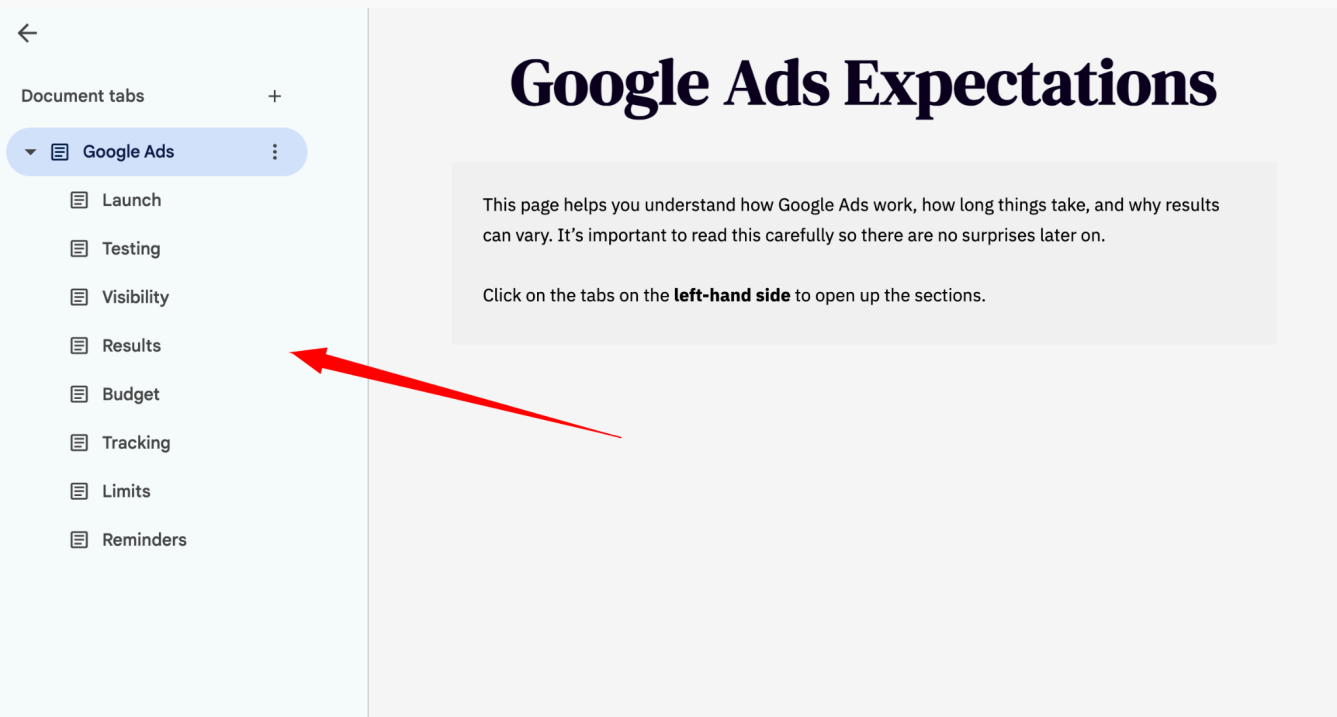


Google Ads

Google Ads Expectations

This page helps you understand how Google Ads work, how long things take, and why results can vary. It's important to read this carefully so there are no surprises later on.

Click on the tabs on the **left-hand side** to open up the sections.



The screenshot shows a mobile application interface. On the left is a sidebar menu with a back arrow at the top. Below the back arrow is the text "Document tabs" followed by a plus sign. The menu items are: "Google Ads" (highlighted with a blue bar and a dropdown arrow), "Launch", "Testing", "Visibility", "Results", "Budget", "Tracking", "Limits", and "Reminders". A red arrow points from the "Results" item in the sidebar to the main content area. The main content area has a title "Google Ads Expectations" and two paragraphs of text: "This page helps you understand how Google Ads work, how long things take, and why results can vary. It's important to read this carefully so there are no surprises later on." and "Click on the tabs on the **left-hand side** to open up the sections."

Launch

Timeframe

When we first launch a new Google Ads campaign, the system enters a learning phase. This happens whether we launch a brand-new campaign or make a major change to an existing one (like switching bid strategy, changing landing pages, or editing conversion tracking).

During this learning period, Google is testing when and where to show your ads, who is most likely to click, and what type of traffic is converting.

There's no guaranteed performance during this time. Clicks might be inconsistent. Costs may be higher. Conversions may be slow. This is expected.

Learning typically lasts **7 to 14 days per campaign change**, but real data you can act on usually takes **4 to 6 weeks of consistent performance without interruptions**.

If you keep changing your ads, campaigns, landing pages, or budget during this period, Google restarts its learning. That resets the process and delays results further.

Testing

Testing

Once your campaigns are live and tracking is set up, we start testing. Testing is the backbone of how we improve performance.

We test:

- Different ad copy versions
- New headlines and descriptions
- Various keyword types and themes
- Multiple landing pages or layouts
- Device performance (mobile vs desktop)
- Audience segments
- Calls vs forms
- Split test offers, creatives, and value props

Each test needs time and traffic. Not everything works straight away. That's normal. We use data from each round to inform the next step and build results over time. The more budget and traffic available, the faster we can test and optimise.

Visibility

Visibility

If you search for your own ad and don't see it, that does **not** mean your ads are broken.

Here are some reasons your ad might not appear:

- You're not part of the target audience (location, device, demographics, etc)
- You've used up the daily budget, so ads paused early that day
- Another advertiser won the search auction at that moment
- You've searched the same keyword too many times without clicking, so Google **hides the ad from you** to avoid fake traffic
- Your ad schedule may be limited to certain times of day
- Your search terms may be excluded based on performance

The right way to check if your ads are running is inside the Google Ads dashboard or using the ad preview tool. We track all delivery and results for you and include it in your regular reports.

Results

Results

Google Ads can bring traffic to your site, but it doesn't guarantee conversions. Your results depend on several factors working together.

Here's what impacts performance:

- **Page load speed:** If your site is slow, people leave before converting
- **Offer:** If your offer isn't compelling or clearly valuable, fewer people will act
- **Pricing:** If your price isn't competitive or clearly explained, you'll lose interest
- **Trust:** If your brand looks untrustworthy or you have no reviews, conversions drop
- **Search intent:** Not everyone who clicks is ready to buy right now
- **Follow-up:** If leads are not followed up quickly, their value drops fast

Our job is to bring the right traffic to your site. Your job is to make sure your site and offer are strong enough to convert that traffic. If we spot conversion issues, we'll let you know and offer solutions.

Budget

Results

Google Ads runs on a bidding system. Every time someone searches, your ad competes in a real-time auction.

The cost of that click depends on:

- Your niche and how competitive the keyword is
- Your ad's quality score (Google rates your relevance and landing page experience)
- Your bid and budget
- Your expected click-through rate (CTR)

Some niches have cheap clicks at \$1 to \$5. Others, like law, finance, or emergency services, can cost over \$100 per click.

If your daily budget is too low for your industry, you may only get one or two clicks per day. That's not enough to generate reliable results or to train Google's algorithm properly. We will advise you on what budget makes sense for your goals.

Tracking

Tracking

We track everything using WhatConverts. This includes:

- Phone calls
- Form submissions
- Purchases or bookings

If tracking is missing or delayed, Google has no idea what counts as a good lead. This limits performance and slows down optimisation.

Phone tracking is especially important. In many industries, most leads come through calls. If we can't track those, Google sees zero conversions and your ads get deprioritised.

Delaying or refusing tracking setup will hurt your results. It's not optional if you want performance.

Limits

Limits

Here's what we **can't** control:

- How many people are searching for your service right now
- Whether they choose to click or convert
- Big algorithm updates or market shifts
- Results if your offer is vague, untested, or uncompetitive
- Ad performance when tracking is blocked or site issues exist
- Speed of results when budgets are too low to test fast

Here's what we **can** control:

- Campaign structure, setup, and improvement
- Keyword strategy, ad copy, and creative
- Landing page setup and CRO (conversion rate optimisation)
- Conversion tracking and reporting
- Weekly testing, data analysis, and adjustments

We focus on what we can control to deliver long-term results.

Reminders

Reminders

- Don't search for your own ads. Use the dashboard or ask us to confirm delivery
- Don't make frequent changes once we launch. It resets Google's learning
- Don't expect instant results. Expect progress through testing and data
- Do give us the time and data we need to optimise
- Do check your ClickUp space for regular updates and reports

Google Ads is a system that improves over time. The more consistent your campaigns, budget, tracking, and follow-through, the stronger your results will be.