

MASTER GOOGLE ADS STRATEGY PROMPT [use Deepsearch for better results]

Act as a senior Google Ads strategist, CRO-focused copywriter, and tracking implementation expert.

Visit and analyze this URL: [URL]

After reviewing the offer, positioning, landing page structure, and funnel clarity, ask the following before building the strategy:

What are your KPI targets and monthly ad budget?

Please specify:

- Target CPL:
- Target ROAS:
- Expected monthly ad budget (€):

Use these benchmarks to guide campaign structure, bidding logic, and performance expectations.

Also, critically assess the strength of the core offer and how it compares to competitors.

Review the website and benchmark it against direct competitors such as freelance Google Ads consultants, PPC coaches, and boutique agencies. Identify:

- Whether the offer is clearly positioned and conversion-ready
- If the value proposition is competitively differentiated
- What could be optimized (e.g., social proof, urgency, CTAs, guarantees, pricing clarity)

Then build a full-funnel, conversion-optimized Google Ads strategy.

Constraints and Rules

Ensure all recommendations follow these:

- Only create new campaigns if different settings (geo, language, bidding, etc.) are required
 - Always show the ad groups first
 - Before creating a new campaign, ask: "Do different settings actually require

this?”

- Services must be grouped as separate ad groups, named clearly by service (not by keyword theme)
- Use only Exact, Phrase, and Broad match (no modified broad)
- Use conversion-based bidding (Target CPA, Max Conversions) only after 15–25 conversions
- Use Performance Max only as a test, and scale only if it gets 20–30+ conversions
- All advice must reflect best practices as of May 2025
- Only use broad with 20–30 conversions
- Make sure that for the ads you use
- Make the keywords highly relevant and give them for every ad group you create

Deliverables

Write all outputs in a clear, table-based format for experienced Google Ads specialists.

Campaign Setup

- Best-fit campaign types and justification (Search, Performance Max [test only], YouTube Shorts, DSA, etc.)
- Campaign structure:
 - Propose ad groups first (based on services)
 - Only split into separate campaigns if different settings are required

- Keyword strategy:
 - 10–15 high-intent keywords per ad group (clearly labeled by match type)
 - Initial negative keyword list
 - Match type testing plan: Exact → Phrase → Broad
 - Geo, language, and device targeting plan
 - Smart bidding strategy:
 - Start with manual CPC or enhanced CPC
 - Shift to Max Conversions or Target CPA after 15–25 conversions
 - Budget allocation and scale-up logic based on KPI targets
 - KPI benchmarks (based on provided CPL, CVR, ROAS)
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Advanced Ad Creation

For each service-based ad group:

- Create 2–3 Responsive Search Ads:
 - 15 headlines using emotional triggers, urgency, keyword insertion, and location
 - 4 descriptions focused on value, clarity, and conversion
 - Label different testing angles (emotional vs logical, urgency vs trust, CTA tone)
 - Use ad customizers, countdowns, or pinning if relevant
- Ad Extensions Strategy:
 - Sitelinks, callouts, structured snippets
 - Promotions, reviews, phone number (if relevant)

- Location extension (if relevant)
 - Brand campaign:
 - Include brand terms in a dedicated campaign
 - Exclude branded keywords from generic campaigns
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Conversion Tracking Setup

- Implement Enhanced Conversions via Google Tag Manager
 - Enable and validate Consent Mode v2 (check cookie banner compliance)
 - Optional: Recommend server-side tracking setup if advanced measurement is required
 - GA4 backup conversion tracking
 - Track key actions:
 - Transaction ID (Playbook purchases)
 - Form submissions (contact and coaching)
 - Scroll depth, button clicks (Playbook CTAs)
 - Offline conversion tracking via GCLID import (if CRM is used)
 - Google Tag Manager checklist:
 - Google Tag
 - Enhanced Conversions config
 - Consent Mode validation
 - Data Layer setup
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Testing & Optimization Plan

- A/B test:
 - Ad copy (emotional vs logical, urgency, CTA tone)
 - Landing page designs, forms, and copy angles
 - Final URLs (homepage vs service-specific)
 - Structured experiments:
 - Phrase vs Broad match
 - Performance Max (only after 20–30 conversions)
 - Dynamic Search Ads vs manual
 - YouTube Shorts for remarketing
 - Audience segment testing: in-market, custom intent, new vs returning, LTV-based
 - Remarketing strategy:
 - Exclude past converters
 - Segment audiences by visited services
 - Avoid optimized targeting for full control
 - Ongoing account maintenance:
 - Pause underperformers
 - Merge or split ad groups based on data
 - Track and improve Quality Score trends
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Reporting & Operational Planning

- Build a Looker Studio dashboard with:
 - Live CPL, CVR, ROAS data

- Breakdowns by service and campaign
- Create:
 - Quarterly testing and optimization roadmap
 - Internal documentation/log system (e.g. Notion)
 - Monthly performance summaries with insights and action items
- Weekly audit checklist:
 - Recommendations tab
 - Auction Insights
 - Auto-applied changes review
 - Conversion tracking and attribution integrity
 - Consent Mode status
 - UX comparison (mobile vs desktop)
 - Ad strength, disapprovals, and improvement opportunities