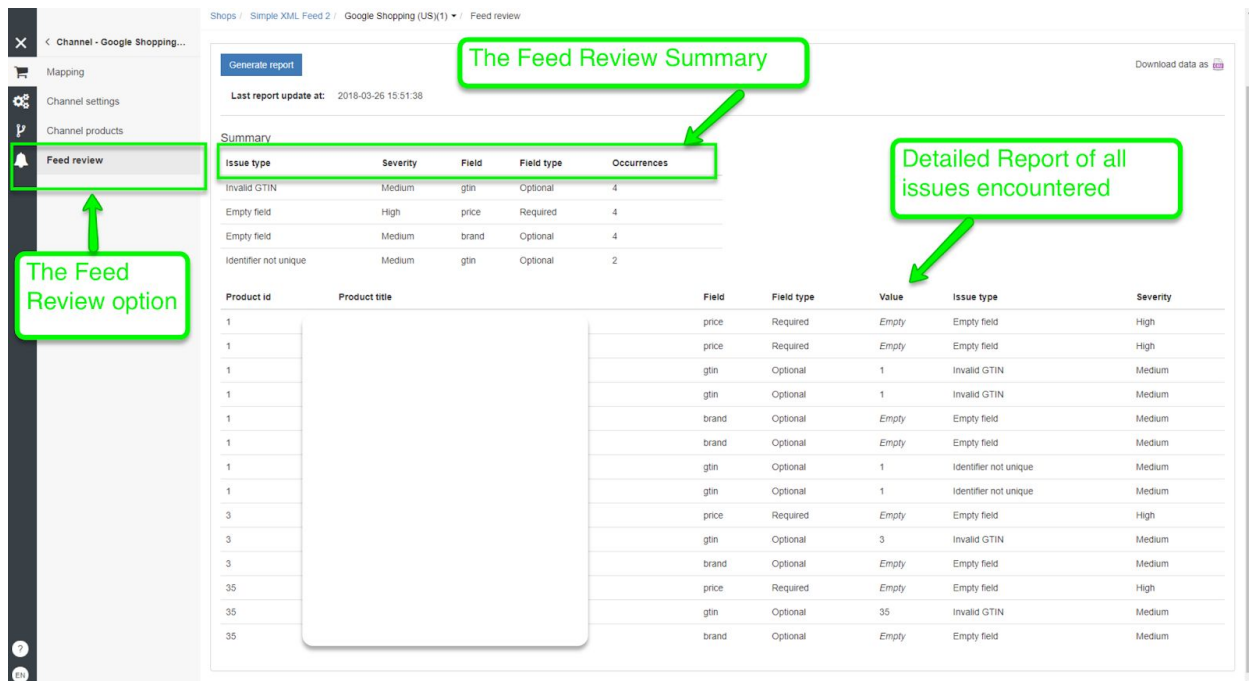
discovering the best mix of products for each ad based on popularity and what the visitor inspected on your site.

**High-performance layouts:** Google Ads prognosticates which dynamic ad layout is likely to function best for the person, placement, and platform where the ad will show.

**Real-time bid optimization:** With heightened CPC and translation optimizer, Google Ads determines the optimal bid for each impression.

#### 14. Don't forget to optimize your product Feed Title, Descriptions

Your product data molds the way your ads behave and work on Google Shopping. To make your Shopping campaigns as prosperous as possible, you need to provide and maintain high-quality product data.



The screenshot shows the Google Shopping Feed Review interface. A sidebar on the left contains navigation options: Mapping, Channel settings, Channel products, and Feed review. The 'Feed review' option is highlighted with a green box and labeled 'The Feed Review option'. The main content area displays a 'Summary' table and a 'Detailed Report of all issues encountered' table. The 'Summary' table is highlighted with a green box and labeled 'The Feed Review Summary'. The 'Detailed Report' table is also highlighted with a green box and labeled 'Detailed Report of all issues encountered'. The 'Summary' table lists the following data:

Issue type	Severity	Field	Field type	Occurrences
Invalid GTIN	Medium	gtin	Optional	4
Empty field	High	price	Required	4
Empty field	Medium	brand	Optional	4
Identifier not unique	Medium	gtin	Optional	2

The 'Detailed Report' table lists the following data:

Product id	Product title	Field	Field type	Value	Issue type	Severity
1		price	Required	Empty	Empty field	High
1		price	Required	Empty	Empty field	High
1		gtin	Optional	1	Invalid GTIN	Medium
1		gtin	Optional	1	Invalid GTIN	Medium
1		brand	Optional	Empty	Empty field	Medium
1		brand	Optional	Empty	Empty field	Medium
1		gtin	Optional	1	Identifier not unique	Medium
1		gtin	Optional	1	Identifier not unique	Medium
3		price	Required	Empty	Empty field	High
3		gtin	Optional	3	Invalid GTIN	Medium
3		brand	Optional	Empty	Empty field	Medium
35		price	Required	Empty	Empty field	High
35		gtin	Optional	35	Invalid GTIN	Medium
35		brand	Optional	Empty	Empty field	Medium

\*Map out your customer journey from Shopping ad to check out. Acknowledge opportunities that will build a better shopping occurrence, such as enhancements to your product data, landing page, and checkout process. Consumers are more likely to obtain if they can immediately find what they want to buy if they can use rich content

to help them make an implicated decision and if they can execute the transaction in just a few steps.

\*Prioritize your most relevant products when designating resources. Concentrate on products that have the most influence on your performance. Make sure you give complete product data and fix any significant issues for those products.

\*Run experiments to distinguish optimization techniques that are most effective for your products and target audience. For example, try attaching a color to your garments product titles and measure the change in your key administration metrics. Test different tactics to discover what will drive results for your business.

\*Take advantage of opportunities to distinguish your ads with Merchant Promotions, Product Ratings, Customer Reviews, and Local Inventory Ads. Highlight your unique offers and value declarations to set your Shopping ads apart from your contestants’.

## About Us

ROI Minds is a full-scale digital marketing agency based out of India. We love helping businesses to solve their growth and marketing problems with cutting-edge and profitable marketing solutions like SEO, PPC, Facebook Ads, Sales Funnel, Content Marketing, and Social Media Marketing.

Our mission is helping businesses to grow through taking care of their marketing needs saving them both time and money. If you are interested in scaling your company to the next level or facing issues with new client acquisition, let’s set an obligation free strategy call:

Book a Call: <https://calendly.com/roiminds/15minutes>

Join me on Skype: <https://join.skype.com/invite/lBzNDmgSgtCe>

Email: [sandeep@roiminds.com](mailto:sandeep@roiminds.com)

