ADVERANK™

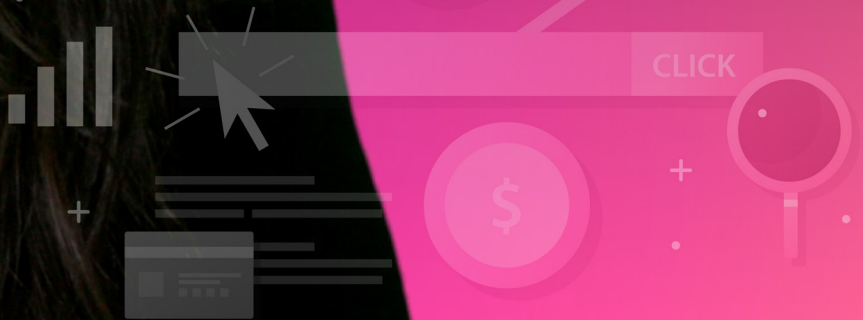# GET STARTED GUIDE

Google Ads
PPC MADE EASY

PPC **MADE** EASY - GET **STARTED** GUIDE

Adverank
10 1/2 South Main Street
Zionsville, IN 46077

https://www.adverank.com/

Setting up an efficient Google Ads account doesn't have to be complicated. To get started, all you need is a budget and keywords!

With Adverank – there are **no commissions** taken from your ad spend. Instead, we make money through our three SaaS packages - giving customers the assurance it's in their best interest for campaigns to perform well.

Our coaches will help keep track of your account's progress and provide vital insights along the way; however, results from ads will take time to seed online. According to official info from Google, Ads will go live between 24 to 48 hours, and you can expect optimized results to begin in a few weeks.

This stage of our partnership aims to activate Adverank email alerts and ensure data availability in the **"Monitor"** account.

METHODOLOGY

Ad Content
We customize up to 10 different headlines, 4 different descriptions, and 2 URL paths based on the keyword and location of the facility.

Geo-targeting
We recommend a distance between 5-10 miles outward from the facility address.

Destination URL
All ads will drive traffic to the specific facility page.

Budget Recommendation

Our budget recommendation is based on a smart metric: the **PPC Ad Shortfall**. Looking at how your competitors are performing in any given area, this clever calculation suggests a budget change to get 90% of available search volume for that campaign - giving you an edge over all other advertisers!

Account & Keywords

Adverank's keyword organization system for Google Ads is designed to help businesses maximize their advertising efforts by targeting the right audience.

We group keywords into two categories: **Standard** and **Featured**. Standard groups are commonly used keywords across all locations based on self-storage search volume. On the other hand, Featured groups focus on specific features that a particular location wants to emphasize.

These keywords have been carefully vetted over five years of running Google ads for hundreds of locations, ensuring businesses get the most out of their advertising campaigns.

The Adverank Audit

Adverank's keyword Audit typically grows keyword phrases from around **15** words to around **80+** once we are finished. The audit can be done in the first week of signing up with Adverank and lead flow results are noticed in a few weeks.

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Keyword Phrases
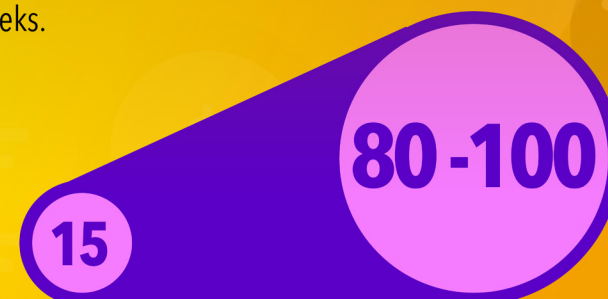
80 - 100
Keyword Phrases

SAVE

START | ACCEPT | VALUE | ENJOY

S.A.V.E. with Adverank

Save time, money, and frustration by taking advantage of Adverank's new framework. Powered by Microsoft A.I. and crafted to revolutionize PPC advertising for self storage facilities.

Start with More Leads

Grow your leads by starting with facilities that could benefit from increasing ad spend to capture additional leads by aligning you're your occupancy goals with real time demand fluctuations.

Accept Additional Savings

By analyzing trends over the past 15 days, Adverank recomend locations where you can reduce your ad spend. The locations that meet your occupancy goals with minimal search loss, providing balanced savings without compromising campaign efficacy. Simply accept the recomendations with the push of a button and save.

Value Social Advertising

This benefit highlights locations with consistent search performance but lagging occupancy. By leveraging social advertising with our Social Boost campaigns you can drive engagement and occupancy, delivering impactful results.

Enjoy Stabilization

Having identified facilities that Meet or surpass occupancy goals. These locations can enjoy the rewards of your PPC efforts with no need for an adjustment.

Navigate PPC with Precision

With the SAVE framework by Adverank, self storage advertisers can navigate PPC with clarity and precision. Our tailored recommendations cater to the unique needs of each facility, ensuring maximum ROI and effectiveness in your PPC campaigns.

Powered by Microsoft A.I.

Microsoft
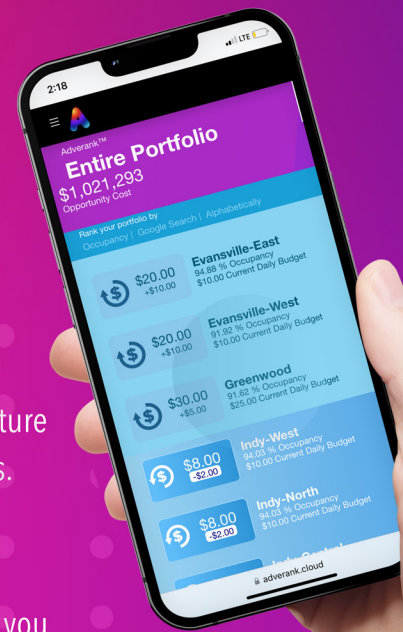
OUR METHODOLOGY FOR PPC SUCCESS

Identifying Standard Attributes: First, we research and identify the standard attributes related to your business. In this case, these would be keywords related to self-storage, such as "secure self-storage," "climate-controlled storage," "24/7 self-storage," etc.

Featured Keyword Variety: To capture the search volume around each location, we would use a variety of similar words within each Ad Group. This helps to match as many potential search queries as possible. For instance, for the "Secure Self-Storage" Ad Group, you might use keyword phrases like "safe storage solutions," "secure storage units," and "high-security self-storage."

Standard Ad Groups

1. Rental
2. General
3. Facility
4. **Unit**
5. Location

Example Keyword Phrases

"self storage unit near me"
"storage unit"
"local storage unit"
"storage unit near me"
"self storage unit"
"local self storage unit"

Featured Ad Groups

6. Climate Control
7. **RV Parking**
8. Vehicle Parking
9. Boat Parking

Example Keyword Phrases

"travel trailer parking"
"local rv storage"
"local travel trailer parking"
"rv parking"
"travel trailer storage"
"rv storage near me"
"travel trailer storage near me"
"local travel trailer storage"
"rv storage"
"rv parking near me"
"local rv parking"
"travel trailer parking near me"

Creating Ad Groups: Next, we create Ad Groups based on these attributes. For example, we might have an Ad Group titled "Secure Self-Storage" containing ads that focus on the security features of your storage facilities.

Location-Based Targeting: We also consider location-based keywords. For example, if you're targeting customers in New York, you might include phrases like "secure self-storage in New York" or "New York City secure storage units."

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THANK YOU

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