GOO GLE ADS

LOCATION TARGETING CHECKLIST

IMPROVE LOCATION TARGETING

MKG Marketing has about a dozen technology and healthcare clients who we lead Google Ads Strategy and Management for on a daily basis.
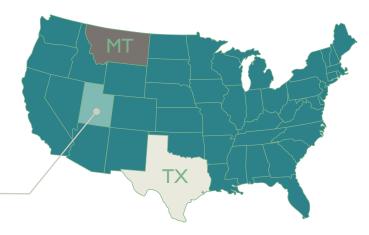
Both of these verticals *almost always* require strict location settings in their Google Ads accounts. A few (of many) reasons include:

HEALTHCARE

Outside of treating terminal illness, most healthcare providers (hospitals, urgent care, private practices) need to meet their patients in person. A dermatologist in Miami would not want ads served to potential patients in Vermont.

TECHNOLOGY

Tech clients who provide networking, enterprise technology, and big data products/services often find their own customers cluster in specific metro areas.

THE POINT OF THE CHECKLIST...

What is one thing you can do in 60 seconds or less to ensure your location settings are optimized?

As mentioned in Google's own Ads Advanced Location Options, the default location settling for Google Ads accounts is to *reach people in,* **or who show interest in,** *your targeted locations*.

> **EXAMPLE**
>
> *By default, show ads for my dermatology practice to people* **physically in Miami** *as well as* **people who have shown interest in Miami.**

Internet users could **show interest in Miami** by; looking up flights to Miami, searching for baseball tickets to a Miami Marlins game, searching for history of the State of Florida in relation to the Spanish conquistadors, etc.
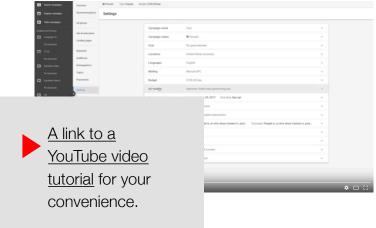
At MKG, we always set the location setting to **Reach people physically in your targeted locations.** This option lets you show your ads only to people who are likely to be physically located within the area you've targeted - no interest setting allowed!

THE
CHECKLIST

01 Log into your Google Ads Account and navigate to the correct CID.

02 Select a **campaign** from the list on the left hand side of the screen.

03 From the page menu on the left, click **Settings**.

04 Expand the section named **Additional Settings**.

▶ A link to a YouTube video tutorial for your convenience.

05 Click on **Location** Options.

06 The first heading says Target. Select the checkbox that reads **People in your targeted locations**.

07 Click the blue **Save** text within that expanded section.

08 Now, go repeat steps 2 - 7 for ALL campaigns that apply.

THE CASE STUDY

TEMPERED NETWORKS

In 2018 the MKG Marketing team took over Paid Media Strategy and Management for Tempered Networks, a networking company that focuses on Identify Defined Networking (IDN).

As we began our proprietary Account Audit process, one of the first things that we audited was the location setting used in the campaign.

Location settings are extremely important for Tempered Networks, as their sales team divides the United States into three regions (West, Central, and East) and there were 34 individual metro areas within those three regions that have a dense population of potential customers waiting for Tempered Networks to sell to them.
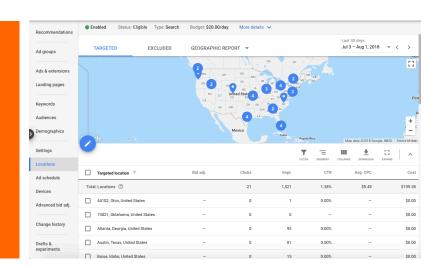
When we audited the Google Ads account, we immediately noticed that location targeting was set. Incorrectly to _Reach people in, or who show interest in, your targeted locations_.

As we dug deeper we uncovered the following:

▶ Historically, almost two-thirds of the total Google Ad budget had been spent serving ads to prospects physically located outside of their 32 key metro areas (we'll call these "other" locations).

▶ All the enabled campaigns had a better conversion rate for the 32 key metro areas than "other" locations to the tune of many multiples in difference ("other" locations are rarely converting at all!)

THE RESULTS

Within 30 days of correcting the location settings the **entire account conversion rate DOUBLED (**2x better).

ABOUT MKG

MKG Marketing is a digital marketing agency run by Digital Marketing Experts.

Our Experts specialize in Search Engine Optimization (SEO), Pay-Per-Click (PPC) Advertising, as well as Campaign and Website Analytics.

Experts are defined as individuals who focus on a specific service, and have years of qualifying experience.

Because we only hire experts our clients experience little-to-no turnover with their agency stakeholders.

The checklist and results demonstrated in this document are based directly on our experts actual experience.

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THA NK YOU

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