



Are you **BLEEDING OUT** in google ads???

Every day, approximately **12,000** new businesses are launched in the United States. Remember the thrill of starting your own? You assembled a legal team, set up your exciting new venture, and prepared to dominate your market. But soon, the harsh reality set in—having a business on paper is one thing; generating sales and attracting customers is another.

Sadly, the harsh statistics reveal that 1 out of every 12 businesses will shut down each year. So there you are, tirelessly building your business, determined not to be that one unfortunate statistic. You rally your sales team, deploy your top-notch sales skills, and strive daily to expand your customer base by any means necessary.

And then, you discover the powerhouse of lead generation—Google Ads.

5 Ways Business Owners Bleed Money With Google Ads

1. Offers That Don't Challenge You: If Google Ads were as simple as investing a dollar and receiving multiples back, everyone would be turning a profit. But why do some businesses succeed wildly while others flounder? It's not about secret settings in Google Ads or just pumping more money into it—that approach doesn't work. It boils down to the simplicity of your offer.

In today's world, where we have access to vast information at our fingertips, the real challenge isn't driving traffic; it's your offer. If your offer doesn't make it a no-brainer to do business with you, you'll bleed money. What you need is a bold, irresistible offer—one that addresses all potential client concerns and delivers extraordinary value. Stand out from the competition, who often run similar promotions. Be daring with your offers, even if it means taking an initial loss; the lifetime value of a client can more than compensate for this.

2. The Cult of Search Term Optimization: Ever found money on the ground and wondered who could afford to lose it without noticing? That's how we feel about some of the Google Ads accounts we analyze. Placing money into Google Ads without monitoring its efficacy is like dropping cash on the sidewalk. One of the biggest mistakes we see is the lack of diligent monitoring of search term reports. Despite Google providing only 30%-50% of search terms, it's

crucial to be vigilant in reviewing and optimizing your search terms. Regularly refining your negative keywords can prevent wasteful spending.

3. Neglecting Keyword Performance Evaluation: Not all keywords are created equal. Some will be winners, others not so much. To optimize effectively, conversions should guide your decisions. If after a couple of months certain keywords aren't performing, they might need pausing or reevaluation. Imagine optimizing consistently over the years; those refined keywords could drive significant traffic and leads.

4. A Slow Website: Is your website slow because you're saving on hosting? A slow-loading site is a conversion killer, especially with paid ads. A delay of just one second can decrease conversions by 7%, and over 40% of visitors abandon a site that takes longer than 3 seconds to load. Upgrade your hosting and ensure your website is fast—this not only improves user experience but also optimizes ad spending.

5. Ineffective Conversion Tracking: Without proper conversion tracking, evaluating the effectiveness of your Google Ads is like guessing which sales rep is your top performer without sales data. Ensuring your conversion tracking is accurate allows you to feed Google's algorithms with the right data, enhancing ad optimization.

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