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# 19 GOOGLE ADS SECRETS

BASED ON \$5M CASES AND TESTS

# 19 Google Ads Secrets

HOW TO GET THE MOST OUT OF GOOGLE  
WITHOUT BLOWING YOUR MONEY  
OR COMPLEX SETTINGS

ABOUT ADVERTISING IN SIMPLE TERMS

Effective advertising is not something that happens at random, nor something that can be done with a press of a magic button. It is something predictable and effective, as long as you follow the right path and use the right methodology. This means it can be learned and it can be taught. That is my aim within this book.

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# Important!

## Read before you read the book!

Google Ads is about practice. You can only learn how to execute google ads effectively by experimenting with your money! Always set a small budget at first, given that Google can double or even quadruple it. The worst thing you can do is to blow 1,000 dollars and not notice a difference, and the best thing you can do is admire the orders.

One of the great things about Google ads is the Quality Score. A parameter that, by improving it, you can pay less and less money per click. You will get to know more about it in the second section of the book. Before you spend a single dollar, make sure that you follow all the recommendations in this book. I thought long and hard about its structure but ended up just describing my path. Each section is a turning point, after which advertising becomes many times more effective.

So, in this book you will find:

- Fatal mistakes
- Means of protection
- Success stories
- Skills
- Secrets

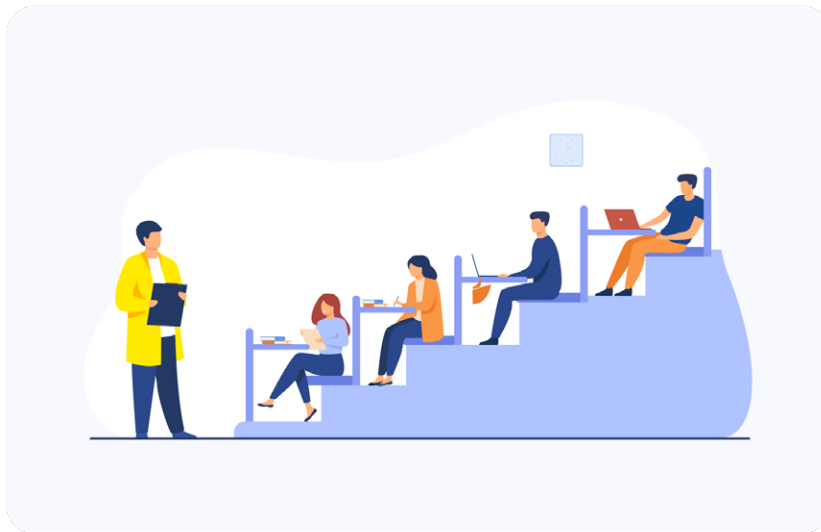
# How Google Ads changed my life

While still a student, I began my first steps in the industry of online business. In my search for a niche, I launched more and more projects: custom-made artifacts from online games, subscription-based set-top boxes for TV, the sale of Soviet gas masks to the USA and Australia, and a number of other projects which are not worth mentioning. All this time I was running websites, optimizing and promoting them.

At the time, Google ads amazed me with the speed at which it got results. Back then it worked very simply - all it took was a few keywords and an ad. Nobody cared about optimisation, customisation, or strategy. The competition was so small that almost any advertisement paid off.

In my senior year, substituting for a lecturer, I realized that I enjoyed teaching, it was energizing and inspiring. The choice was made - a postgraduate degree in computer modeling and a position as a university assistant. I had a rather fast-paced career as a scientist. PhD, the youngest professor in the country, winning 2 out of 3 highest awards for scientists, keynote speaker at conferences around the world, and finally Young Scientist of the Year in Ukraine.

At the same time, I did not stop promoting my own projects and setting up advertising for clients. The competition on Google was beginning to gradually grow, and advertising was becoming more and more expensive.



“ *I’ve had enough, Google ads are no longer effective, it’s total nonsense!* ”

I vividly remember the day when I began struggling to set up advertisements for my online shop. Money was being spent at an enormous bid, but nobody was buying. In the heat of the moment, I thought: “I’ve had enough, Google ads are no longer effective, it’s total nonsense!”

As I was working on my dissertation and delving deeper into mathematics and statistics, I noticed more and more that their laws are inviolable and work both in science and in applied fields such as Google advertising. Here I was, determining the validity of an experiment and realizing that this is also how you can determine the validity of an A/B ad test in advertising. Applying mathematical modeling, I realized that the same methods can be applied to modeling the algorithm for Google Ads.

These were years full of discoveries, I was constantly testing my ideas from the world of science on advertising and getting more and more profits from it. For example, I ran ads for a beauty salon. Then I repeated it for a small online shop, a private clinic, and a service station. After 4 years and about 18 projects, I realized that the procedure had become a system. So I developed my own methodology for launching and optimizing advertising, based on solid mathematical models.

I got the most reliable confirmation of this methodology in December 2017, when, at the peak of the cryptocurrency hype I partnered with a cloud mining service for 5% of their revenue. In December I set a record: in just 4 days I raised \$1.25 million in revenue for them from Google Ads alone. Lightning-fast ad scaling across the globe in 16 languages.

All this time, I continued to follow two paths: during the day I lectures at the university, and in the evening I set up advertisements. In 2019, at one point, I realized: “This is not the life I want to live”. I want to combine the two directions into one and become the best in it. This is how my Google Ads online school was created.

Doing interesting and effective advertising on my own had become the norm and standard for me, but growth and development require motivation and constant brain training in different areas.



I found inspiration when I noticed how the system I developed started to produce results for my students. By helping them with hundreds of different projects, I practiced my own skills at the same time.

For three years, my online school has become the largest Google Ads school in Ukraine. At the same time, I continued to lead major advertising projects myself.

As a consultant I still work with annual advertising budgets from \$500k. The total budget of the accounts I manage is currently over \$13M per month.

# Secret #0: The ultimate secret of how Google's algorithm works

In order to get the most out of Google, you need to understand how it works, how the algorithms are set up, and how to use them correctly. To determine what Google is focused on, let's start by looking at the company's revenue structure.

Any commercial organization, first and foremost, has a 'revenue growth' objective. By understanding what brings money into Google's pocket, we can better understand how its system 'thinks' internally.

