

7 GOOGLE ADS PPC **TERMS**

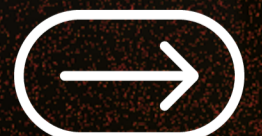
EVERYONE NEEDS TO KNOW BEFORE YOU SCALE



PPC BOOST



BRIAN LASONDE
Founder & CEO @ PPC Boost



#1

ROAS

R – Return

O – On

A – Ad

S – Spend



It measures revenue both

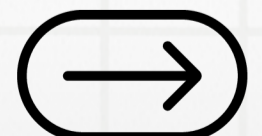
Generated vs Ad Spend

ROAS shows if your ads are Profitable
or just burning Cash

Track it Campaign by Campaign



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#2

KEYWORD PAGE FIT

When your exact keyword truly matches the landing page experience

How to get there:

0 – Starting Point

Hunch on high-intent search terms

1 – Relevance Insight

Mine search queries + competitors, build negative keyword list

2 – Problem/Solution Fit

Tight, intent-specific ad groups

3 – Iterations

Prune negatives; refine bids/audiences

4 – Fit Achieved

Consistent conversions + high Quality Score

5 – Scale It

Budget to dominate proven terms

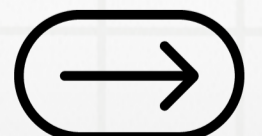


(Don't mix irrelevant match type, Build that "never" list)



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#3

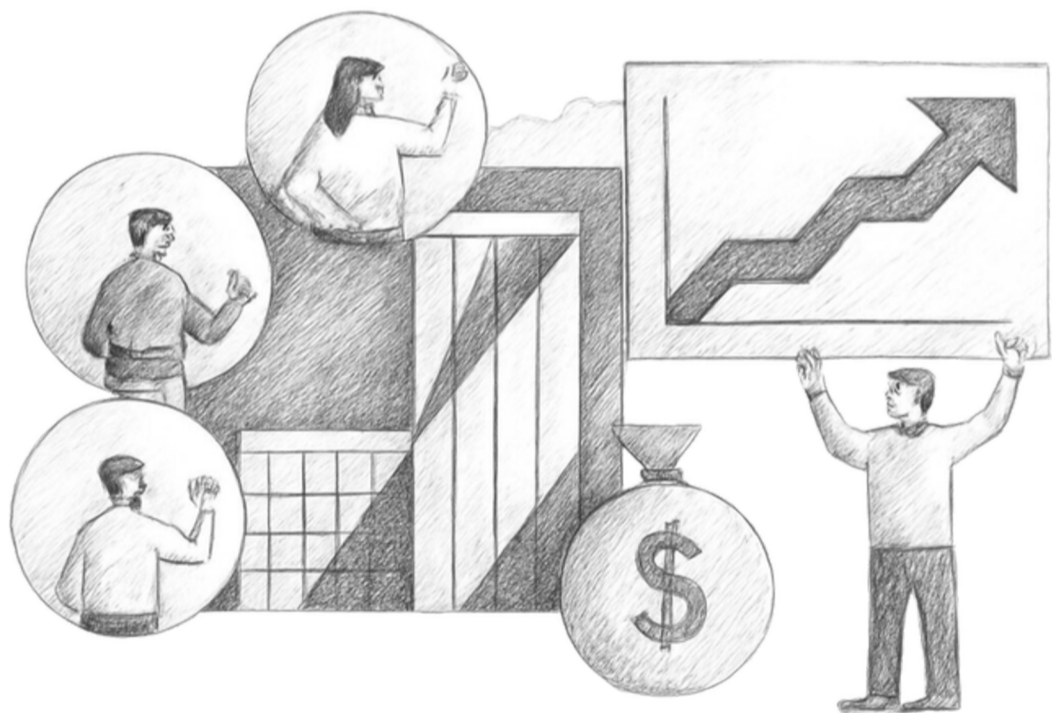
BREAK-EVEN CPA

Simple Rule of Thumb:

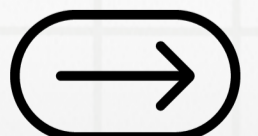
Break-Even CPA = Average Customer Profit

If CPA is above your Profit per Customer, you're losing your Money

Keep hero Campaigns near the Edge for Volume pushes; **Protect ROAS elsewhere**



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#4

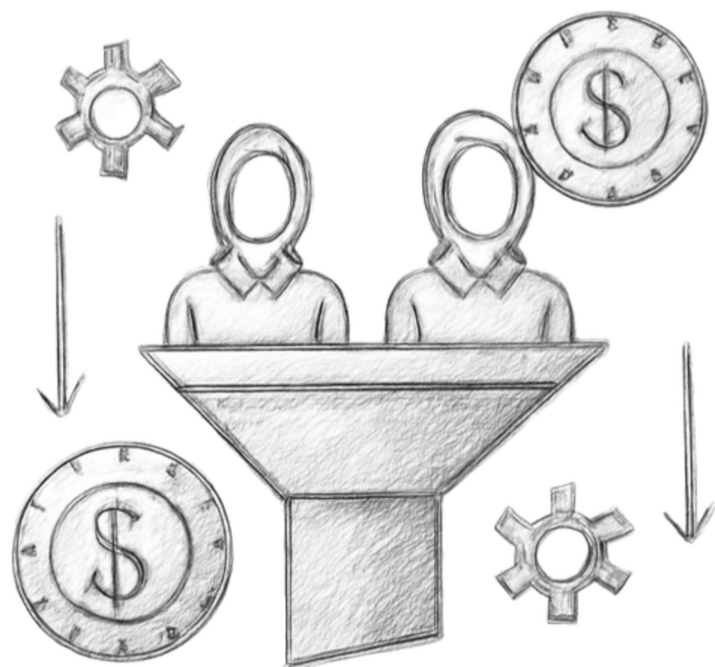
CONVERSION READY ASSETS

**Everything your landing page "owns"
that converts:**

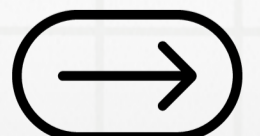
**Headline • CTA • Social Proof • Speed
Forms • Trust Badges • Mobile UX • Video**

Think of them as the tools
that **Raise CVR** and make
every **Click Cheaper**

Sync Ad copy with landing
page Hooks; **Retire
Creatives that don't lift**



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#5

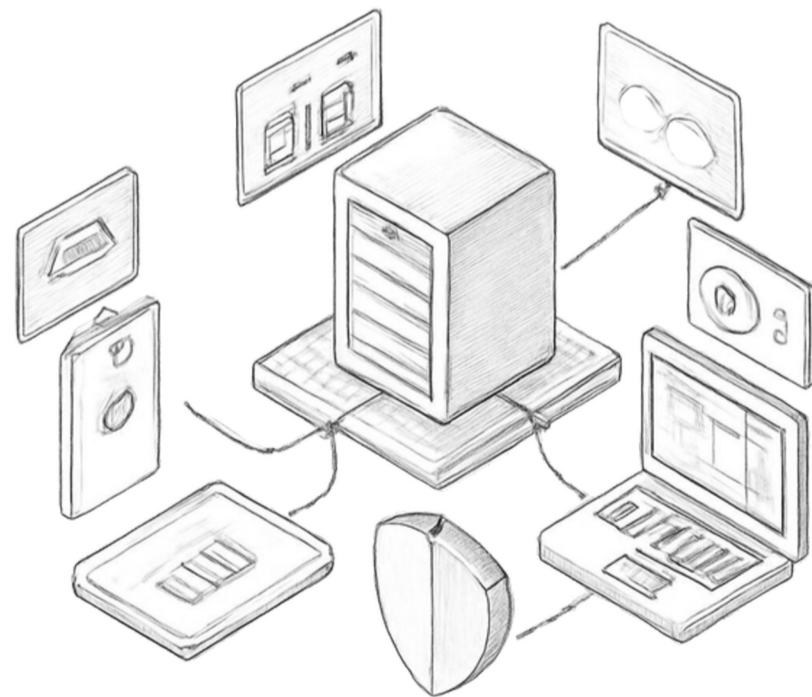
PLACEMENTS & NETWORKS

- Search Network (high-intent)
- Display Network (awareness)
- YouTube (video engagement)
- Shopping (product listings)

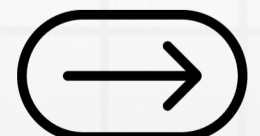
Adjust budget by network to win Profitable Visibility

Prioritize Search for
Direct Response

Use **Display & YouTube**
for Brand building



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#6

DAYPARTING

- **Schedule Ads** for the hours/days that Convert
- If your **Buyers act like B2B** (9–5 weekdays), Stop wasting weekend/overnight Spend
- Use **Performance Data first**, then set Rules



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#7

SKAGs (SINGLE KEYWORD AD GROUPS)

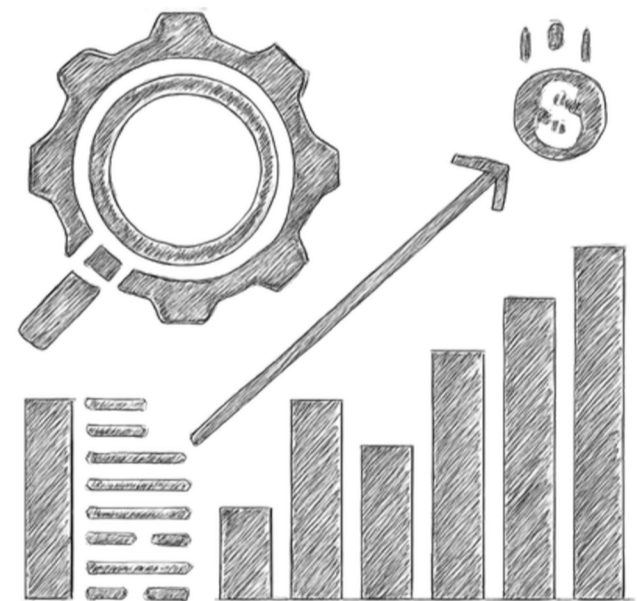
One keyword, One ad group, Surgical control

Steps:

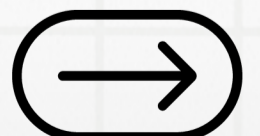
- Exact match only
- 2-3 highly relevant ad variations
- Custom landing pages per keyword
- Daily optimization + budget to scale

This is how we build momentum and keep budgets out of low intent queries

(We've even tripled ROAS)



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ARE YOU HAPPY WITH YOUR **GOOGLE ADS PERFORMANCE?**

- One reason is because I work with small team
- Your business gets 100% of my attention
- Book a FREE 15-min Audit call with me
- I'll show you where you're losing money

DM "AUDIT" FOR A FREE 15-MIN CALL



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