

A large, stylized number '1' in red and white, positioned on the right side of the page, partially overlapping the main text area.

# **THE ULTIMATE** **GOOGLE ADS** **STARTER GUIDE**

# Table of contents

<b>Introduction</b>	<b>3</b>
<b>Setting up Your Google Ads Account &amp; Starter Bonus</b>	<b>4</b>
<b>Launching Your First Campaign</b>	<b>5</b>
<b>Keywords, Targeting &amp; Structure</b>	<b>6</b>
<b>Data &amp; Performance Analysis</b>	<b>7</b>
<b>Basic Optimization &amp; Quick Wins</b>	<b>8</b>
<b>Common Mistakes &amp; Next Steps</b>	<b>9</b>

# Introduction

## WHY GOOGLE ADS STILL WORKS

Every second, more than 100,000 searches are performed on Google worldwide. In the Netherlands, nine out of ten people use Google as their primary search engine. This makes Google the place where customers actively look for products and services. Often with a clear intention to take action.

Google Ads allows businesses to appear at the top of the search results exactly at that moment. Instead of interrupting potential customers, you are responding to their demand. This is what makes Google Ads one of the most powerful and effective online advertising platforms available.

Businesses choose Google Ads because it delivers measurable results. You only pay when someone clicks on your ad or completes a specific action, such as filling in a form or making a purchase. Budgets are flexible, performance is transparent, and campaigns can be optimized continuously, increasingly supported by automation and AI-driven optimization.

### Key benefits of Google Ads include:

- ▶ Immediate visibility in search results
- ▶ Full control over budget and targeting
- ▶ Fast and measurable results
- ▶ The ability to compete in highly competitive markets
- ▶ Precise targeting based on location, intent, and behavior

On average, companies that use Google Ads effectively achieve a return on ad spend between 200 and 400 percent. Results vary strongly depending on industry, competition and campaign setup.

In this guide, you will learn how to set up a Google Ads account, launch your first campaign, analyze performance data, and optimize your campaigns step by step. The goal is to help you build campaigns that not only run, but actually perform.

# Setting up Your Google Ads Account & Starter Bonus

Setting up your Google Ads account correctly is the foundation of successful campaigns. A clean setup prevents issues later and ensures you maintain full control over your advertising.

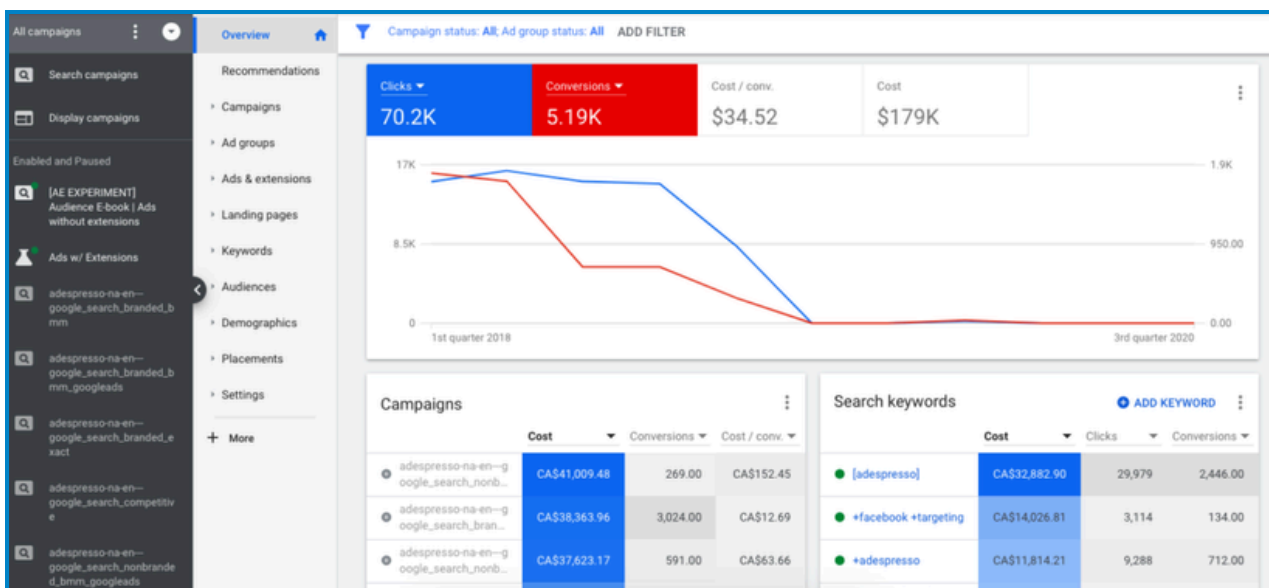
To create your account, go to [ads.google.com](https://ads.google.com) and click "Get Started." Log in with a Google account that is used for your business. During the setup process, you will enter basic business details and billing information.

## Important guidelines during setup:

- Always use a business email address
- Make sure the account ownership remains with the business
- Carefully review billing settings and payment methods

During the account setup, Google often offers a starter bonus for new advertisers. This bonus is usually activated automatically or during the billing process. Follow the instructions shown by Google and make sure you meet the minimum spend requirements to receive the credit.

Once your account is active and billing is completed, you are ready to move on to creating your first campaign.



# Launching Your First Campaign

When creating a new campaign, Google asks you to choose a campaign goal. This choice determines how Google optimizes your ads and which users are most likely to see them.

## The most commonly used goals are:

- ▶ **Leads**, which is ideal for service-based and B2B companies
- ▶ **Sales**, which is best suited for e-commerce businesses
- ▶ **Website traffic** or **brand awareness**, mainly for visibility-focused campaigns

Choose one primary action you want users to take, such as booking an appointment or submitting a contact form.

Next, you set your budget. A common beginner mistake is setting the budget too low. While Google Ads allows flexibility, campaigns need enough data to perform properly. A daily budget between €10 and €20 is usually a good starting point. Using a monthly budget can help prevent fluctuations.

Writing your ads is one of the most important steps. A good ad speaks directly to the user's intent and clearly explains why they should click.

## A strong search ad usually includes:

- ▶ Multiple headlines and descriptions, combined in Responsive Search Ads
- ▶ Two supporting descriptions
- ▶ A clear call-to-action

Your ad copy should always match the keywords and the landing page it leads to.

# Keywords, Targeting & Structure

Keywords determine when and where your ads appear. Choosing the right keywords is essential for reaching the right audience and avoiding wasted budget.

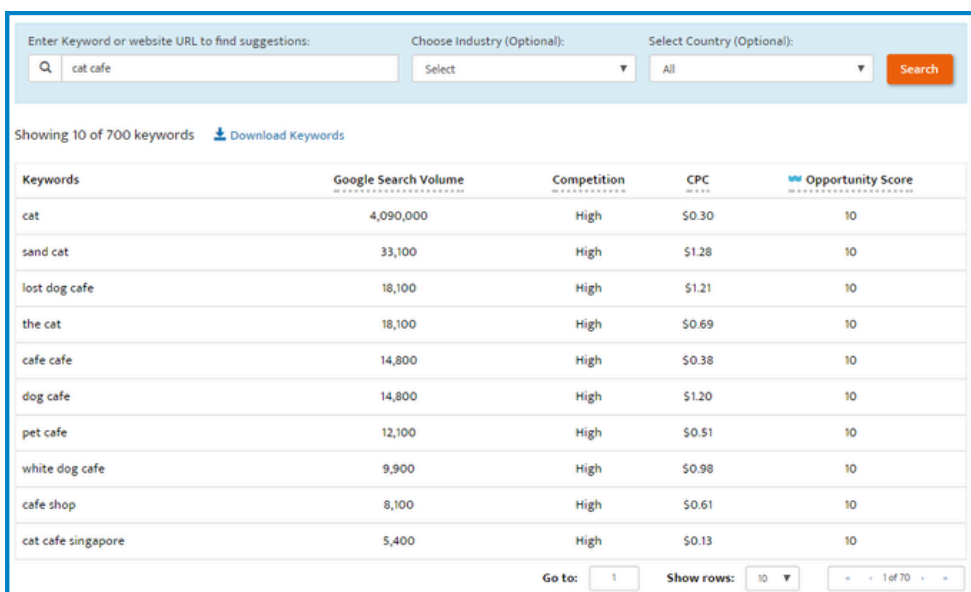
A good rule of thumb is to use between 8 and 15 keywords per ad group. These keywords should be closely related and reflect what your potential customers are searching for. In modern Google Ads setups, keyword intent is more important than strict keyword counts, with broader match types often supported by smart bidding.

Targeting settings define where your ads are shown. You can target specific cities, regions, or a radius around a location. For local businesses, a radius of 20 to 50 kilometers often works best. Always exclude locations where you do not offer your services to avoid unnecessary clicks.

## A clear campaign structure makes Google Ads easier to manage and optimize. Google Ads works on three levels:

- Campaigns, where you set budgets and targeting
- Ad groups, where keywords are grouped by theme
- Ads, which are shown to users

Each ad group should focus on one clear keyword theme. This increases relevance, improves click-through rates, and lowers costs.



Enter Keyword or website URL to find suggestions:  Choose Industry (Optional):  Select Country (Optional):

Showing 10 of 700 keywords [Download Keywords](#)

Keywords	Google Search Volume	Competition	CPC	Opportunity Score
cat	4,090,000	High	\$0.30	10
sand cat	33,100	High	\$1.28	10
lost dog cafe	18,100	High	\$1.21	10
the cat	18,100	High	\$0.69	10
cafe cafe	14,800	High	\$0.38	10
dog cafe	14,800	High	\$1.20	10
pet cafe	12,100	High	\$0.51	10
white dog cafe	9,900	High	\$0.98	10
cafe shop	8,100	High	\$0.61	10
cat cafe singapore	5,400	High	\$0.13	10

Go to:  Show rows:

# Data & Performance Analysis

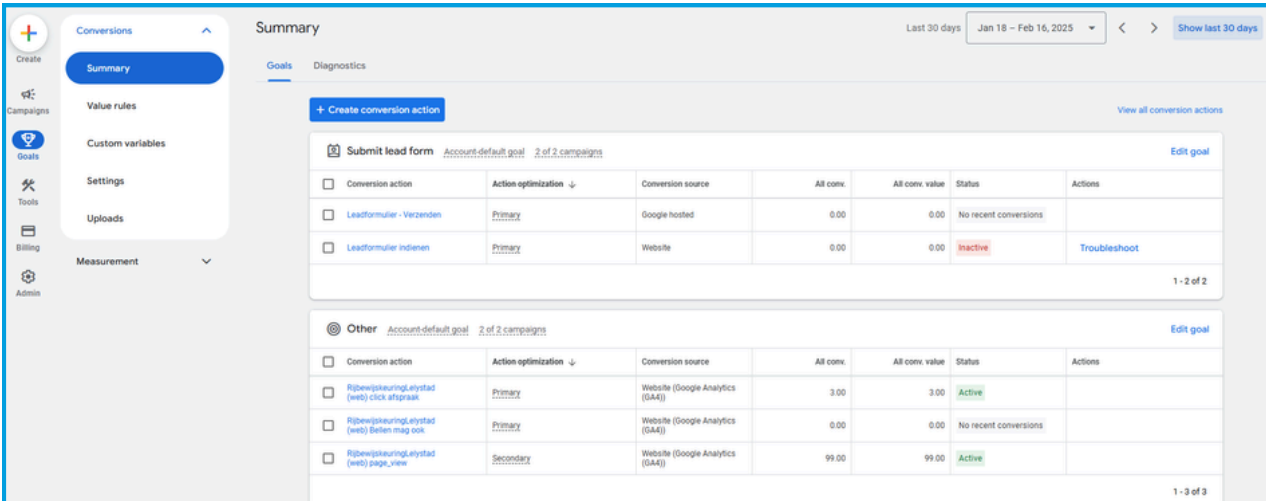
Data is what turns Google Ads from guessing into decision-making. By analyzing performance metrics, you can understand what works and what needs improvement.

## The most important metrics to monitor are:

- **Click-through rate (CTR)**, which shows how relevant your ads are
- **Cost per click (CPC)**, which indicates efficiency
- **Conversions**, which measure actual results
- **Cost per conversion** or ROAS, depending on your goal

It is important not to optimize too quickly. Let campaigns run for at least seven to ten days before making changes. Look for patterns over time instead of reacting to daily fluctuations.

Conversion tracking is essential. Without it, you cannot properly measure success. If tracking is not set up yet, launch your campaign first and implement tracking as soon as possible. Tracking form submissions, calls, or purchases gives you the data needed to optimize effectively.



The screenshot displays the Google Ads 'Conversions' summary page. It shows two conversion action groups: 'Submit lead form' and 'Other'. The 'Submit lead form' group has two actions: 'Leadformulier - Verzendin' (Primary, Google hosted, 0.00 conv, 0.00 value, No recent conversions) and 'Leadformulier indienen' (Primary, Website, 0.00 conv, 0.00 value, Inactive). The 'Other' group has three actions: 'Rijbewijsaansvraag (web) click\_ahpgraai' (Primary, Website (Google Analytics (GA4)), 3.00 conv, 3.00 value, Active), 'Rijbewijsaansvraag (web) Beleen mag ook' (Primary, Website (Google Analytics (GA4)), 0.00 conv, 0.00 value, No recent conversions), and 'Rijbewijsaansvraag (web) page\_view' (Secondary, Website (Google Analytics (GA4)), 99.00 conv, 99.00 value, Active).

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
<b>Submit lead form</b> Account-default goal 2 of 2 campaigns <a href="#">Edit goal</a>						
<input type="checkbox"/>						
<input type="checkbox"/>	Primary	Google hosted	0.00	0.00	No recent conversions	
<input type="checkbox"/>	Primary	Website	0.00	0.00	Inactive	<a href="#">Troubleshoot</a>
1 - 2 of 2						
<b>Other</b> Account-default goal 2 of 2 campaigns <a href="#">Edit goal</a>						
<input type="checkbox"/>						
<input type="checkbox"/>	Primary	Website (Google Analytics (GA4))	3.00	3.00	Active	
<input type="checkbox"/>	Primary	Website (Google Analytics (GA4))	0.00	0.00	No recent conversions	
<input type="checkbox"/>	Secondary	Website (Google Analytics (GA4))	99.00	99.00	Active	
1 - 3 of 3						

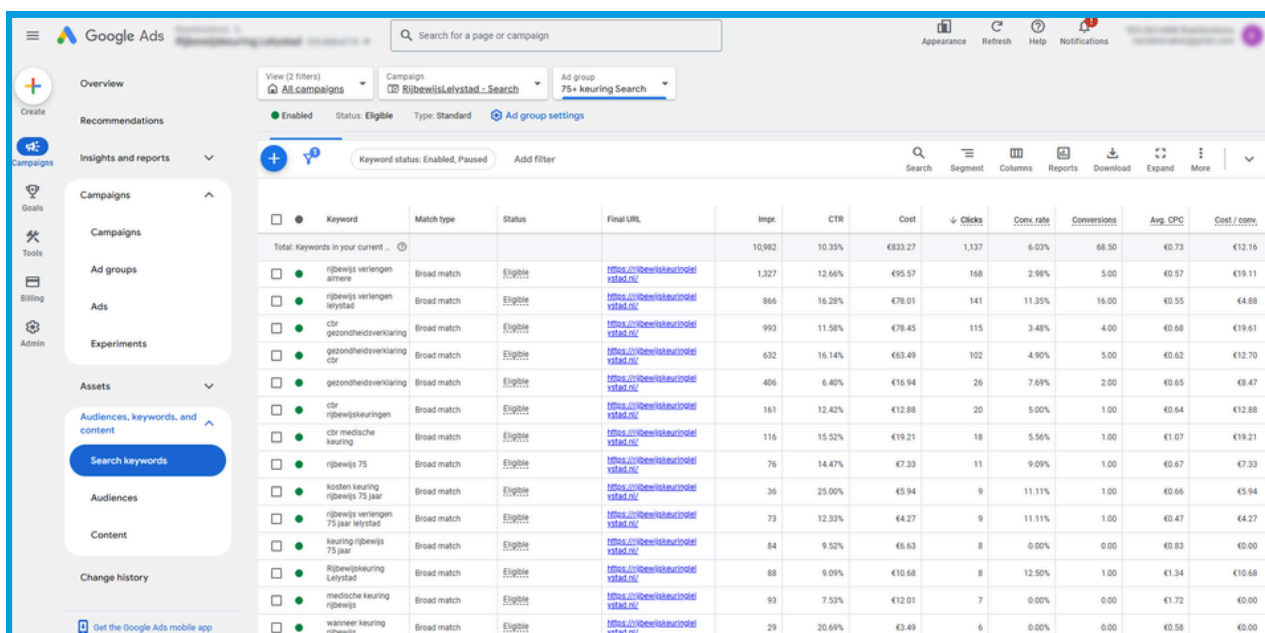
# Basic Optimization & Quick Wins

Optimization is an ongoing process. Small improvements can make a big difference over time.

When reviewing keywords, focus on those that generate costs but deliver little or no results. These keywords can be paused to free up budget for better-performing terms. It is recommended to pause keywords instead of deleting them, so you keep access to historical data.

The search terms report is a valuable tool. It shows the actual search queries that triggered your ads. Irrelevant queries should be added as negative keywords to prevent wasted spend. Common examples include words like “free” or “cheap,” depending on your offer.

Ad texts should also be reviewed regularly. Always test at least two or three ads per ad group. Improve underperforming ads by adjusting headlines, adding stronger calls-to-action, or making the message more specific.



The screenshot displays the Google Ads Search Terms report for a campaign named 'RibewijsLeystad - Search' in the '75+ keuring Search' ad group. The report shows 15 keywords with their respective performance metrics. The columns include Keyword, Match type, Status, Final URL, Impr., CTR, Cost, Clicks, Conv. rate, Conversions, Avg. CPC, and Cost / conv.

Keyword	Match type	Status	Final URL	Impr.	CTR	Cost	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.
Total: Keywords in your current...				10,962	10.35%	€833.27	1,137	6.03%	68.50	€0.73	€12.16
ribewijs verlenen almere	Broad match	Eligible	https://bewijskeuring.vstaf.nl	1,327	12.66%	€95.57	168	2.96%	5.00	€0.57	€19.11
ribewijs verlenen leydstad	Broad match	Eligible	https://bewijskeuring.vstaf.nl	866	16.28%	€78.01	141	11.35%	16.00	€0.55	€4.88
cbz gezondheidsverklaring	Broad match	Eligible	https://bewijskeuring.vstaf.nl	993	11.58%	€78.45	115	3.48%	4.00	€0.68	€19.61
gezondheidsverklaring cbz	Broad match	Eligible	https://bewijskeuring.vstaf.nl	632	16.14%	€63.49	102	4.90%	5.00	€0.62	€12.70
gezondheidsverklaring	Broad match	Eligible	https://bewijskeuring.vstaf.nl	406	6.40%	€16.94	26	7.69%	2.00	€0.65	€8.47
cbz ribewijskeuringen	Broad match	Eligible	https://bewijskeuring.vstaf.nl	161	12.42%	€12.88	20	5.00%	1.00	€0.64	€12.88
cbz medische keuring	Broad match	Eligible	https://bewijskeuring.vstaf.nl	116	15.52%	€19.21	18	5.56%	1.00	€1.07	€19.21
ribewijs 75	Broad match	Eligible	https://bewijskeuring.vstaf.nl	76	14.47%	€7.33	11	9.09%	1.00	€0.67	€7.33
kosten keuring ribewijs 75 jaar	Broad match	Eligible	https://bewijskeuring.vstaf.nl	36	25.00%	€5.94	9	11.11%	1.00	€0.66	€5.94
ribewijs verlenen 75 jaar leydstad	Broad match	Eligible	https://bewijskeuring.vstaf.nl	73	12.33%	€4.27	9	11.11%	1.00	€0.47	€4.27
keuring ribewijs 75 jaar	Broad match	Eligible	https://bewijskeuring.vstaf.nl	84	9.52%	€6.63	8	0.00%	0.00	€0.83	€0.00
Ribewijskeuring Leydstad	Broad match	Eligible	https://bewijskeuring.vstaf.nl	88	9.09%	€10.68	8	12.50%	1.00	€1.34	€10.68
medische keuring ribewijs	Broad match	Eligible	https://bewijskeuring.vstaf.nl	93	7.53%	€12.01	7	0.00%	0.00	€1.72	€0.00
wanneer keuring ribewijs	Broad match	Eligible	https://bewijskeuring.vstaf.nl	29	20.69%	€3.49	6	0.00%	0.00	€0.58	€0.00

# Common Mistakes & Next Steps

Many Google Ads campaigns fail due to a few recurring mistakes. These include using keywords that are too broad, sending traffic to weak landing pages, working with budgets that are too small, or skipping conversion tracking altogether.

Google Ads is not a one-time setup, but an ongoing process of testing, analyzing, and improving. The more structured and consistent your approach, the better your results will become.

If you want to take the next step, consider requesting a free campaign audit, booking an introductory call, or downloading an optimization checklist to support your work.

At ROAS Solutions, we believe in more than just Return on Ad Spend. We believe in **Return on Activity Spend**. Every action should contribute to measurable growth. So choose the right activities for maximizing your revenue!