

Google Search Ads for Small Business

How it Works



Setup is fast and easy with our user-friendly dashboard.

1

Tell us the destination URL, the target area, and monthly budget.

2

We create and publish Google Search Ads tailored to your business.

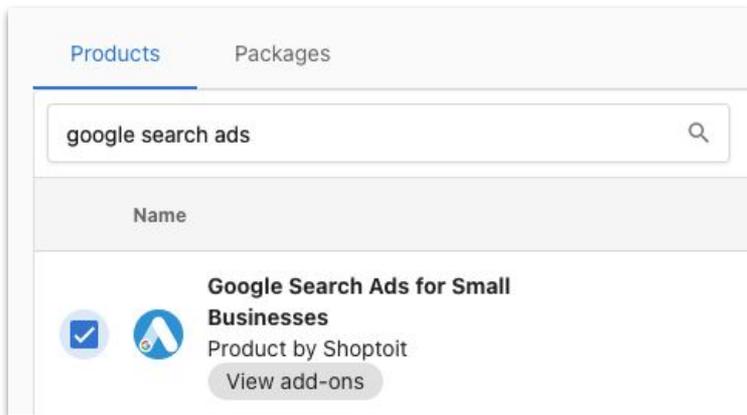
3

We optimize your ads to fit your budget and target audience.

4

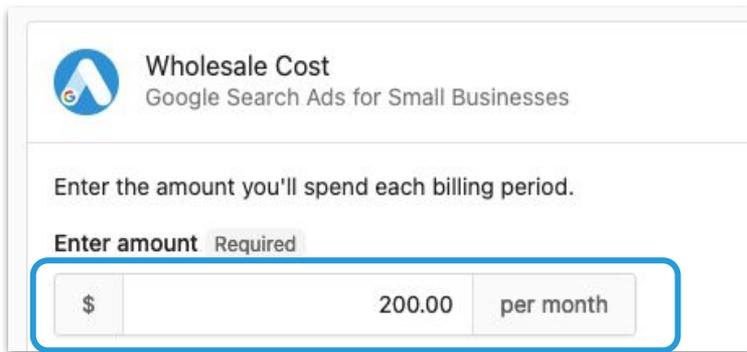
We continuously monitor and improve your campaign over time.

How to place the **Initial Order**



The screenshot shows a search interface with two tabs: 'Products' and 'Packages'. The 'Products' tab is selected. A search bar contains the text 'google search ads'. Below the search bar, a list of results is shown. The first result is 'Google Search Ads for Small Businesses', which is checked with a blue checkmark. It is identified as a 'Product by Shoptoit' and includes a 'View add-ons' button.

Search for our **Google Search Ads for Small Business** product in the Marketplace.



The screenshot shows the 'Wholesale Cost' configuration page for 'Google Search Ads for Small Businesses'. It features a blue checkmark icon and the text 'Wholesale Cost' and 'Google Search Ads for Small Businesses'. Below this, there is a prompt: 'Enter the amount you'll spend each billing period.' A form field is labeled 'Enter amount' and 'Required'. The form contains a currency selector set to '\$', a numerical input field with the value '200.00', and a frequency selector set to 'per month'. A blue box highlights the entire input area.

Enter the Monthly Google Ad Spend

Our 20% fee will be added to the monthly Google spend to determine your total wholesale cost.

[>> Download this Budget Calculator](#) for help determining your monthly spend.

How it Works

Upon activation, launch our dashboard via Business App to **verify your geographical targeting and destination url.**

The image shows a mobile application interface. On the left is a dark sidebar menu with the following items: 'Get Started', 'Dashboard', 'Recent Activity', 'Contacts', 'Executive Report', 'Website', 'Google Search Ads for' (highlighted with a red box), 'Local SEO', 'Reputation Management', 'Social Marketing', and 'Advertising Intelligence'. The main content area shows a user profile for 'Jason McTester' and a campaign configuration page for 'Test: Display Ads 1 - Calgary - 1234 tester ave'. The configuration page includes a 'Website Url' field with the value 'https://www.yourwebsite.com/', a 'Default Target City' dropdown set to 'Ancaster', and fields for 'Additional areas to target' and 'Areas to exclude from targeting'. At the bottom is a 'Submit Campaign' button.

Jason McTester
Account Info

Test: Display Ads 1 - Calgary - 1234 tester ave

Specify the website or landing page url you'd like to direct the ads to.

Website Url

Set the geographical areas you'd like to target your ads to. You can target by city/town, county, province/state, country, zip/postal code, or a mile or km radius around the business. You may target as many areas as you wish.

Default Target City

Additional areas to target

Areas to exclude from targeting

Optional Radius

Submit Campaign

How it Works

Optionally set a **daily schedule** and **advanced targeting** options.

Advanced Settings (Optional)

Frequency Cap

5

Default CPM

2.00

Age Demographic

18-24 25-34 35-44 45-54 55-64 65+ Unknown

Gender Demographic

Female Male Unknown

Household Income Demographic

Top 10% 11-20% 21-30% 31-40% 41-50% Lower 50% Unknown

Parental Status Demographic

Not a Parent Parent Unknown

Ad Schedule

Monday: 12:00 AM - 11:59 PM [Remove](#)

Tuesday: 12:00 AM - 11:59 PM [Remove](#)

Wednesday: 12:00 AM - 11:59 PM [Remove](#)

Thursday: 12:00 AM - 11:59 PM [Remove](#)

Friday: 12:00 AM - 11:59 PM [Remove](#)

Saturday: 12:00 AM - 11:59 PM [Remove](#)

Sunday: 12:00 AM - 11:59 PM [Remove](#)

Monday 12:00 AM 11:59 PM [Set hours](#)

[Save and Create New Ad Set](#)

[Cancel](#)

How it Works

The system now takes over to formulate the Ad Copy and Keywords.

The ads are formulated with 10 Headlines and 4 Descriptions that are dynamically used to generate many variations of ads.

Headline 1	Canmore Restaurant <small>(short - 30 character limit)</small>	Description 1	Tavern 1883 is a family friendly neighborhood rest <small>(long - 90 character limit)</small>
Headline 2	Dine In <small>(short - 30 character limit)</small>	Description 2	Serving fresh proper food and fabulous drinks. <small>(long - 90 character limit)</small>
Headline 3	Take Out <small>(short - 30 character limit)</small>	Description 3	The perfect place for a family meal, business lunch <small>(long - 90 character limit)</small>
Headline 4	Fully Licensed <small>(short - 30 character limit)</small>	Description 4	Enjoy weekly entertainment with live bands and Dj <small>(long - 90 character limit)</small>
Headline 5	Pub in Canmore <small>(short - 30 character limit)</small>		
Headline 6	Neighbourhood Restaurant <small>(short - 30 character limit)</small>		

How it Works

Keywords are generated based on the focus of the campaign.

Our system will formulate a keyword list tailored to the business. You can optionally add keywords to the campaign settings.

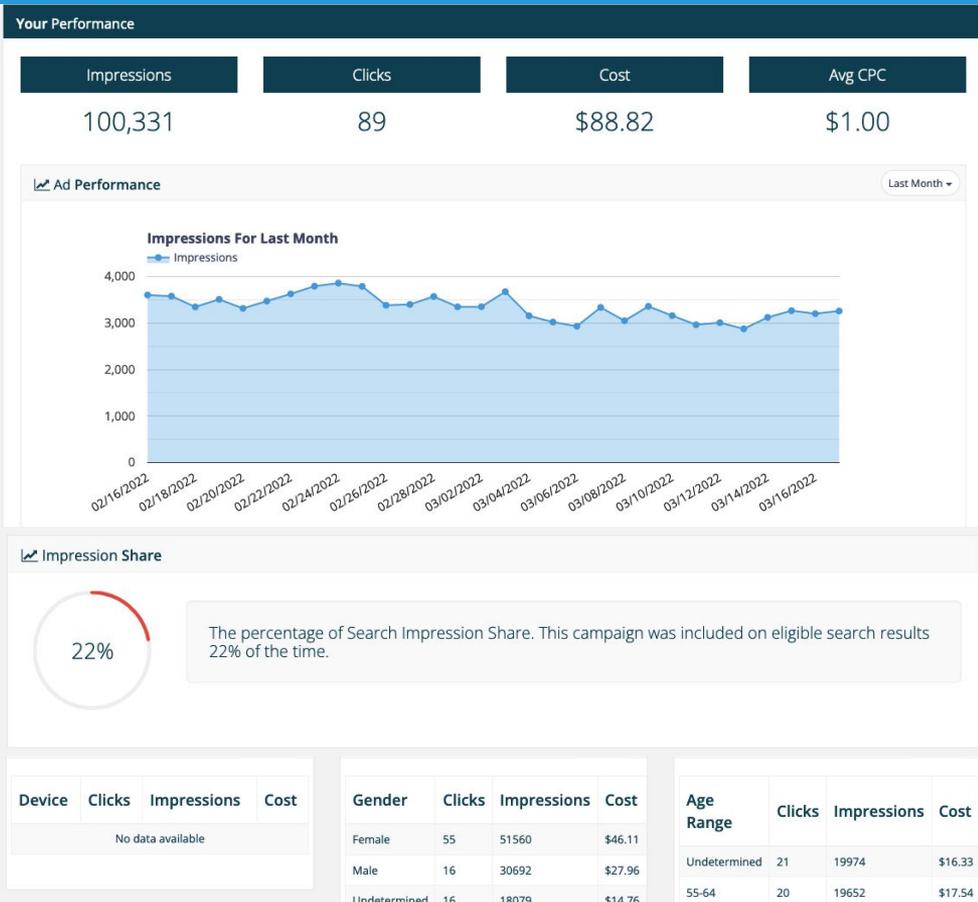
Keywords ?

Pub Style food, Pub near me, Pub food, top Restaurant in canmore, canmore resta
canmore live music, restaurants in canmore, restaurants with patio near me, licens
canmore,top restaurants in canmore,places to eat in canmore,restaurants in canm
canmore,best restaurants in canmore alberta,best restaurants in canmore canada,
me,pubs open near me,pub meals near me,best pubs near me,pubs to eat near m
me,nice pubs near me,good pubs near me,closest pub to me,best pub meals near
live music near me,nearest pub to my location,pub specials near me,pub restauran

How it Works

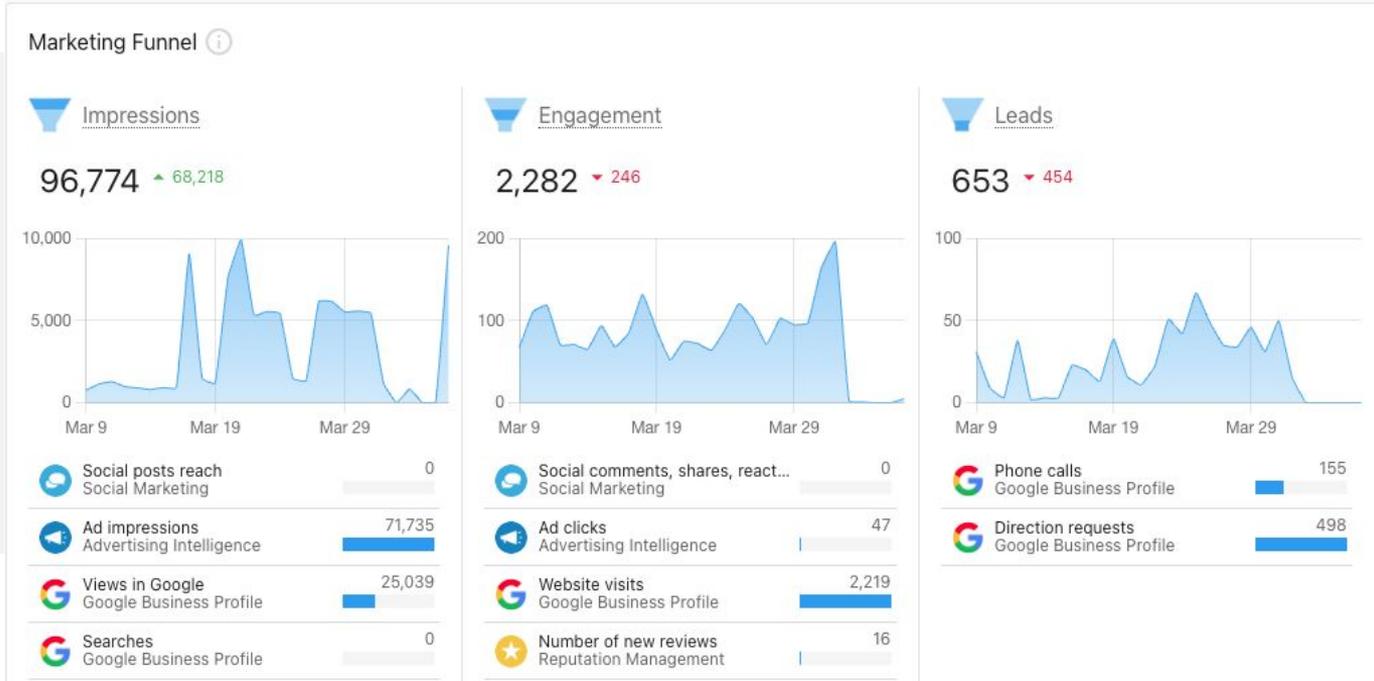
Monitor your ad performance with user-friendly dashboard reporting.

Resellers have the option to show or hide cost values, and download pdf versions of the report.



Integrated with Advertising Intelligence

By connecting to Advertising Intelligence your customers can easily see the impact in the Executive Report and Business App Dashboard.



Full Reseller Support

Our support team is here to help every step along the way.

- Full help section
- Chat and email support
- Onboarding call options
- Ongoing support

The screenshot shows a support page with a blue header containing the logo and links for 'Submit a request' and 'Sign in'. Below the header is a search bar with the text 'Search'. The main content area has three columns of support options: 'Google Display Ads Support' (with subtext 'See how-to's and FAQs to understand our process and fully optimize our Google Display Ads product'), 'Google Search Ads Support' (with subtext 'See how-to's and FAQs to understand our process and fully optimize our Automated Google Search Ads products'), and a partially visible third option. At the bottom left is a 'Help' button with a question mark icon. On the right side, there is a 'Leave us a message' form with fields for 'Your name (optional)', 'Email address', and 'How can we help you?'. Below these fields is an 'Attachments' section with a file upload icon and the text 'Add up to 5 files'. At the bottom right of the form is a 'Send' button and the text 'zendesk'.

Categories to Avoid

Dangerous Goods

- Explosives
- Weapons
- Drugs and Paraphernalia
- Tobacco

Health & Medical

- Unapproved Medical Substances
- Experimental Treatment Clinics
- Botox Clinics
- Cell and Gene Therapies
- Abortion and Birth Control

Sensitive Financial Products

- Credit Repair Services
- Personal Loans
- Binary & Cryptocurrency

Other Business Types

- Locksmiths
- Garage Door services
- Online Gambling
- Election Ads

GOOGLE SEARCH ADS FOR SMALL BUSINESS

AVERAGE WHOLESALE COST PER CLICK BY INDUSTRY

	Average CPC (cost per click)
Automotive	\$2.04
Beauty & Wellness	\$1.82
Dental	\$7.05
Education	\$1.77
Financial Services	\$2.89
Health & Medical	\$1.73
Home & Local Services	\$2.40
Hospitality, Travel & Events	\$1.08

	Average CPC (cost per click)
Industrial Services	\$1.29
Insurance	\$3.28
Legal Services	\$2.73
Real Estate	\$3.40
Recreation & Fitness	\$1.26
Restaurants & Bars	\$1.20
Retail & Ecommerce	\$1.21
Technology & Marketing	\$2.42