



Google Ads

Antosca Agency

Google Ads Overview

Google Ads: Why It's a Top Choice for Online Advertising

Google Ads is one of the most powerful and widely used advertising platforms, helping businesses of all sizes reach potential customers through search, display, video, and local ads. With its extensive reach and variety of ad formats, Google Ads enables businesses to target users at the moment they are actively searching for relevant products or services, leading to high conversion rates.

Key Stats

- Google handles over 3.5 billion searches per day
- 46% of all Google searches are looking for local information such as “restaurants near me” or “electricians in Dallas”
- 76% of people who search for something nearby on their mobile device visit a business within a day.
- Google holds a 92.5% market share of the global search engine market.
- Google Ads captures 28.9% of global digital ad spending, making it the leading digital advertising platform.

(Source: eMarketer, 2024)

Why Does Google Ads Work

Targets Active Searchers!!!

Google Ads targets consumers who are already actively searching for specific products or services. This results in higher conversion rates compared to other platforms.

Multiple Ad Options

You can advertise in different places like Google Search, YouTube, Google Maps, and websites through the Google Display Network, allowing you to reach people at different stages of their journey.

Cost Control

Google Ads uses a pay-per-click system, meaning you only pay when someone clicks on your ad. This gives you control over your budget and ensures you're spending wisely.

Targeting Capabilities

Google Ads provides advanced targeting options including:

- Age Groups
- Gender
- Household Income
- Location
- Language
- Hobbies (Sports, Music, Shopping, Cooking, etc.)
- Device Type they use
- Interest-Based Targeting (ex. Someone actively looking for a car and already “in-market” for it)

How We Run Your Google Ads Campaign

1. Initial Consultation

We'll start with a questionnaire or meeting to understand your business goals and target audience.

2. Market Research

We'll research your market and competitors to help choose the best keywords and strategies for your ads. We will also narrow down the target audience you would like to reach for your ads

3. Set Your Budget

We then decide how much you want to spend daily or monthly. We run weekly ad campaigns, but are flexible and willing to adapt to your needs

4. Create Your Ad

A short ad will be made that will appear when someone searches your keywords. This can be a display ad, text ad, or video ad depending on your preference.

5. Bid for Your Ad

Google uses an auction system where you set how much you're willing to pay each time someone clicks on your ad. This allows ads from businesses willing to pay for valuable keywords to appear more prominently.

6. Your Ad Appears

Once we complete the tasks prior, when someone searches your keyword, your ad can show up on Google or other websites. You will only pay when someone clicks on your ad, not just when they see it!