

Google Ads Recap

- Google Ads is a great platform to promote your business and get instant results.
- You can pick the best keywords and choose how much you're willing to pay for each click.
- You can be as targeted as you'd like – you can target a specific city or county.
- Tailor your ad messaging as best as possible with your audience in mind. Show your USPs in the ad copy and utilize relevant ad extensions, so you'll have a higher chance at getting the click.
- Keep an eye out for recommendations in the Google Ads account so you can improve your account performance.

