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## Things to Fix On Your Google Ads Account Now

### Keywords

#### INFORMATIONAL

VS.

#### BUYING INTENT

Informational keywords should be used in your blog or website copy. For example, "how to X" is an informational keyword.

Use keywords that indicate immediate need, such as "[insert service or product] near me."

### A/B Test

1 Ad Group = 3 Active or Enabled Variations

Use different headlines and descriptions that approach your prospective buyer differently.

### Linking to Pages



Don't link Ads to Your Homepage

Ads should link to a specific product or service page

### Targeting Locally



Target locally, within a geographic radius of your business location.