



Salena: Hey there and welcome to the sixth episode of the bringing business to retail podcast, if you have ever wondered how the heck to make Google Ads and pay-per-click work for you, you're going to love this week's episode with Quentin because he's going to share all the juicy gossip. Welcome to the show Quentin.

Quentin: Salena, how are you

Salena: I know we haven't had anybody on the show talk about Google before. So, we've talked about SEO and I know that you and I are going to touch on that a little bit during the conversation but Google Ads Google Shopping Google everything really, it's kind of the be-all and end-all. I love the fact that when you build a brand that becomes an adjective like that's when you know you've made it.

Quentin: The brands are obviously pretty big in this environment and certainly Google we all know that the shopping experience begins with a search engine and certainly in Australia and the US and most countries worldwide, Google is a primary search engine. So, it's an important platform to talk about.

Salena: Now everybody loves to know how you got into your e-commerce marketing digital marketing you work with brands basically you help them get more money, you help raise their profiles their rankings all those sorts of things, how did you get into this digital marketing world.

Quentin: It's interesting, most people love listening to people in marketing talk about particularly digital marketing social media and how they got into it because there's no formal pathway or at least there wasn't years ago. So, look at basically stepped out of uni and straight into a marketing job, enjoyed it for a while the honeymoon period started to wear down a little bit wasn't exactly enjoying my time and it was at a period where Facebook was coming into a time LinkedIn was coming out social media was really starting to ramp up people started getting iPhones in their pockets and doing all sorts of things and unfortunately, I was in a role where you know the people that I reported to just didn't share the enthusiasm. So, I really wanted to go where the energy was, so that was digital and so I decided to take a leap and jump out on my own and it was a crazy period just reading blogs and there was a lot less blogs back then

Salena: So, do you remember when we had Google Reader, how Google Reader.

Quentin: I have tried everything, so that was a sad Reader.

Salena: I know, I don't know why I even get rid of it.

Quentin: It was busy time trying to basically learn a new fear there was developing in itself. So, I was getting up in the middle a night to watch webinars because webinars were all US based.

Salena: And they were onto being and being.

Quentin: I don't care about a little Australia and the audience over here so and recordings weren't sent out quite like they are these days. So, it's been one heck of a learning curve and now after ten years later, I could probably consider myself reasonably experienced when it comes to digital marketing.

Salena: So, how cool is it that we have jobs that never actually existed when we were kids like you know when your parents say what do you want to be when you grow up. I always used to say librarian because I love book however that was like quickly kiboshes when I actually worked in the library because you can't work in the library major pitfall there.

Quentin Huge before, it is amazing and I guess what excites me well, certainly going back my mother doesn't know what I do and I don't think the majority of my friends understand what I do but no it's good and the energy around it knowing that you know in ten years' time or you know what will that kids be doing and it's just roles that you just have no idea. So, it's exciting like that I love it, it's good.

Salena Alright, let's jump into the reason we are here which is to get some inside of Goss on how to make Google work for us. I will admit that it's not like Facebook ads like Facebook ads are confusing you get in the back of ads manager it's a little bit confusing but Google takes it up a notch, getting into the back of Google ads manager is like a complete of a language. So, I guess maybe before we.

Quentin: And that will be disappointment to hear that.

Salena I know they would know they would but really I consider myself a pretty experienced digital marketer and I get in there and it just makes my head real. So, before we even get into optimization and you know which channels we should be using all those sorts of things can you maybe just give us some tips on how to like kind of get the back end of you, when you're in there in the ads manager, are there any tips or tricks to make it less difficult.

Quentin: Go on.

Salena: I love the way guys we don't give the questions in advance. So, poor Quentin is just being sidelined with this really random question keeping it real.

Quentin: I certainly have steps and clients through the process of trying to manage it themselves, it's not easy AdWords released AdWords Express a while back with that very intention to try and help at least help things for the small local business just jump in create an ad get running but it has its pitfalls but if you're looking for a basic campaign and you're not really going to manage it on an ongoing basis you're sort of happy to be more of a set and forget then AdWords Express works well for you otherwise, you want to use a traditional and head words. Now, it is complicated. There's no escaping that particularly when you consider the ongoing role to manage an AdWords campaign. We're talking about you know location targeting, we're talking about bidding strategies,

we're talking about location bidding device bidding working on your negative keyword list your targeted search list, we till we make your ad copy you your quality score, all that just basically adds up to one heck of a mess that makes it very hard to do and manage if you're not familiar.

Salena: So, starting with AdWord _ you're saying start with AdWords Express, I'm guessing it's got a lot less functionality but by the same token, it makes it a little bit easier.

Quentin: It does, no I mean AdWords is working on making things a lot easier they've come out with responsive search ads where at least it helps the creation and testing of ads process easier. So, you can basically put in a couple of headlines you want put in a couple of different descriptions you want and they will basically test it using their algorithms and machine learning it some of the best combination so, but that again there's a whole lot of setup to get to that point. The one thing I would say and certainly heavy power AdWords managers, we're all using third-party software to make that job easier as well. So, there's a little nugget for your audience but.

Quentin: Can you give some suggestions for people who are at that higher level and maybe want to jump into Google AdWords or take it a little bit further can you give you some suggestions of products they might you know just one or two they might investigating.

Salena: Words stream is certainly there the leader in the space some they can get expensive I think it is ballpark three hundred and fifty thousand dollars a month for budgets up to two and a half thousand dollars.

Salena: Right.

Quentin: Now, ecommerce it's very easy to get beyond that two and a half thousand dollar a month spend so that management fee for order the access to the software for word stream goes up from there, but if that means it's saving you two three four hours a week, what is it worth to you if it's getting you in a couple of extra sales.

Salena: I was going to say it's all about conversion right if you think if it makes it easier to build the ads and make the ads convert, you pay that money all day or every day.

Quentin: Absolutely, that's the beauty of e-commerce isn't it we can directly attribute you know the improvement that were seeking that we're saying from different done tests and different solutions to see what the actual ROI is. So, we're actually testing out new products for at least one let's just land on their radar called OPTIO that's the more reasonable entry-level fee things around about the hundred dollars a month mark and goes up from there, if you want extra features but they're both fantastic and they make the whole process simple because basically going through your keyword reports to because essentially, if you're putting in let's say running shoes, if you're targeting just the word running shoes abroad match running shoe keywords Google will be triggering your ad for a gamut of different variances that you have no idea about. I had a client that set up AdWords by themselves, they're a builder. I got into have a look and just to just to clean things up and they were getting triggered for body builders.

Salena: This is like ads through the roof.

Quentin: Exactly.

Salena: Going through the budget.

Quentin: hopefully no one was clicking on it to go through because they would have seen the ad and go that's not going to help me Scott my picks or something like that but there's some issues and there's some of those intricacies with Google AdWords that's managing software will help you do or obviously getting it professional to help you. So, it is very hard if you going to do some large-scale advertising.

Salena: And I have to say yes I mean that those things you know generally come with a or -day free trial, it's going test it out right go and have a goal and then decide whether you want to continue doing it yourself do you want to pay for the software is this just something you're better off getting somebody else to do but you talk there about of ease and I have to say probably the easiest and I use this in air quotes easiest way of using Google for e-commerce in my opinion is using Google Shopping would you agree.

Quentin: Yes, I knew you going to say that there is a Google Shopping is fantastic obviously, setting it up the Merchant Center and setting up a setting up a product fee is a little laborious if depending on how many products you want to sell and depending whether what website platform, they're using to integrate with Merchant Center. So, absolutely it's fantastic, is going to get you at the top of the Google search engine result page because let's be honest that's what they want way certainly beats trying to wrestle against larger brands for the organic searches.

Salena: So, can you give us some tips to optimize that because I have to say, I am a Google Shopping what's the word devotee like if I want something it is the first place I go for that exact reason, I don't want to sit there and sift through four hundred and seventy-two text links I just want to especially for fashion, fashion is probably the biggest thing I would use it for you know I'm looking for a navy this was an exact one I was looking for, navy blue jumpsuit wide-leg navy blue jumpsuit with sleeves, do you find one it did take me six months but again I knew exactly what I wanted. So, I just wanted to flick through the pages _ through the images, I didn't want to sit there and open up four hundred and seventy different websites to get random navy-blue jumpsuits that weren't navy blue so how can we make sure because you can spend a lot of money with Google accidentally in my opinion what can we do to optimize a google shopping channel.

Quentin: Okay, so, look let me first point out one of the biggest mistakes that I see and that is I understanding the price landscape because.

Salena: Tell us ore.

Quentin: If you're putting up your _ if you basically submitted your product fee to the Google Merchant Center to start your shopping campaign and if you are one of those ones that just sets and forgets you have no idea that your competitors are also advertising on Google Shopping and their prices are currently a lot lower than yours because you will attract clicks whether your price is higher than the competitors in that presence of Google Shopping and within the search engine result pages people will still click on it you will still get charged and yet the chances of converting a much smaller long because obviously your price point is a lot more expensive or a little bit more expensive.

Salena: Are you talking about this on the actual product I mean.

Quentin: Yes, the price of the product. So, I would certainly be looking at identifying or you should always ideally as an e-commerce brand or business you should be always understanding and identifying a competitive pricing landscape to know where you're at and understand how the user is you know how are they viewing it, helps that value equation but Google Shopping definitely don't just be mindful of what the Isis of the competitors are and don't advertise if you don't think that the value is there when we're talking about price being one of those big value points, so that's probably for this one that I mistake that I see.

Salena: Can we just hold the next one because I have a couple of questions on that one. So, would you say then you know especially you know most ecommerce brands are going to have one two three ten thousand skills, are you saying that maybe don't connect the whole catalogue unless you've got a really big budget maybe just selectively pick your top hundred two hundred selling products and concentrate your budget on those.

Quentin: Yes, definitely, it does much more concise way of probably what I was trying to say is an answer thank you look definitely it's _ look if you've got a big budget if you're Amazon I mean on the flip side they've also got the resources to pay a team of people to do that very job but somewhere in between our imagine, it is worth just probably targeting on and obviously with any advertising, I'd imagine. So, we're wanting to get those products at a high margin or you've got objectives to sell those products for other reasons you know definitely go for the ones select those products that are basically ideally placed in that competitive landscape.

Salena: Okay, I don't want you to forget what number two was because I still have a few more questions so.

Quentin: That was probably just the one mistake that just as soon as you said google shopping I thought yes that's bugbear of mine I hate seeing it because I'm always one that's there I hate wasted spend and that dumb that I get from a personal perspective my own business and through to my clients business. I hate seeing money being wasted particularly when it's going to Google, Google has enough.

Salena: Google has enough money.

Quentin: definitely has enough.

Salena: So, let's take Google short a little bit.

Salena: let's take Google shopping a little bit further because I think a lot of people have been wanting to go there or they're already using it but they're certainly not optimizing it, we talked about maybe picking your you know top sellers and using those. I have two questions, I'm going to say them out loud. So, I don't forget them the first one is how should we choose the right products to sell but the second one which I want to start there is and it follows on from the first question is how are we better off targeting the lower searched for products because there'll be less things available to choose like less competition, you can answer them together if you like.

Quentin: well, it probably is a good idea that assumes you know, so I guess the question of what products you should choose to sell and the answer that's probably a little bit more broader, you've obviously like I said you've got your own objectives, if you're a marketing person reporting to someone else then obviously there's products that you need to lift the powders to so that's certainly an objective but look I always communicate the client said give me the products that you have margins on because that gives it obviously gives us a little bit more buffer to play with Google Shopping and Google Ads across you know more general advertising. So, at least more chance to get that ROI. So, there's the margin the objective and to your point about choosing products that have lower search volume I wouldn't say that necessarily in a traditional sense, I probably would but in shopping I think it's not as _ there is still some bigger websites selling products that will be in your space that just aren't using Google Shopping maybe they're not advertising at all maybe they're just using traditional ads. So, there's still going to be some opportunities, so it's really got to be about doing that initial research to start with.

I think everything comes back down, so they don't show your degree is it's just taking some time to understand your strategy and look so much that I communicate to my clients, I can see that it makes sense to them they just they just did anything but yep as far as identifying those products basically conduct that research do the searches yourself, if you're within that geolocation of course that you're trying to target because you might miss out on the accurate data there but go on do the searches yourself pick the products you want to increase sales see what the competitive landscape maybe there's only one or two others and you're all the same price or maybe you're just a tiny bit more expensive but you offer free postage sure you know that your reviews are a lot stronger than your competitors because ultimately your audience is taking in a whole number of factors and we're talking about even just looking at the Google Shopping ads. So, when you were looking for your blue jump suit you know.

Salena: Which I did find.

Quentin: jump suit that it was a very specific, so they might have been three options and I'm sure in your head would he did it consciously or subconsciously you would have turned around okay there's the three products I want. I finally found it they're all similar prices this one's got more reviews this one's got free shipping this one will get to me quicker. So, it's all about understanding each and every landscape for the product that you want to advertise. So, now obviously, if you've got ten thousand products very tough that sort of research does not scale of course but if you want to bring it back down to a select fifty to a hundred products that you really want to improve then the work or that early research will certainly help you get a better ROI on your own Google Shopping in Google Ad spend.

Salena: I think one of the things you just mentioned there which is completely, it has nothing to do with Google in the sense that it's a business strategy that you should have is really understanding what makes your customer buy you know do they want it quicker do they want it free shipping do they just want to be able to buy other stuff as well because for me that's a big thing, if you have three things at the exact same price on three websites are usually if I don't know the website, I find the one that I can buy other stuff with and maximize my free postage or paid postage. So, it doesn't necessarily have to be a money driver for that customer you just have to know what is their

motivator what is that leverage point that makes him say well I'm going to buy from you rather than buy from the competition and that's not something that Google can tell you that is something you have to conduct the research with your own clients and ask them what is the thing that makes them buy.

Quentin: Yes, absolutely and that's obviously of course if you can understand that you're going to solve a lot more problems than just your Google Ads shopping. So, as good places done.

Salena: So, all right, let's jump in because we've been talking quite a bit about Google shopping let's talk about pay-per-click so quite simply the ads that people run that sit at the top of Google I do like the way now that Google doesn't have pages on mobile devices it's just like load more so you can tell where you if you're sitting there and nearly the whole page is ads like I've been on Google searches where there's no organic search on that first you know in inverted commas page but what could we be doing or should we be using pay-per-click would be probably the first question, let's jump in there should we be using as ecommerce brands and retail stores let's not forget the people with physical stores as well. Should we be using straightforward Google Ads.

Quentin: Okay, I'm probably going to answer that with the same answer that I did for this shopping and that is to say, it is going to depend on your competitive landscape. If you're competing against big brands and whether you're a little minnow ecommerce store or midsize, if you're competing against a couple of big brands that are advertising very heavily then you don't want to get into a bidding war to try and get into those prominent ad places because just to take a step right back and just to make sure that your audience understands AdWords is a bidding platform. So, amazons...

Salena: Auction [inaudible 23:36].

Quentin: It is an auction and if you've ever been to an auction.

Salena: Just when you thought you won.

Quentin: That's when you thought you won and God forbid, if you've got any emotion tied to it because this is your business, so there's going to be a motion side to it that bidding war can that can get ugly very fast and before you know it you've forgotten all about what your margins are any product you're selling at a loss which I have seen before many times.

Salena: And me too, that is a key takeaway guys, is you cannot be doing this advertising it doesn't matter which platform you're on if you don't know what you can afford to spend and it's not just the margin. We've got a factory in overheads and all the other things that go with it and there's only going to be a really small portion of money that's left over as pure profit and so, if you're eating into pure profit then that's when it gets a little bit hairy.

Quentin: Absolutely, then you realize you've done all that work for just a hand product into your customers hands without making a profit, so but back to the question look AdWords yes I still think it's very much worth it it's just getting the right strategy picking the right product targets understanding your competitive landscape understanding what the cost per clicks are because if you've got _ if you're selling I don't know what the price of blue jumpsuits go for Selena but let's say there are hundred dollars your margin is thirty dollars, if the cost per clicks are five dollars for

instance, I'll make it nice and easy some people or some advertisers think okay five dollars that's great every time I get a click on going to sell on the jumpsuit all of a sudden that's five thousand dollars out my thirty dollar margin of may twenty five dollars.

Salena: Hopefully everybody here is going it doesn't work like that because if you're not you really have to listen to what Quentin is saying next.

Quentin: So, I do hope and I'd imagine if they've been listening to for a while Selena they'll be more educated than that but I had come across plenty of people that misunderstand that so the chances are they get through your landing page they will check your price they'll go back they'll see your competitors ad or competitors organic listing organic listing go through to their website they'll check the price on that they'll check the shipping they'll check any other value adds same things that went through the users mind that we've chatted on earlier. They will who knows their dinner might be ready that's something burning on the stove they lived in computer that and click that five dollars they just cost you does not end in a sale. So, you might only convert one in every ten clicks on your ad. So, all of a sudden that's fifty dollars.

Now, your margins are only thirty. So, you can understand why things escalated very quickly so it's about identifying either product landscapes and the relevant search terms that are either have low cost per clicks if you have low margins or somewhere where you've got plenty of room to move so if you've got a ten dollar margin on the product in there seven dollar cost per clicks. I would suggest that that's probably not a space that you want to compete in but yes, they are ads are worth it mobile we shop on mobile we know that like you are sort of touched on. The organic listings in mobile are being eaten up by ads there's been some good research reports come out lively, I'm sure there's plenty of people here to follow or have heard of Rand Fish king, he's new venture star Toro he released working in conjunction with someone else release and data about some of those organic listings being eaten up. Now, obviously we know that there is the Rich Snippets coming out you know, you look for flights on Google and they'll give you the data without actually going through it.

Salena: That is so awesome, I just did that yesterday.

Quentin: It is actually good with my SEO I heard my people they say heard. I just go.

Salena: Dem.

Quentin: My true client Dem but so, they're giving you the information from right there in the search engine result pages or the syrups and all of a sudden even if you can get to the top of your Gannett listings, the chances of getting in a click is sliding as organic click-through rates are being eaten up by ads on mobile. So, unfortunately there is going to be a strong case that you do need to look at advertising and.

Salena: Let's because we said we talked about _ we said we talk about SEO which is a whole episode in and of itself but you just touched on it is now pay to play, it is less chance that you're going to end up on the air quotes first page of Google should we be doing spending money on this SEO.

Quentin: This is a very good question and one that for the most part, I would say absolutely yes but increasingly, I am finding reasons in specific instances to say maybe not so.

Salena: But it pays put that money into advertising. So, you see a really quick return on investment rather than a six-month return on investment.

Quentin: Yes, you know I mean the case for SEO has always been and I am still I'm first and foremost SEO you know that is always what I will recommend but there is cases like I said, so if your audience is going to be on mobile devices predominantly, if they're going to be buying on mobile devices, if you're competing against bigger brands and big brands do eat up organic listings and it is going to be tough to get into a prominent position in those mobile SERPs organically. So, you could invest a lot of money in SEO over a long time and not see any marked improvement, you might get now a long term SEO strategy might involve working on content that's you know blog posts to let's say you're trying to compete for running, shoes a sacs running shoes is hugely competitive particularly Australia if gods catch of the day or catch selling them cheap, you've got iconic selling them cheap you've got the little sports retailers trying to keep up, now to do SEO there to try and to try and beat the big boys is always going to be very hard. So, any SEO strategy for that instance would be to turn around and look at some of that fringe content people were looking.

Salena: This is what I will do, tell me if this would be the right thing to do, if you saw running shoes that were very _ because I feel and this is my complete lame and I'm not an SEO expert. I feel that SEO is great in e-commerce these days putting all those words in because they are all clarifiers. When you have either a high information or a high touchpoint product so something people are going to research a lot before they buy I'm not going to research my jumpsuit other than to find the one that I want but running shoes is different so if you were my client please tell me, if I would be wrong or not I would say why don't you do a great big blog post or some sort of review thing where you review the Essex XYZ with the Nike XYZ and the New Balance X Y Z because that's what people are going to search for.

Quentin: Yes, you spot-on with a high-touch product more research, the more content they want to consume. So, if you can deliver that content and grid.

Salena: Yes, so what content would you say.

Quentin: Now, the reviews are tough because there are already and depending on what space you're in. I know for a fact, in that running space is already well-established review websites. so, that's going to be hard to beat them because they are pumping out review content.

Salena: So, you mean things like product review that kind of website.

Quentin: I love content that helps the user experience. I'm not only producing this piece of content that helps you when you're on our website to help convert you but all the content that will also turn around and help people bring you to your website. So, let's say you're looking at two brands for your jumpsuit and it is at the same retailer but the retailer has both brands. Now, I know I am a man but I still do shopping for clothes, I know some brands have different sizing.

Salena: Yes, that's good.

Quentin: How do those different brands, how does this sizing compare because I know that I jumped into her okay I just say brand jumpsuit.

Salena: We are not the of the ABC you can say brand it is okay.

Quentin: I was trying to think of a brand that like to a jumpsuit but I'm completely out of my desk.

Salena: In men's I can tell you that if I shop for my husband at Aquila it is a completely different size, then I think I just got him some shirts at Tara cash and the dude I looked at you and I said what size are you and he said I'm an extra-large and I'm like no you're not and he goes no I'm a medium everywhere else but in this brand I'm an extra-large which is just completely embarrassing. So, how do you not been there I would have got the wrong size.

Quentin: There you go case in point because again you want to do, you're not going to produce content to say how does the country road shirt and a Tara cash shirt compare sizing or more defined search term. There isn't going to be volume but if we're looking at you know high interests' brands if we're talking about shoes if we're talking about a sixth naik and added ass, if you're talking about US size versus you can always sort of stuff, so that is content that is there a significant search volume being done out there. So, producing content like that that gets organically that will drive organic traffic for years to come if you maintain that and make sure that you're still got the most valuable information on that topic.

Salena: So, where do we find that sorry topic, I didn't mean to so do that, where do we find those search terms. I know that there are paid products as well but is there some where does Google have something that will show me what people are searching for.

Quentin: Google has Google insights Google Trends, so that's one that you can do jump in you can do that by you know the last twelve months last five years you can look at it from a country perspective and it will identify trends like for instance obviously, I've done a fair bit of on Google Trends work for Australian clients and it will break down if for particular search term is trending in Victoria or New South Wales. So, because we all know that there is some difference between a sold slant.

Salena: The reason I asked you for that it because people are thinking well, she should know the answer to that, I don't simply because we use a tool called answer the public because the contents that we oh my god guys if you are not using it, it's free and it's amazing because the content we produce is a global thing and we want to know what people are searching for and to me it's so much easier than Google dashboards.

Quentin: Yes, Google Trends is he's probably not my go-to it answered the public definitely one of them answer the public and we might even be using it differently but I will use answer the public because there's a topic that I want to write on I understand it's large search volume but I want to understand some of those the long lists of questions that people have on that topic. So, I can address

them in a piece of content, so it becomes more valuable to a wider audience but you per tells website has he bought outs uber suggests.

Salena: He did and he's been on the podcast actually.

Quentin: Really, he did.

Salena: You're in good company.

Quentin: Fantastic tool, he keeps working on it and it's still free and it's fantastic and that definitely as far as free tools for keyword research fantastic option.

Salena: Alright, okay, let's because we've been talking for quite some time let's finish it up there and maybe if you could give us because you've given us so much information maybe just sum it up with, if you were jumping into Google paid ads in any way shape or form today what would be the first thing apart from research because I know you going to say research you're competitive. What would be the first technical thing that you would suggest people do.

Quentin: Google ads, it's a tough one people need to understand the structure of Google ads between campaign ad group and then their ads. I think if you can get that right from the outset then you're certainly on a path to better return from your Google ads. I know it's not that one simple little tidbit.

Salena: No, basically it's research right, I understand how the platform is going to work not just understand your competitors but don't go throwing money in, if you don't actually understand how the system works spend a bit of time researching it.

Quentin: Yes, very good point but let me explain the campaign and ad group and in the ads or the structure and why it's important because let's say you're looking at running shoes, no let's say looking on it because I've just defined very simply in the last week looking at a solar installer, now some people will literally just go and create a campaign for every single different ad that they want to run but unfortunately that's going to hurt it's going to hurt your ad score and your cost per click. So, you want to have a campaign a campaign in that hypothetical solar installer you're going to have a campaign for government rebates because it's government rebates at the moment there's them from that government rebates you might have different ad groups save fifty percent or would be one AD group another ad group maybe get in before June thirty and then from your ads you want to make sure that your ads are consistent with the ad group and the campaign which is hard to explain without a diagram in front of me Salena. So, hopefully, I haven't lost any one but.

Salena: It makes sense if you go inside of add Facebook ads it kind of makes sense it's the same thing between the campaign level the ad set and then the ad because in ad set to me, I think should just be called audience and you're sort of saying it's the same thing it's your theme what I'm looking for but it's or it's the thing you're trying to bundle everything else under.

Quentin: Yes, because I guess the one thing with ads Google ads particularly is they have a quality score, now we don't know what the quality score is but basically what you're trying to do is you want to get they are trying to deliver the best ad they possibly can to the person searching, it is one of the few advertising opportunities that we have as marketers and business owners where we will

actually be rewarded for creating a better ad and I say that because if you have got a good ad structure if your landing page provides a good experience the keywords you're targeting are relevant to your ad group and your landing experience if you continue to get people to click on your ads and that's because they're compelling enough, then you'll you will be rewarded and that will class you with a higher quality score which basically means you will have to pay less to get higher in those ad positions. So, just to write that down if my competitor has a poor-quality score, they're bidding three dollars I'm bidding three dollars and I've got a better-quality score. I'll get the position above them and I won't have to pay any extra. So, the whole experience you need to be mindful out.

Salena: Awesome, I think you've clarified quite a few things for people who are listening here and it's not something we can cover in just one episode because there are so many different channels and there's different ways to optimize, but I think you've given people a really good place to start, if they've been thinking about using the different google channels what they could be looking at what to be mindful of so thank you for that because you gave us a load of places where we could potentially make mistakes and pitfalls and waste a lot of money and I know that you also a really fab download because I've already had a look at it I have it over here because you didn't give me like a really nice pretty URL. So, it is forty or forty-three how many what's the number here let me just scroll up to the top forty-five steps for e-commerce SEO to get more organic traffic and I'm going to put a link in the show notes guys because it's a really long URL but it's <https://www.onqmarketing.com.au/ecommerce-seo-tactics/> but it is awesome. So, make sure that you head over to that page that I'm going to stick a link to in the show notes and go through Quentin's checklist because I was sitting here thinking I hadn't really thought about that one. I must remember that one and if people are thinking you know what, you've just made it one hundred percent clear that I need somebody else to be doing my Google Ads where can people find you Quentin.

Quentin: Definitely for me obviously come to the website <https://www.onqmarketing.com.au/>, if you're reaching out on social then I'm on LinkedIn as we all are obviously at this moment.

Salena: No, you say that Quinton, I reckon the people listening to this podcast are not on LinkedIn that is for another episode bed guys.

Quentin: If not get on their, it has never been hotter than it is right now, LinkedIn so uh and reach out to me on Twitter I'm at on-q marketing.

Salena: Great and that's just Q with Q you don't have to worry, if you're in the US or Australia it's just a cute thank you Quinton I.

Quentin: that is it, yes.

Salena: They'll always be a link in the show notes as well, if you want to head over to the on-q marketing website thank you so much I think you've saved people a lot of money today and giving them the chance to rank a little bit higher and make more money from Google.

Quentin: Very good thanks Salena, it's been really good to chat.

