



ADS PROCESS

Our Ads Process

1. Goal setting and Campaign Structure

2. Keyword and Audience Research

3. Ad creation and Optimisation

4. Keyword and Search Term Management

5. Audience Refinement

6. Optimisation Score Review

7. Ad Performance Analysis

8. Reporting and Insights



We follow Steps 3 to 8 each week to keep your campaigns aligned with your goals and performing optimally.

1

Goal setting and Campaign Structure

We establish clear goals and create a campaign structure tailored to your business objectives, ensuring every element aligns with your goals.

2

Keyword and Audience Research

We identify the most effective keywords and audience segments to maximise reach and target high-intent users.

3

Ad creation and Optimisation

We design compelling ads with strong calls-to-action, ensuring they meet Google's standards and effectively engage your audience.

4

Keyword and Search Term Management

We continuously refine your keyword list, adding relevant terms from data analysis and removing irrelevant ones to improve efficiency.

5

Audience Refinement

We assess audience performance, exclude underperforming segments, and test new targeting strategies to improve campaign efficiency.

6

Optimisation Score Review

We evaluate and improve your campaign's optimisation score, applying the most relevant recommendations to enhance performance.

7

Ad Performance Analysis

We analyse key metrics such as CTR and ROAS, identifying areas for improvement and optimising high-performing ads.

8

Reporting and Insights

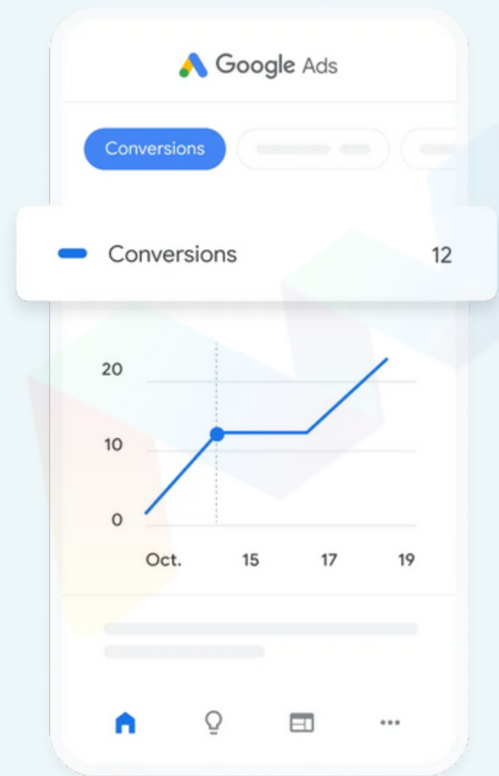
We provide comprehensive reports with actionable insights, helping you understand campaign performance and plan future improvements.

Your ads. Your way.

Keep in the know. With an easy-to-use mobile app, you can monitor and even adjust your ads and budget wherever you are.

You're in control of your money. While managing your ads, we won't change your spending without you telling us to. In reports we may mention if more spending is recommended, but we won't push you for it.

At hand for updates. If you want any changes to your ads you can just send us a message and we'll make the necessary changes for you.



Spend Your Time Wisely

By letting us manage your ads you're not just getting expertly created and maintained ads, you're freeing up your own time to spend on your business.

Advertise How You Want

We listen to you. Whether you prefer a hands-on approach or want us to handle the details, we adapt to your needs. You decide the direction, we make it happen.

You're Paying Google Direct

Your advertising budget goes directly to Google Ads, so you know where your money's going.

We'll Handle Those Advertiser Calls

If you've advertised before, you know calls about your account are inevitable. We'll take those calls for you and leave notes in your report.

Goal setting and Campaign Structure

Before launching any ad campaigns, it's important to first understand what your business wants to achieve. Whether your goal is to increase online sales, drive more traffic to your site, or build brand awareness, setting clear and measurable objectives is crucial.

We'll work closely with you to define your goals and ensure that each campaign is aligned with them, allowing us to track performance and optimise for success.



We handle all advertiser calls, so you can focus on your business without interruptions.

Goal Setting

We start by discussing your business's primary objectives. Understanding your unique needs and desired outcomes helps us create campaigns that directly support your goals.

More Ad Views

More Audience Reach

More Website Visits

More Contact Made

More Sales Made

More Sales Value

Campaign Structure

Once your goals are set, we build a campaign structure that's designed to support those objectives. This involves organising your campaigns into targeted ad groups and deciding on optimal budget allocations.

We also determine the best bidding strategies and targeting methods to ensure your campaigns are set up for maximum effectiveness from the start.

Keyword and Audience Research

Before we launch any ads, we need to identify the right keywords and target audience. This step ensures that your ads reach the people most likely to engage with your business and prevents money being wasted on keywords that don't lead to conversions.



+ 1 more Add filter 624 keyword ideas available Columns Keyword view ^							
Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
2,900	+50%	-33%	High	< 1%	£0.20	£0.93	In Account
4,400	+50%	0%	High	< 1%	£0.38	£1.67	In Account
480	-18%	-18%	High	—	£0.43	£1.88	
480	+23%	-19%	High	—	£0.19	£0.87	
590	0%	-33%	High	—	£0.48	£2.25	In Account
480	0%	0%	High	—	£0.20	£0.81	In Account
8,100	0%	-18%	High	< 1%	£0.37	£1.12	In Account
720	+22%	-28%	High	—	£0.42	£1.35	In Account
590	0%	-33%	High	—	£0.53	£2.55	In Account
90	0%	0%	High	—	£0.51	£2.49	

Keyword research involves a complex range of factors.

We gather detailed information from you to make informed decisions and optimise your campaigns towards your specific goals.

Keyword Research

We begin by asking you about the products and services you offer and how customers typically find you. With this information, we conduct in-depth keyword research to identify the most relevant and high-performing terms for your business.

This research helps us focus on the search terms that will drive the most qualified traffic to your site.

Audience Research

In addition to keyword research, understanding your target audience is key to the success of your campaigns. We'll discuss your existing customer base and their behaviour, then create your audience based on key factors such as demographics, interests, and online activity.

This allows us to target the most relevant people who are most likely to convert.

Ad Creation and Optimisation

With the right keywords and audience identified, we move on to crafting compelling ads and optimising them for performance.



As a certified Google Partner, we bring industry-leading expertise to ad creation and optimisation.

Our expertise ensures your ads reach the right audience at the right time for optimal results.

We only adjust your budget with your approval, ensuring full control over your spending.

Ad Creation

Creating effective ads is a critical part of the process. We design engaging ad copy and select visuals that resonate with your target audience.

The goal is to create ads that capture attention and drive users to take action, whether that's making a purchase, filling out a form, or contacting you for more information.

Ad Optimisation

Once your ads are live, we don't stop there. We continually monitor and optimise your ads to ensure they're performing at their best. This may involve A/B testing different ad variations, tweaking copy or visuals, and refining targeting to improve results.

Regular optimisation ensures that your ads consistently deliver the best possible performance.

Keyword and Search Term Management

As your ads run, it's important to manage both the keywords we target and the search terms users enter. This allows us to ensure we're spending your budget effectively and reaching the right audience.



Keywords:

Broad match

Matches related searches and variations.

Phrase match

Matches the phrase with extra words before or after.

Exact match

Matches the exact phrase or close variations.

Keyword Management

We closely monitor the performance of the keywords that trigger your ads. This includes reviewing which keywords are driving traffic and conversions, and removing any underperforming or irrelevant ones.

Keyword management ensures that your ads are shown to users who are most likely to be interested in your business, maximising your ad spend.

Search Term Management

In addition to keyword management, we also track the specific search terms users are entering. By reviewing these search terms, we can uncover new opportunities and refine targeting.

We continuously adjust to ensure that your ads are showing up for the most relevant and profitable search queries.

Audience Refinement

As campaigns gather data, we fine-tune the audience targeting to ensure we are reaching the most relevant people.



Refining Audience Targeting

With data from your campaigns, we analyse which audience segments are performing best and make adjustments. This might include narrowing down age ranges, refining geographic targeting, or adjusting interests and behaviours.

By refining audience targeting, we ensure that we're always reaching people who are most likely to convert.

Remarketing

We also utilise remarketing strategies to re-engage users who have already interacted with your business but haven't yet converted.

By showing these users targeted ads as they browse other websites, we increase the chances of them returning and completing their desired action.


Optimisation Score Review

To ensure the campaign remains effective, we regularly review the optimisation score, a measure of how well the campaign is set up and performing.



100%



Your campaign optimisation score 

Improve your score by following the recommendations below

Every week we check any reasons why your score isn't 100% and either fix it for you or discuss the best plan of action with you.

Reviewing Optimisation Scores

The optimisation score is a metric that highlights areas where we can improve the campaign setup. We regularly review this score to identify opportunities to refine targeting, adjust bidding strategies, optimise ad copy, or adjust campaign settings.

By addressing these recommendations, we can improve your campaign's overall performance and maximise results.

Implementing Improvements

Based on the optimisation score, we implement any necessary improvements. This could involve adjusting the campaign's structure, enhancing ad relevance, or fine-tuning targeting parameters.

Regular optimisation ensures that the campaign continues to evolve and perform at its highest potential.

Ad Performance Analysis

Performance analysis is essential for understanding how your ads are performing and where we can make improvements.



Performance Monitoring

We track key metrics such as click-through rates (CTR), conversion rates, and return on ad spending (ROAS). By regularly reviewing these metrics, we can assess the effectiveness of the ads and identify areas where changes may be needed. Continuous monitoring allows us to optimise campaigns for maximum impact.

Data-Driven Adjustments

Once we've reviewed the data, we make informed decisions about how to improve the campaign. This might involve adjusting ad copy, tweaking bidding strategies, or refining targeting. By making data-driven adjustments, we ensure that your ads are always performing at their best.



Reporting and Insights

We provide regular, transparent reports to keep you informed of how your campaigns are performing and go over changes being made to the campaigns.



Reporting

Our reports provide an overview of key metrics and campaign performance.

These reports give you a clear picture of how your campaigns are progressing towards your goals and offer transparency into how your budget is being spent.

Insights and Actions Taken

In addition to the data, we provide an overview of the changes and optimisations we've made based on the data. This includes adjustments to targeting, ad copy modifications, and any budget reallocations.

These actions are designed to improve campaign performance and ensure that your ads continue to align with your business objectives.



NaNet Websites Ltd
Unit 51 Enterprise Centre
Denton Island
Newhaven, BN9 9BA
info@nanet.co.uk
01273 921 393
nanet.co.uk