

What's Wrong With Adwords?



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Disclaimer



I have massive respect for Google and what they have created and this video has only been created due to recent innovations Google have implemented. What improvements could be next?

Keywords

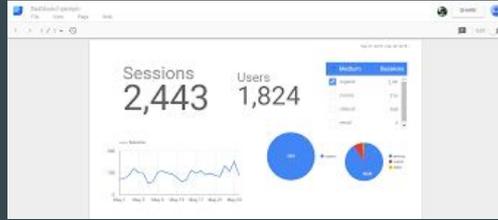
Negative keywords

Search terms

Negative SQR



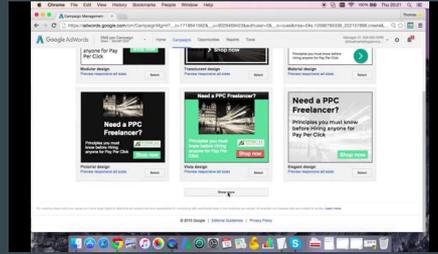
There is no reason why this information should not be made available - any negatives that have blocked an ad appearing, what was the search term? This will likely help find new keywords that can be added and be confirmation you are blocking unappealing searches.



Client Friendly Reporting



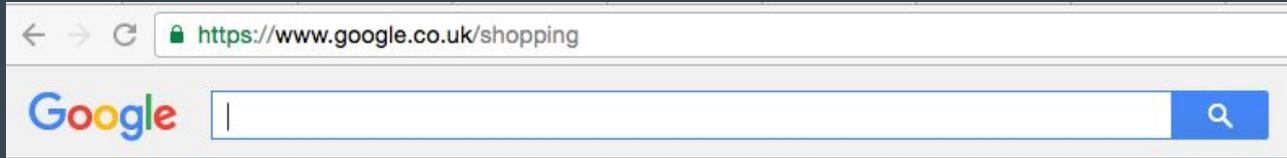
Google have been working on this with the new “reports” link at the top of the interface, but it is far from being what it could be. Google have also introduced google data studio which shows promise but it is still early days.



Ad builder



Google have restricted the number of templates available in ad builder and introduced “Google web designer” for the creation HTML 5 ads, but every time a small business needs image ads, it’s normally at cost and there is no need for this when this feature could be improved.



Shopping Transparency



Normal search campaigns are great for knowing if your ad is showing and if so where abouts. Shopping is almost the opposite, you only know if it is showing once it starts getting impressions and this seems to take some time from launch. Average position is also not reported.

Local Call Centers



Whenever I have an issue with adwords and call the help desk and get through to Ireland, the problem is almost always solved quickly. When I get transferred to the world-wide help desk, I get an answer I believe about half the time. If Google is to be an example for other businesses, this should be addressed.

Quality score - [Learn more](#)

10/10 Expected clickthrough rate: **Above average**
Ad relevance: **Above average**
Landing page experience: **Above average**

[Ad Preview and Diagnosis](#)

Expected CTR



Google rates your expected CTR for quality score, if they were to release the expected CTR or an approximate for your keywords, it would be something to work towards or another metric for improvement. This would also show if you were significantly below standard.

What are your ideas?



Please post your ideas in the comments [below](#) and if you know anyone who works for Google involved with these types of decisions please share the [video](#) and hopefully we can improve Adwords together.



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