Google ads are a great way to show up in Google search; however, you don’t want to buy into ad words without being able to direct your customer to good content. Below are a few recommendations we have to run Google ads successfully.

Recommendations:

* Use your location: Using your specific location and targeting local areas will give you the best opportunity for return on your ad word selections.
* Think like the customer: You know your customer best. When building the content to associate with your ad words, make sure you speak directly to your customer.
* Add your own ad words: While this is a great list to start with, continue to look for additional words to target.
* Keep up to date with Googles Best Practices

These Google Search Ads have been proven to generate leads for Unico. You are welcome to use these phrases when developing their ads.

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