



**The Startup Code 2020 @ Harvard Alumni Entrepreneurs**



**5 WAYS TO TEST & OPTIMIZE YOUR  
BUSINESS MODEL WITH GOOGLE ADS**

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14 YEARS ENGINEERING & MARKETING, XILINX INC.

8 YEARS FOUNDER, PROMETHEUS PPC

5 YEARS CO-HOSTING THE STARTUP CODE @ MIT

# AGENDA

What is Google Ads?

Why use Google Ads for your startup?

5 Ways to Test & Optimize with Google Ads

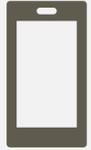
- Prospect targeting, messaging and sales flow

Best Google Ads first steps for startups

Google Ads tools and resources

# WHAT IS GOOGLE ADS?

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## Global online advertising platform

Promote your business and brand  
Drive website traffic  
Sell your products and services



## Precise targeting, tracking & analytics



## Pay for ad clicks

# WHAT IS GOOGLE ADS?

# GOOGLE SEARCH RESULTS PAGE ADS

Shopping Ads



Text Ads



The screenshot shows a Google search for "robot vacuum". The search bar is at the top with the Google logo and search icons. Below the search bar are navigation tabs for "All", "Shopping", "Videos", "News", "Images", "More", "Settings", and "Tools". The search results indicate "About 92,500,000 results (0.47 seconds)".

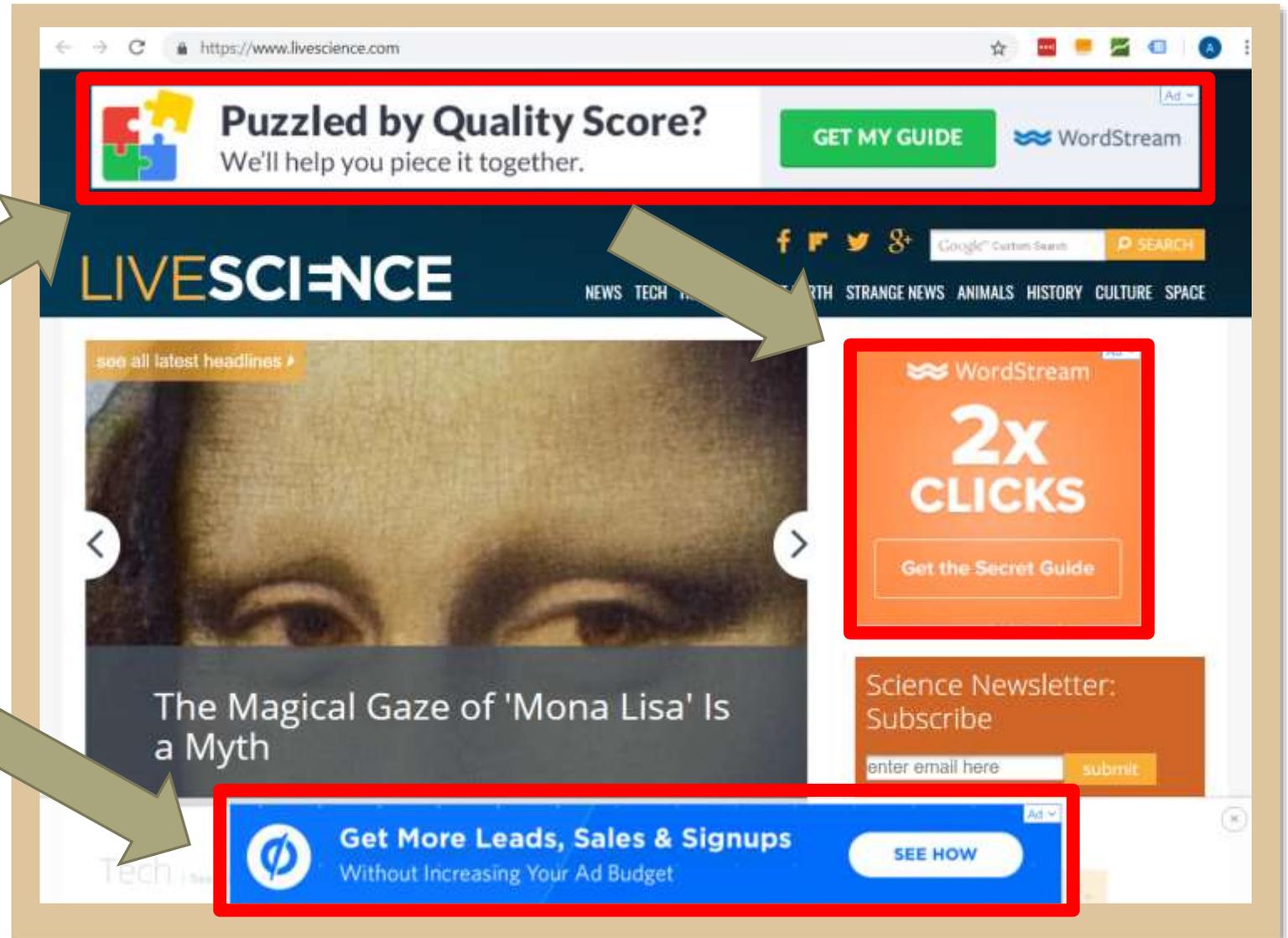
The main content area is highlighted with a red border and contains two types of ads:

- Shopping Ads:** A row of five product listings, each with an image of a robot vacuum, a title, a price, and the retailer's name. The products are:
  - iRobot Roomba 675 Robot... \$269.99 Amazon.com Free shipping
  - iRobot Roomba 690 Robot... \$289.99 Amazon.com Free shipping
  - Pure Clean Robot Vacuum Clean... \$99.99 Amazon.com
  - iRobot Roomba i7+ Wi-Fi... \$1,099.00 Abt Electronics... ★★★★★ (235)
  - Samsung POWERbot... \$499.00 Samsung POW... Free shipping
- Text Ad:** A text advertisement for "Roomba Vacuum Cleaner | iRobot® Official Store | iRobot.com". It includes a link to "www.irobot.com/Roomba", a 4.6 star rating, and a description: "Get the Latest Cleaning Technology And Let The Robots Do The Hard Work For You. Cleans All Floor Types. High-Efficiency Filter. Dirt Detect™. Multi-Room Cleaning. Tangle-Free Rollers. Deeper Cleaning on Carpet. Wi-Fi® Connected. Patented 3-Stage Cleaning." Below the text are two call-to-action buttons: "Compare All Models" and "iRobot® Roomba 960".

Below the ads is a "Top stories" section with four small images of robot vacuums.

# GOOGLE DISPLAY NETWORK ADS

Various Display Ad placements





**WHAT IS GOOGLE ADS:**

**ANY QUESTIONS SO FAR?**

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# WHY USE GOOGLE ADS FOR YOUR STARTUP?

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# WHY USE GOOGLE ADS FOR YOUR STARTUP?

Compared to...

**Traditional Media**  
(print, TV, radio)

**SEO**  
(Search Engine Opt.)

**Facebook**  
**Ads**

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Compared to...

**Traditional Media**  
(print, TV, radio)

Advantages of Google Ads:

- Precise targeting
- Behavior tracking
- Reach 1M+ sites & apps

**SEO**  
(Search Engine Opt.)

**Facebook**  
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# WHY USE GOOGLE ADS FOR YOUR STARTUP?

Compared to...

## Traditional Media (print, TV, radio)

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## SEO (Search Engine Opt.)

Advantages of Google Ads:

- Precise targeting
- Quick testing/results
- Reach 1M+ sites & apps

## Facebook Ads

# WHY USE GOOGLE ADS FOR YOUR STARTUP?

Compared to...

## Traditional Media (print, TV, radio)

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## SEO (Search Engine Opt.)

Advantages of Google Ads:

- Precise targeting
- Quick testing/results
- Reach 1M+ sites & apps

## Facebook Ads

Advantages of Google Ads:

- Reach hot prospects searching for your product or service now
- Reach 1M+ sites & apps

# WHY USE GOOGLE ADS FOR YOUR STARTUP?



# WHY USE GOOGLE ADS FOR YOUR STARTUP?



# 5 WAYS TO TEST & OPTIMIZE YOUR BUSINESS MODEL WITH GOOGLE ADS

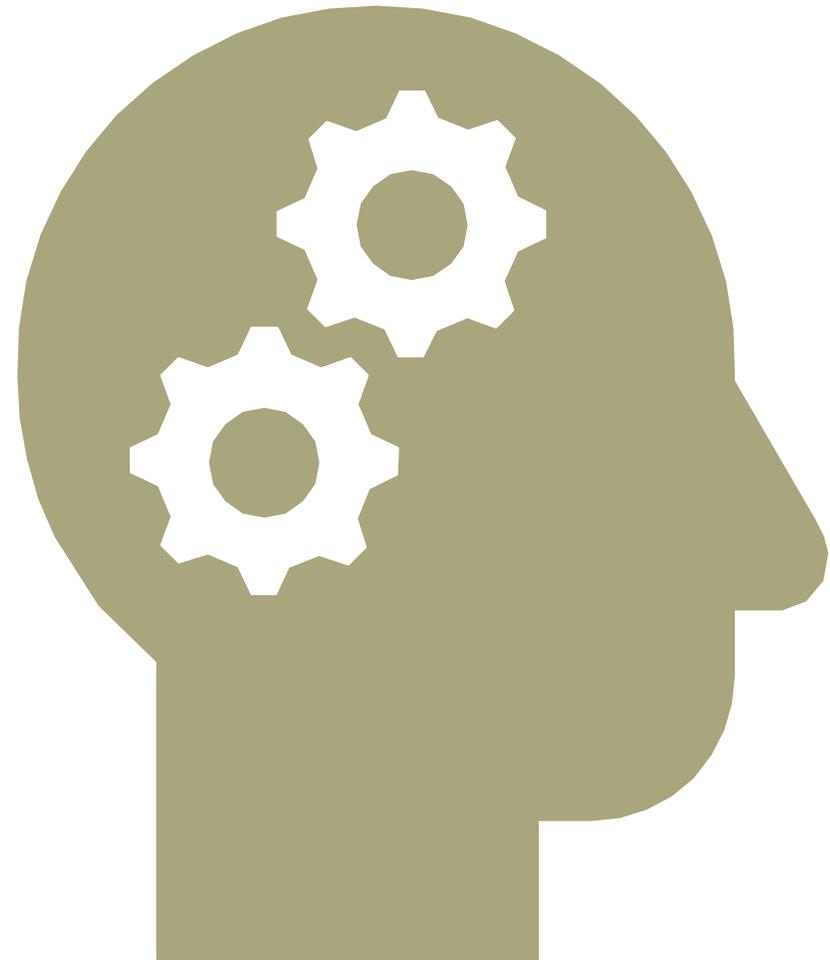
# 5 WAYS TO TEST & OPTIMIZE YOUR BUSINESS MODEL WITH GOOGLE ADS

- #1: Learn Your Online Prospect Volume
- #2: Learn What Prospects Search For
- #3: Learn Which Marketing Messages Engage
- #4: Learn Which Audiences Connect
- #5: Learn How to Stand Out from Competitors

TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#1: LEARN YOUR ONLINE  
PROSPECT VOLUME

KEY QUESTION:

Is your target market large  
enough?

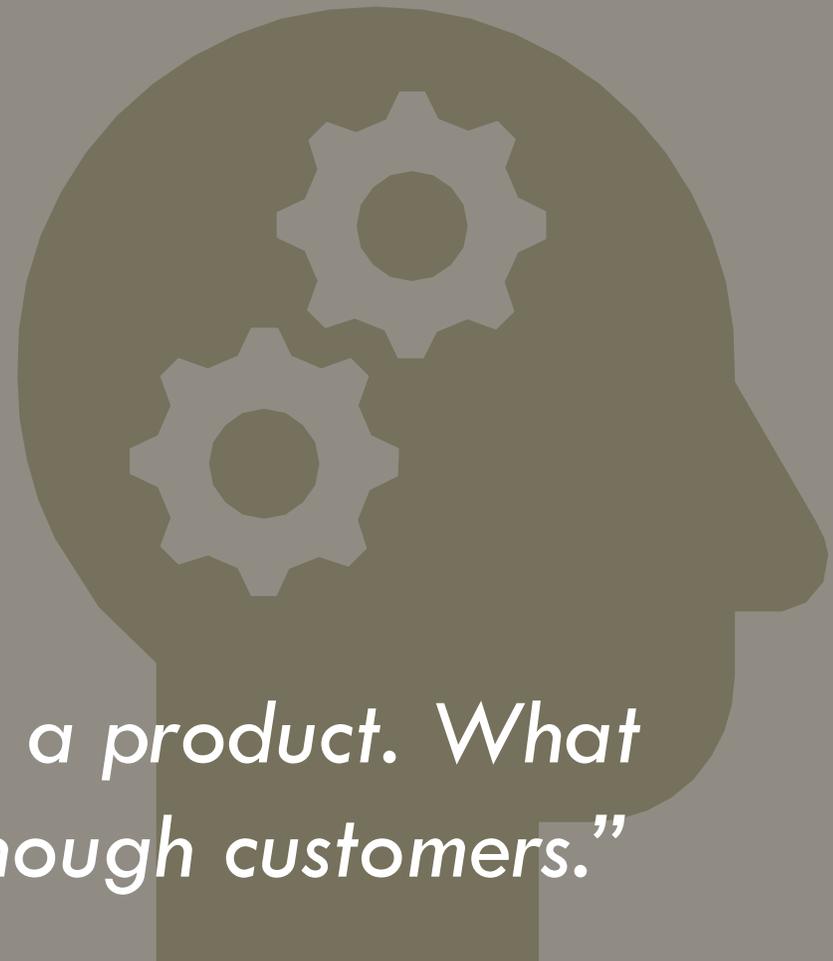


TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#1: LEARN YOUR ONLINE  
PROSPECT VOLUME

KEY QUESTION:  
Is your target market  
large enough?

*“Almost every failed startup has a product. What failed startups don’t have are enough customers.”*

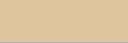
- Gabriel Weinberg, author of “Traction: How Any Startup Can Achieve Explosive Customer Growth”



# TEST & OPTIMIZE YOUR BUSINESS MODEL: #1: LEARN YOUR ONLINE PROSPECT VOLUME

## Tool: Google Ads Keyword Planner

Large market: 90k avg searches/month for “robot vacuum”, with big holiday spike

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> robot vacuum	90,500 	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000 	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000 	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000 	High	100	\$0.93	\$2.61
<input type="checkbox"/> robot vacuum cleaner	22,200 	High	100	\$0.66	\$10.00
<input type="checkbox"/> best robot vacuum	49,500 	High	100	\$0.39	\$1.21
<input type="checkbox"/> roomba vacuum	22,200 	High	100	\$0.93	\$3.17
<input type="checkbox"/> robot hoover	170 	High	99	\$0.50	\$3.43
<input type="checkbox"/> i robot vacuum	12,100 	High	100	\$1.08	\$4.33
<input type="checkbox"/> i robot roomba	1,600 	High	76	\$0.88	\$3.29
<input type="checkbox"/> automatic vacuum	5,400 	High	100	\$0.56	\$10.00
<input type="checkbox"/> robot cleaner	8,100 	High	100	\$0.51	\$9.36
<input type="checkbox"/> automatic vacuum cleaner	3,600 	High	100	\$0.53	\$6.32
<input type="checkbox"/> roomba 650	6,600 	High	100	\$0.74	\$2.05
<input type="checkbox"/> roomba 980	33,100 	High	100	\$0.62	\$2.82

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #1: LEARN YOUR ONLINE PROSPECT VOLUME

## Example Product Idea

A much smaller (MIT optimized!) robot vacuum.

**Oops!**

Problem: online market also much smaller!  
(~0.3% of the full robot vacuum market)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> micro robot vacuum	-	-	-	-	-
<input type="checkbox"/> compact robot vacuum	10	High	100	\$0.76	\$4.03
<input type="checkbox"/> tiny robot vacuum	10	High	100	\$0.76	\$2.83
<input type="checkbox"/> small robot vacuum	110	High	100	\$0.66	\$2.03
<input type="checkbox"/> mini robot vacuum	170	High	100	\$0.60	\$2.00
<input type="checkbox"/> robot vacuum	90,500	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000	High	100	\$0.93	\$2.61
<input type="checkbox"/> miele vacuum	49,500	High	100	\$1.02	\$3.01
<input type="checkbox"/> robot vacuum cleaner	22,200	High	100	\$0.66	\$10.00
<input type="checkbox"/> roomba 650	6,600	High	100	\$0.74	\$2.05
<input type="checkbox"/> best robot vacuum	49,500	High	100	\$0.39	\$1.21
<input type="checkbox"/> irobot roomba 650	2,900	High	100	\$0.72	\$2.02
<input type="checkbox"/> roomba vacuum	22,200	High	100	\$0.93	\$3.17

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #1: LEARN YOUR ONLINE PROSPECT VOLUME

If market too small for business model, then what?

- A) Build a market → Expensive
- B) Find a big partner → Give up control
- C) Re-work your business plan

TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#2: LEARN WHAT PROSPECTS  
SEARCH FOR

KEY QUESTION:  
Are you speaking to prospects  
in their language?



TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#2: LEARN WHAT PROSPECTS  
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KEY QUESTION:

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in their language?

*“Good marketing makes the company look smart.  
Great marketing makes the customer feel smart.”*

- Joe Chernov, former VP of Marketing at HubSpot



# TEST & OPTIMIZE YOUR BUSINESS MODEL: #2: LEARN WHAT PROSPECTS SEARCH FOR

## Example Product Plan

Name: The iMicroVac

Messaging: *“The micro robot vacuum for tight spaces”*

**Oops!**

No one searches for “micro” robot vacuum!

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> micro robot vacuum	-	-	-	-	-
<input type="checkbox"/> compact robot vacuum	10	High	100	\$0.76	\$4.03
<input type="checkbox"/> tiny robot vacuum	10	High	100	\$0.76	\$2.83
<input type="checkbox"/> small robot vacuum	110	High	100	\$0.66	\$2.03
<input type="checkbox"/> mini robot vacuum	170	High	100	\$0.60	\$2.00
<input type="checkbox"/> robot vacuum	90,500	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000	High	100	\$0.93	\$2.61
<input type="checkbox"/> miele vacuum	49,500	High	100	\$1.02	\$3.01
<input type="checkbox"/> robot vacuum cleaner	22,200	High	100	\$0.66	\$10.00
<input type="checkbox"/> roomba 650	6,600	High	100	\$0.74	\$2.05
<input type="checkbox"/> best robot vacuum	49,500	High	100	\$0.39	\$1.21
<input type="checkbox"/> irobot roomba 650	2,900	High	100	\$0.72	\$2.02
<input type="checkbox"/> roomba vacuum	22,200	High	100	\$0.93	\$3.17

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #2: LEARN WHAT PROSPECTS SEARCH FOR

## Example Product Plan

Name: HyperPV Panels

Messaging: *“Lightweight photovoltaic panels with 80% greater energy efficiency”*

**Oops!**

If you want to reach the layman, call them “solar panels” (180x more traffic!)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> solar panels	165,000	High	100	\$2.23	\$11.97
<input type="checkbox"/> photovoltaic panels	880	High	100	\$2.34	\$9.10
Idea					
<input type="checkbox"/> solar energy	40,500	Medium	35	\$2.63	\$9.98
<input type="checkbox"/> solar power	27,100	High	98	\$2.87	\$9.92
<input type="checkbox"/> solar	74,000	Low	16	\$3.22	\$9.51
<input type="checkbox"/> solar panel cost	27,100	High	100	\$2.14	\$9.69
<input type="checkbox"/> solar panels for sale	18,100	High	100	\$1.79	\$8.16
<input type="checkbox"/> solar panel price	8,100	High	100	\$2.32	\$9.89
<input type="checkbox"/> solar power system	6,600	High	100	\$2.19	\$8.00
<input type="checkbox"/> solar cell	8,100	High	100	\$1.87	\$7.04
<input type="checkbox"/> solar panels for home	14,800	High	100	\$2.40	\$9.53
<input type="checkbox"/> buy solar panels	2,400	High	100	\$2.55	\$11.14
<input type="checkbox"/> solar panels for your home	4,400	High	100	\$1.80	\$6.65
<input type="checkbox"/> solar shingles	9,900	High	100	\$1.78	\$8.20
<input type="checkbox"/> flexible solar panels	6,600	High	100	\$0.65	\$8.89

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #2: LEARN WHAT PROSPECTS SEARCH FOR

## Search Terms Report

Later refinement, available after running ads for a time

See the actual queries that triggered your ads

### B2B Example: Multi-Unit Franchise Broker

Expectation: Most “restaurant” queries would not be about selling multi-unit franchises

Reality: Such queries resulted in several good low-cost leads

Search term ▼	↓ Impressions ▼	Cost ▼	Conversions ▼	Cost / conv. ▼
franchise broker	387	\$319.34	2.00	\$159.67
franchise brokers	344	\$507.24	4.00	\$126.81
restaurant brokers	227	\$98.94	2.00	\$49.47
franchise resale	142	\$148.66	1.00	\$148.66
franchise resales	137	\$138.10	0.00	\$0.00
how to sell a franchise	47	\$63.14	1.67	\$37.88
how to sell a restaurant	47	\$72.95	2.00	\$36.48
sell my restaurant	46	\$22.47	1.00	\$22.47

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #2: LEARN WHAT PROSPECTS SEARCH FOR

If your product language doesn't match your target customers' search language, then what?

Only one good solution: Change YOUR language

TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#3: LEARN WHICH MARKETING  
MESSAGES ENGAGE

KEY QUESTION:

Which advertising messages will  
deliver the greatest number of  
good prospects?



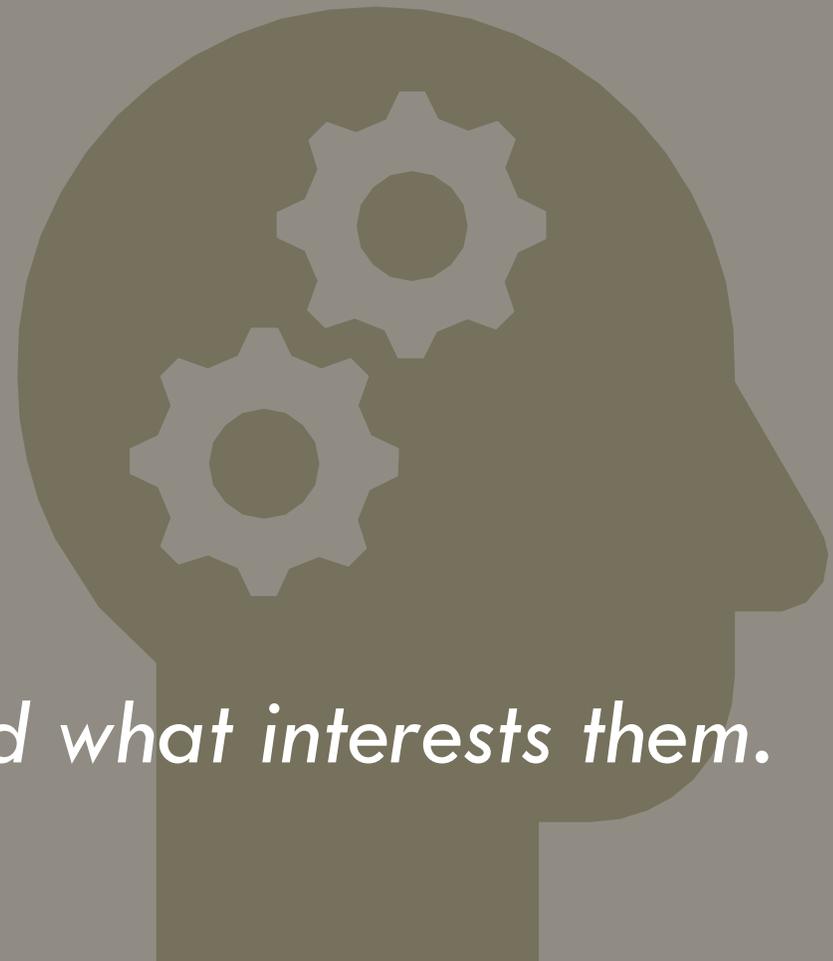
TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#3: LEARN WHICH MARKETING  
MESSAGES ENGAGE

KEY QUESTION:

Which advertising messages will  
deliver the greatest number of  
good prospects?

*“Nobody reads ads. People read what interests them.  
Sometimes, it’s an ad.”*

- Howard Gossage, real-life “Mad Men” inspiration



# TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

How to test ad messaging effectively in Google Ads:



**Write 2-3 ad variants to run within each ad group**



**Change high-impact ad elements first**

Headlines  
Images (for Display ads)



**Test the most meaningful content**

Offers  
Calls to Action  
Competitive differentiators  
Facts vs. emotions



**Measure the results**

TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#3: LEARN WHICH  
MARKETING MESSAGES ENGAGE

Tool: SEMRush

TEST:  
Positive  
emotion

[Official iRobot® Roomba - iRobot.com](https://www.irobot.com/Roomba)

Ad [www.irobot.com/Roomba](https://www.irobot.com/Roomba)

Leave Cleaning To Your **Roomba** And Start Enjoying  
Your Home. Buy Here!

TEST:  
Feature

[Official iRobot® Store | Shop Now For Free  
Shipping | iRobot.com](https://store.irobot.com/Store)

Ad [store.irobot.com/Store](https://store.irobot.com/Store)

Get Free Shipping When You Purchase Any Robot  
On The Official **iRobot** Site!

TEST:  
Discount,  
urgency

[Official iRobot® Store - 10% Off Limited Time  
Offer - irobot.com](https://store.irobot.com/Store)

Ad [store.irobot.com/Store](https://store.irobot.com/Store)

For A Limited Time Save Up To \$80 When You  
**Purchase** Select Robot Bundles.

TEST:  
Market  
Segment

[Roomba Vacuum Cleaner | iRobot® Official  
Store | iRobot.com](https://store.irobot.com/)

Ad [store.irobot.com/](https://store.irobot.com/)

Got A Pet? Get A Helping Hand From **iRobot®** &  
Start Enjoying Your Home. Shop Now!

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

Tool: Google Ads

Ad ↑	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
100% Pure Moringa   Oxidation-Proof Packaging   Free S&H For Orders Over \$50 www.greenvirginproducts.com/Moringa Fresher & More Potent - See Why Our Moringa is Regarded as The World's Best 90 Day Money Back Guarantee	Approved	Expanded text ad	282	12,733	2.21%	\$0.99	\$278.82	6.00
100% Pure Moringa   The Premium Choice   Free S&H For Orders Over \$50 www.greenvirginproducts.com/Moringa The Most Potent Moringa You Can Buy - You'll Never Buy Moringa From Our Lower-Priced Competitors Again - Find Out Why	Approved	Expanded text ad	364	14,970	2.43%	\$0.97	\$351.86	7.58

Learn which ads generate the highest Click-Thru Rate and therefore the most website visitors

## TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

What to do if your website isn't  
ready yet?

**Offer a “Fake Sale”!**

**Hello! You caught us before we're ready.**

We're working hard to put the finishing touches on “X”. Things are going well, and it should be ready to help you with “Y” very soon. If you'd like us to send you a reminder when it's ready, please enter your email below.

**Let Me Know**

And please accept the special gift below as a  
“thank you”!

## TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

If your initial messaging idea doesn't engage well, then what?

- A) Check your search queries
- B) Switch to better messaging (use what you learn from testing)
- C) Change the product/service

TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#4: LEARN WHICH AUDIENCES  
CONNECT

KEY QUESTION:

Which audience segments  
respond the most and which  
respond the least?



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Which audience segments  
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respond the least?

*“Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time.”*

- Ann Handley, Head of Content at MarketingProfs

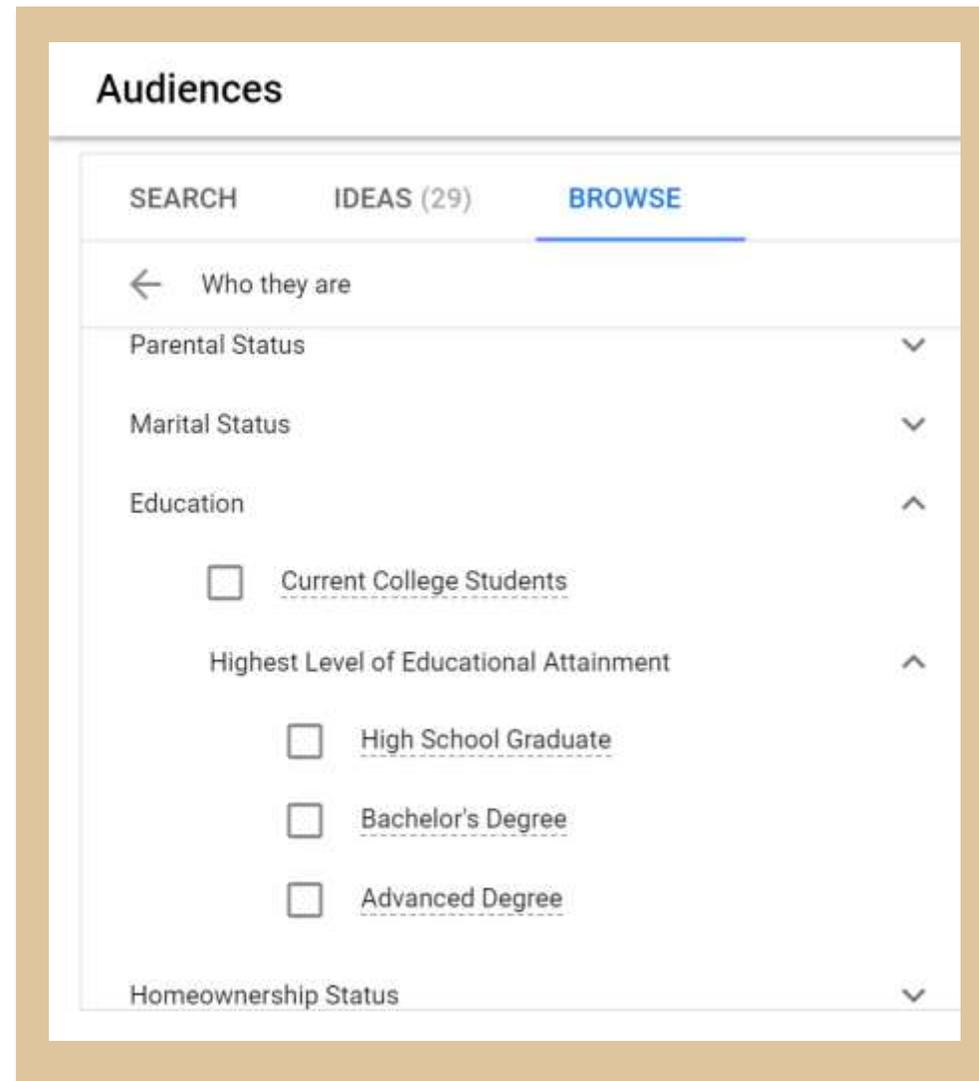


# TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH AUDIENCES CONNECT

## Audience Type #1

Who they are

(Detailed Demographics)

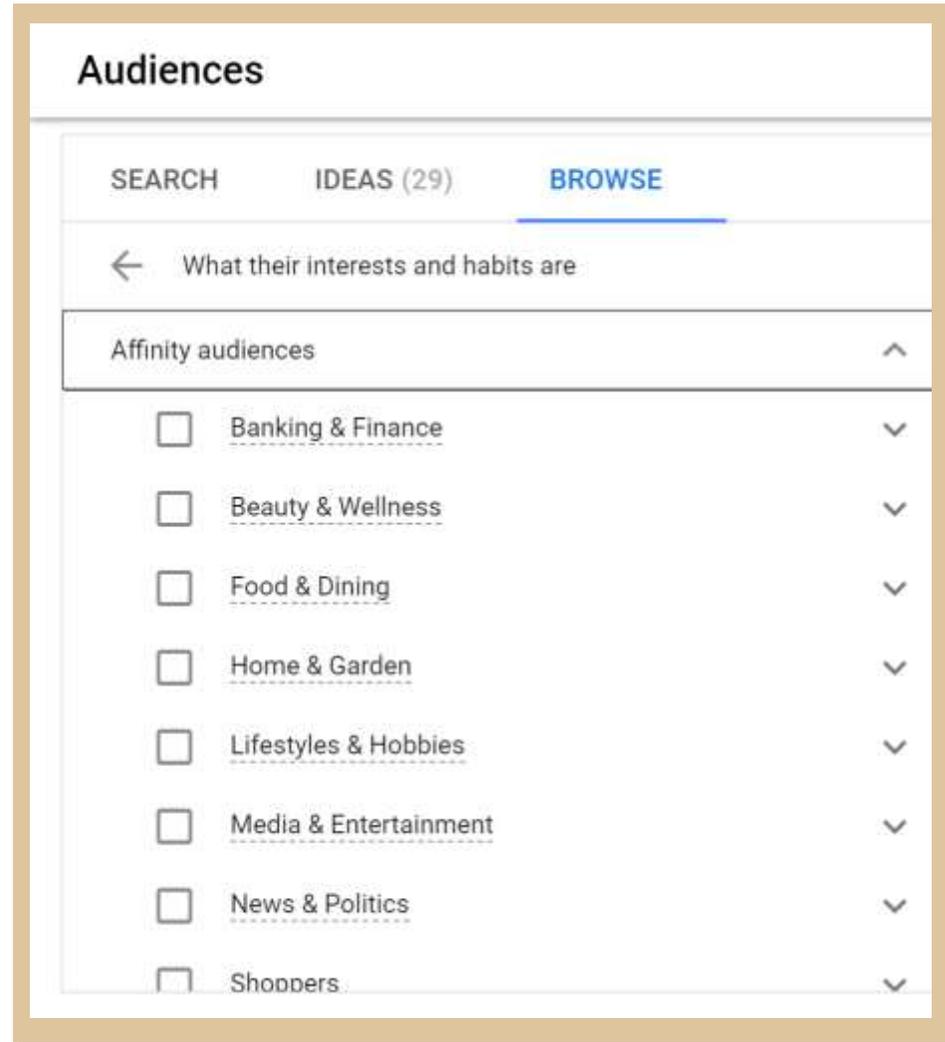


# TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH AUDIENCES CONNECT

## Audience Type #2

What their interests and habits are

(Affinity and custom affinity)

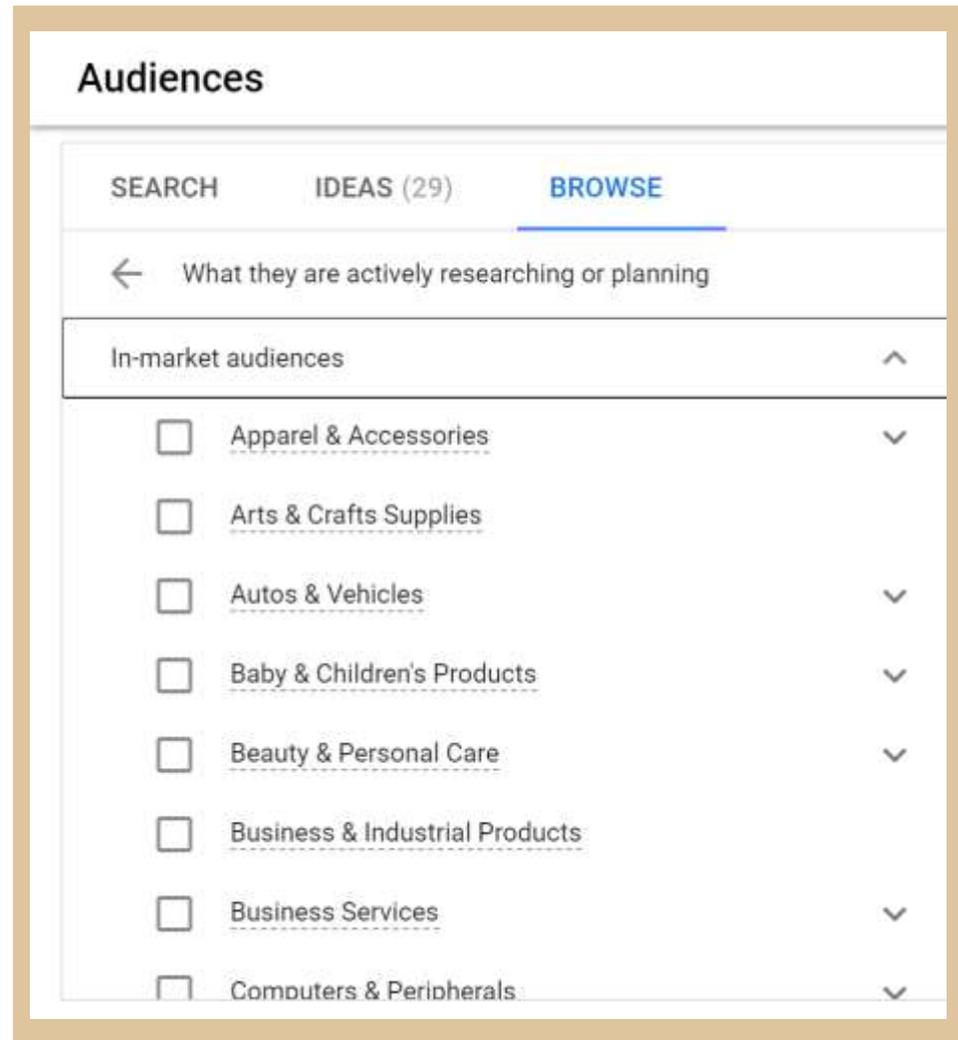


# TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH AUDIENCES CONNECT

## Audience Type #3

What they are actively researching or planning

(In-market)

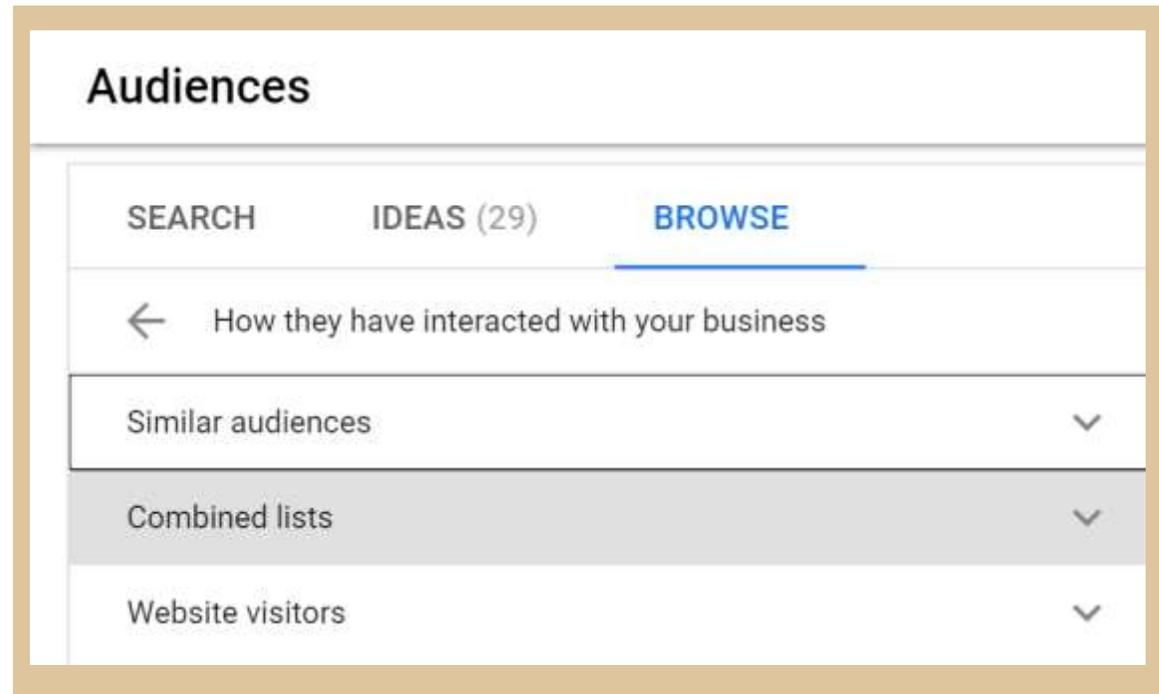


# TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH AUDIENCES CONNECT

## Audience Type #4

How they have interacted with your business

(Remarketing & similar audiences)

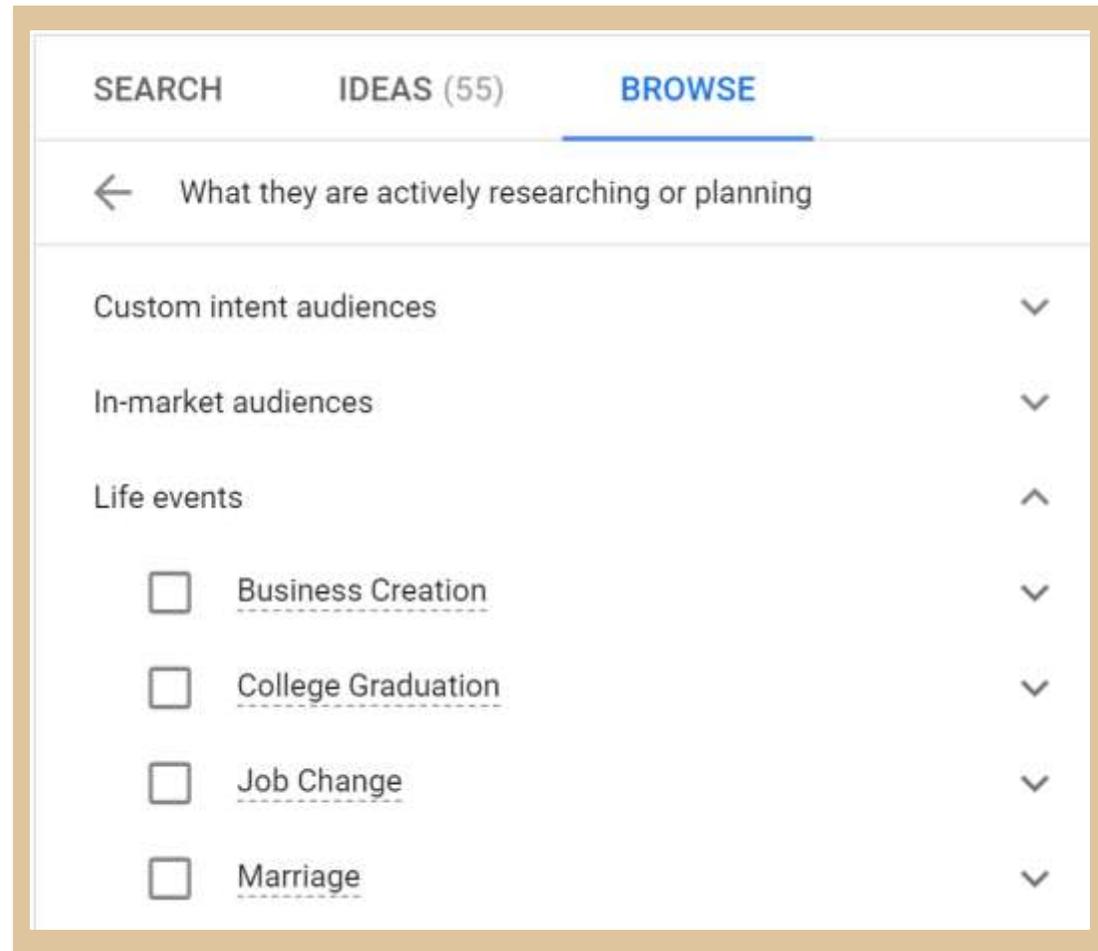


TEST & OPTIMIZE YOUR BUSINESS MODEL:  
#4: LEARN WHICH AUDIENCES CONNECT

**Audience Type #5  
(extra for Display campaigns)**

Custom intent audiences

Life events



# TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH AUDIENCES CONNECT

## Choose & Target!

Can add audiences for either “observation” or “targeting”

Can apply bid adjustments

Can exclude entire audiences

Audience	Type	Status	Bid adj.	Targeting setting
Business Services <u>Business Financial Services</u>	In-market audience	Eligible	+10%	Observation
Education > Highest Level of Educational Attainment <u>Bachelor's Degree</u>	Detailed demographics	Eligible	+10%	Observation
Real Estate > Commercial Properties <u>Commercial Properties (For Sale)</u>	In-market audience	Eligible	+20%	Observation
Real Estate > Commercial Properties <u>Commercial Properties (For Rent)</u>	In-market audience	Eligible	—	Observation
Real Estate <u>Commercial Properties</u>	In-market audience	Eligible	—	Observation
Lifestyles & Hobbies <u>Business Professionals</u>	Affinity audience	Eligible	0%	Observation
Education > Highest Level of Educational Attainment <u>High School Graduate</u>	Detailed demographics	Eligible	—	Observation
Education > Highest Level of Educational Attainment <u>Advanced Degree</u>	Detailed demographics	Eligible	—	Observation
Homeownership Status <u>Homeowners</u>	Detailed demographics	Eligible	—	Observation
Homeownership Status <u>Renters</u>	Detailed demographics	Eligible	—	Observation
Marital Status <u>Married</u>	Detailed demographics	Eligible	—	Observation
Marital Status <u>Single</u>	Detailed demographics	Eligible	—	Observation
Marital Status <u>In a Relationship</u>	Detailed demographics	Eligible	—	Observation

## TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH AUDIENCES CONNECT

If your audience appeal isn't as expected, then what?

- A) Check your search queries & ad messaging again
- B) Revisit your buyer personas
- C) Change the product/service

TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#5: LEARN HOW TO STAND  
OUT FROM COMPETITORS

KEY QUESTION:

How can you best differentiate  
your business in a crowded  
market?



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KEY QUESTION:

How can you best differentiate  
your business in a crowded  
market?

*“Move fast. Speed is one of your main advantages  
over large competitors.”*

- Sam Altman, President of Y Combinator and Co-Chairman of OpenAI



# TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

## Step 1:

Find out who your online competition really is

**Tool: Google Ads Auction Insights Report**

Display URL domain	↓	Impression share	Avg. position	Overlap rate	Outranking share
amazon.com		64.00%	1.7	79.30%	28.23%
You		45.01%	1.8	—	—
moringasave.com		13.46%	3.0	21.25%	42.59%
healthzone		< 10%	2.6	3.25%	44.60%
zijainternational.com		< 10%	2.7	10.89%	44.17%
puritan.com		< 10%	3.0	10.64%	43.61%
netfind.com		< 10%	2.8	6.18%	44.43%
facty.com		< 10%	2.6	7.22%	43.87%

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

## Step 2a:

Find out what they're advertising for specific search queries

## Tool: Google Ads Ad Preview & Diagnosis Tool

Better than regular Google search – can specify location, device, language and audience

The screenshot displays the Google Ads Ad Preview & Diagnosis Tool interface. At the top, a search bar contains the query "buy roomba". To the right of the search bar, there are filters for Location (Boston, Massachusetts, United States), Language (English), Device (Desktop), and Audience (Users not in any audience). A "SHARE" button is visible in the top right corner. Below the search bar, a message states "Your ad is not showing". The main content area shows a "Preview of search results" for the query "buy roomba". The results include a sponsored ad for iRobot.com, an Amazon.com ad for a Roomba vacuum cleaner, and an HSN.com ad for a Roomba on sale. The iRobot.com ad is highlighted with a red box. The ad text for iRobot.com reads: "If It's Not From iRobot® | It's Not A Roomba® | iRobot.com", "store.irobot.com/ ✓", "★★★★★ Rating for irobot.com: 4.6", "Let The Robot Clean. Just Sit Back And Relax. Find Yours Now At iRobot.com! Tangle-Free Rollers. Multi-Room Cleaning. Deeper Cleaning on Carpet. Wi-Fi® Connected. Cleans All Floor Types. Compare All Models - iRobot Braava jet™ - Personalize Your Roomba - iRobot® Roomba® i7".

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

## Step 2b:

Find out what they're advertising across the board

## Tool: SEMRush

Great competitive research data for both SEO and PPC

AD COPIES 1 - 100 (1,447)			
Advanced filters		Sort by	Export
		Number of keywords - desce...	Export
<a href="#">Official iRobot® Roomba - iRobot.com</a> Ad www.irobot.com/Roomba Leave Cleaning To Your <b>Roomba</b> And Start Enjoying Your Home. Buy Here! Keywords: 69	<a href="#">Roomba® Vacuum Cleaning - iRobot® Official Store</a> Ad www.irobot.com/Roomba Get A New Helping Hand From iRobot. 1-Year Warranty And Free Shipping. Buy Now! Keywords: 61	<a href="#">Official iRobot® Roomba - iRobot.com</a> Ad www.irobot.com/Roomba Say Goodbye To <b>Cleaning</b> And Get The Original Robot <b>Vacuum</b> , The <b>Roomba</b> . Keywords: 48	<a href="#">Official iRobot® Roomba Vacuum   iRobot® Official Store   iRobot.com</a> Ad www.irobot.com/ For a Limited Time <b>Get</b> a Free Replenish Kit with a <b>Roomba</b> Purchase. Ends Soon! Keywords: 48
<a href="#">Official iRobot® Roomba - iRobot.com</a> Ad www.irobot.com/Roomba Get A New Helping Hand From iRobot. 1-Year Warranty And Free Shipping. Buy Now! Keywords: 47	<a href="#">Official iRobot® Store   Mother's Day Gift Sale   iRobot.com</a> Ad store.irobot.com/Roomba Shop Now And Save On The <b>Roomba</b> 900 Series, Braava 380t & Braava jet. Ends Soon! Keywords: 37	<a href="#">Official iRobot® Roomba Vacuum   iRobot® Official Store   iRobot.com</a> Ad www.irobot.com/ For a Limited Time Receive a Free Replenish Kit w/ <b>Roomba</b> Purchase. Ends Soon! Keywords: 34	<a href="#">Official iRobot® Roomba Vacuum   iRobot® Official Store   iRobot.com</a> Ad store.irobot.com/Roomba Get A New Helping Hand From iRobot. 1-Year Warranty And Free Shipping. Buy Now! Keywords: 34
<a href="#">Official iRobot® Roomba - Limited Time Offer - irobot.com</a> Ad store.irobot.com/Roomba Shop Now And Save \$100 On Any <b>Roomba</b> 900 Series Purchase. Ends Soon! Keywords: 31	<a href="#">Official iRobot® Store   Mother's Day Gift Sale   iRobot.com</a> Ad store.irobot.com/Store Shop Now And Save On The Roomba 900 Series, Braava 380t & Braava jet. Ends Soon! Keywords: 30	<a href="#">Official iRobot® Roomba - Get A New Helping Hand From iRobot</a> Ad www.irobot.com/Roomba The Original Robot Vacuum Cleaner. Keywords: 27	<a href="#">iRobot® Cleaning Robots - iRobot® Official Store</a> Ad store.irobot.com/Store Say Goodbye To Cleaning And Start Enjoying Your Home. Buy Your iRobot Now! Keywords: 27
<a href="#">Official iRobot® Holiday Sale - Save \$100 On Connected Roombas</a>	<a href="#">Official iRobot® Roomba Vacuum   Free Gift With iRobot® Roomba</a>	<a href="#">Roomba® Vacuum Cleaning - iRobot® Official Store</a>	<a href="#">Official iRobot® Roomba   Memorial Day Weekend Sale   iRobot.com</a>

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

## Step 3:

Find out the keywords they're targeting.

Not overlapping? Great!

Overlapping? Need unique ads

## Tool: SpyFu

Great competitive research data for both SEO and PPC

### Most Profitable Paid Keywords

Keyword	Ad Timeline	Cost Per Click	Monthly Cost	Monthly Searches	Ad Position	Total Ads	
roomba <a href="#">irobot.com</a>		\$0.95	\$37.7k	823k	1	5	<a href="#">ADD</a>
irobot <a href="#">irobot.com</a>		\$0.78	\$11k	550k	1	2	<a href="#">ADD</a>
irobot roomba <a href="#">irobot.com</a>		\$0.60	\$3k	246k	1	6	<a href="#">ADD</a>
roomba vacuums <a href="#">irobot.com</a>		\$1.15	\$751	49.5k	1	3	<a href="#">ADD</a>
robot vacuum <a href="#">irobot.com</a>		\$1.21	\$18.6k	368k	1	10	<a href="#">ADD</a>
i robot <a href="#">irobot.com</a>		\$1.10	\$2,44k	246k	1	3	<a href="#">ADD</a>
roombas <a href="#">irobot.com</a>		\$0.99	\$3,08k	823k	1	4	<a href="#">ADD</a>
buy roomba <a href="#">irobot.com</a>		\$1.20	\$251	720	1	9	<a href="#">ADD</a>
i rumba <a href="#">irobot.com</a>		\$1.45	\$240	192	1	8	<a href="#">ADD</a>
i robot roomba <a href="#">irobot.com</a>		\$1.05	\$700	3,18k	1	3	<a href="#">ADD</a>

[VIEW ALL PPC KEYWORDS >](#)

# TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

If your offer sounds just like your competitor's, then what?

Focus on one meaningful differentiating feature / benefit / audience

- Your offer can be identical in every way but one!
- Better to speak directly to one niche than to speak generally to everyone

# BEST GOOGLE ADS 1ST STEPS FOR STARTUPS

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# BEST GOOGLE ADS 1<sup>ST</sup> STEPS FOR STARTUPS



Sign up for a Google Ads account (\$100 free credit)

- #1 Learn your online prospect volume
- #2 Learn what prospects search for

Free!



Create quick landing page,  
Launch initial Search campaigns

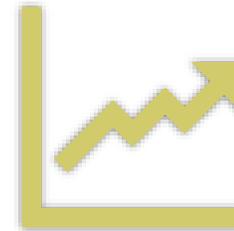
- #3 Learn which marketing messages engage
- #4 Learn which audiences connect
- #5 Learn how to stand out from competitors

# BEST GOOGLE ADS 1<sup>ST</sup> STEPS FOR STARTUPS



## **Put your best foot forward, then test variations**

One best offer + one best audience + one best landing page + one best Google Ads campaign



## **Allow sufficient investment for meaningful conclusions**

Nominally: 1-3 months and \$500-\$2,000 / month depending on scope

# TOP GOOGLE ADS TOOLS & RESOURCES FOR STARTUPS

[www.prometheusppc.com/blog/grow-your-business-with-google-ads](http://www.prometheusppc.com/blog/grow-your-business-with-google-ads)

Find links to 2019 MIT presentation – video, slides, transcript

Today's video & slides will also be posted to HAE website shortly

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