

Pros and Cons of Google Ad Rep Advice

February 12-25 2019

# Manufacturing Marketing

GROWING YOUR BUSINESS

**COSTLY  
FREE ADVICE**

**WHY YOU SHOULD  
AVOID USING WIX**

**RESPONSIVE  
SEARCH ADS**

**NEW GOOGLE  
SEARCH CONSOLE**

## Keeping up with Google’s constant changes across their plethora of platforms can feel like a full-time job some days.

RACHEL AND HER brother Stephen keep abreast of Google’s guidelines with regard to responsive design, mobile usability, SEO, etc. – as well as a ton of other technical stuff I’m glad I don’t need to know.

For myself, I keep track of updates happening to Google Ads, Analytics, Search Console, and SEO, as well as marketing in general. It’s incredibly interesting and challenging in a good way.

To help each other, Rachel and I regularly post articles and other information to our Slack virtual office. Much of what we talk about ends up here in the magazine, as well as in our work with clients.

While you can find lots of information about how AI and machine learning is changing all aspects of our lives, I’d like to leave you with one idea: *You are much smarter than any machine* – which is topic of our feature article: *Free Advice May Not Be Worth the Price*.

Have a fantastic week.

– Dianna Huff, Editor, and Rachel Cunliffe, Designer

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### THIS WEEK’S SPONSOR

## Learn How to Attract Skilled Labor *Free Webinar*

Attract skilled labor using the three assets you already have: your culture, website, and employees. Attend this free webinar that Rachel Cunliffe and Dianna Huff are running with Claudette Rowley on February 13 to learn how. See page 5 for full details.

# Manufacturing Marketing

Issue 23



### COVER:

While “free advice is worth the price,” as Robert Half famously said, sometimes it’s definitely **not** worth the price.

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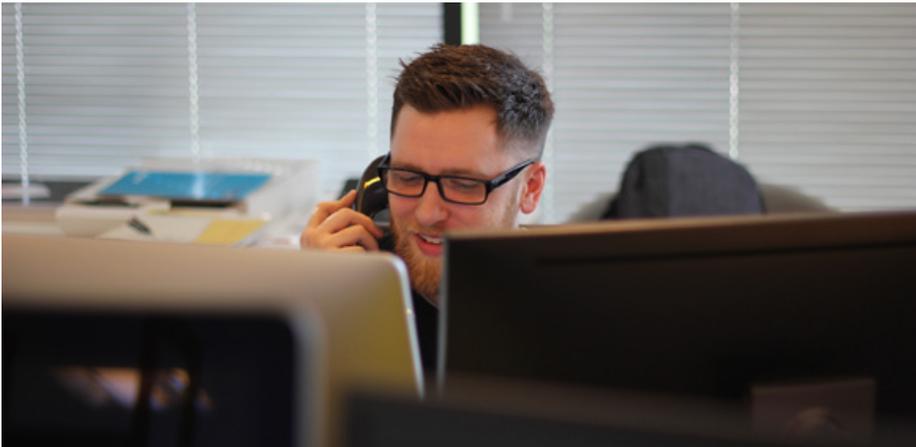
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# Free Advice May Not Be Worth the Price

By Dianna Huff



If you run Google Ads campaigns, you may have recently received an email from a Google rep asking to set up a meeting with you in order to suggest improvements to your account (Figure 1 overleaf).

If an agency or consultant manages your account for you, this email can be confusing. Why is Google contacting you directly? Is something amiss with your account?

The subtle implication is that because the rep wants to suggest improvements, the account must not be performing at its best – which means your agency or consultant maybe isn't doing their job. And who wants to have that conversation – especially if it's all tech jargon to you?

## WHY GOOGLE SENDS THESE EMAILS

Every three months, Google reps are assigned Ads accounts to manage – irrespective of whether or not these accounts are actively managed by the business owner or an agency.

Once assigned, the rep then contacts the account owner to set up the call.

You don't have to accept these call requests. You can respond to the email and simply state your account is actively managed by an agency and that you're happy with the performance.

Or, better yet, click to unsubscribe from those emails.

You may, however, receive another request in the future.

## IN BRIEF

- **Why Ford hired a furniture maker as its CEO.** User experience (UX) is key in interactions between humans and machines. [More](#)
- **Good design is human.** When things go terribly wrong, why do we blame humans, rather than bad design? [Listen now](#)
- **UX includes websites, too.** The Marketoonist on how user experience design often loses sight of the user. [See the cartoon](#)
- **Smartphones are the new cigarettes.** Computer scientist Cal Newport on why the tech backlash is about to go mainstream. [Read](#)
- **Wix spends bucks on Super Bowl ad.** But their websites still won't rank. [Learn more](#)

When we asked a Google Rep why he was assigned to our client’s account, he replied, “The machine re-assigns us every three months.” (Us: “Oh dear . . .”)

### WHAT THE ONE-TO-ONE CALL COVERS

In case you’re curious about happens with these calls, here’s what the Google Rep will cover with you.

**BASIC INFORMATION** – The rep will ask what types of products or services you sell and your target audience. The rep will also ask if you’re using other advertising platforms (e.g. Facebook, Amazon, etc.).

**IMPROVEMENTS** – Once the preliminaries are covered, the rep will go through your account and suggest changes.

For example, on a recent call we took on behalf of a client, the rep suggested we add responsive search ads to one campaign – even though, based on our own data, a responsive campaign wasn’t necessary in this instance.

We’ve found, for example, that responsive ads tend to have a higher clickthrough rate (CTR) and ad spend but lower conversions.

In addition, the rep said he could lower our client’s average cost per click – which was already pretty low. When we asked how, the rep replied, “You need to pull out your higher performing keywords and put them in a separate ad group.”

Uh-hh . . . we had already done that.

The rep then said, “But your cost per click, based on data, is still high.”

When we pushed back and asked, “Is this data you’ve drawn from accounts of small manufacturers?” the rep replied that yes, the data on average represented manufacturers selling products.

Bingo.

### THE INFO THE AD REP DIDN’T HAVE

While the the manufacturing client in question sells products the way most manufacturers do, the products are custom configured and range in price from \$75K to \$250K. The lead times can be three months to 18 months or more. Thus, the client isn’t “average.”

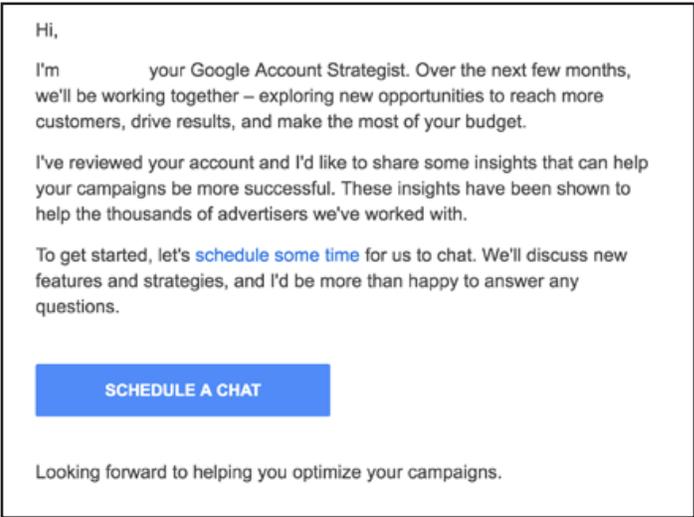


Figure 1: Example of an email from a Google Ads Rep.

The ad campaign was set up to generate leads and thus start conversations versus making an instant sale.

In the last 12 months, we’ve worked closely with the client to make many tweaks to the campaign based on data and his feedback – because he knows his audience and industry far better than we do.

Through these tweaks, we’ve reduced ad spend while maintaining a high-quality lead rate.

But what about that average cost per click? Didn’t we want to save our client money?

The average cost per click was \$4.45, with a total spend for the campaign coming out to \$418 for the last 30 days. Cost per conversion came to \$59.71, with a conversion rate of 7.4%.

When I explained to the rep that if the click generated a lead that became an eventual sale, then the average cost per click was pennies. (We’re focused on reducing cost per conversion and increasing the conversion rate versus the average cost per click.)

And with that, the rep ended the call by saying he had no other optimization tips.

### THE DISCONNECT BETWEEN MACHINE LEARNING AND HUMAN INSIGHT

This is not to demean the Google Ads rep. He

most likely knew a few tricks and tips to help improve a lagging campaign. He was also very polite and gave us great feedback on the account's performance.

However, a Google rep can't know your business, your target audience, or your sales challenges by asking only a few preliminary questions.

Most important, a rep hasn't spent hours analyzing your data or listening to you impart crucial knowledge about your business and customers. Neither the rep nor the "machine" understand your business as well as you do.

### SHOULD YOU FOLLOW THE REP'S ADVICE?

If your account is actively managed and you're happy with the results, then our advice is to say "thank you, but we'll pass for now."

If, on the other hand, your account isn't delivering the performance you want, and you're looking for insight, set up the call.

When you do, we advise you to listen to the rep and take notes for later action versus letting him or her make changes on the fly.

Because while "free advice is worth the price," as Robert Half famously said, sometimes it's definitely **not** worth the price. 📌

Dianna Huff is the president of **Huff Industrial Marketing**, a full-service agency specializing in helping manufacturers solve business challenges through marketing.

## FOLLOWING ADVICE FROM GOOGLE AD REPS

### PROS

- They have insight into Google's new features and system; you can ask them questions and get instant answers.
- They can demo features you might not know how to use.
- They can fix immediate problems impacting your account.
- They may see something in the data you don't see.

### CONS

- They don't know your business, products, or audience.
- They may push features you don't need or want.
- Their advice is based on aggregate data which may not apply.
- Reps change every three months, so it's difficult to build relationships and insight.



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**WEBINAR**

**Feb. 13, 2019**  
12PM Eastern

# Attracting Skilled Labor

Leveraging three assets you already have

## Presenters

Rachel Cunliffe

Dianna Huff

Claudette Rowley



### CHALLENGE:

According to recent survey data by the U.S. Chamber of Commerce and Met Life, three out of four business owners don't have plans to change their job recruitment marketing efforts - even though these efforts, such as newspaper advertising, aren't delivering the results they want in terms of qualified employees.

With this webinar, you'll gain a different perspective on how you can attract the right people for your organization - cost effectively and efficiently - using assets you already have.

### WHO SHOULD ATTEND:

- Owners of manufacturing firms
- General managers
- HR or Office managers
- Anyone responsible for helping to fill the skilled labor pipeline

**[REGISTER NOW](#)**



# “Can you help us? We need to move from Wix to WordPress.”

By Rachel Cunliffe

“Since we last spoke about creating a website for our business, we decided to create our own. It was an painful collaborative effort! We all learned a lot . . . (let the professionals do it).

“Unfortunately, we designed it on WIX and it appears that we are not ranking at all. I have been told this is because we have over 60,000 lines of code from the WIX platform and our content ratio is super low and hence the site isn’t ranking. We were also told to convert it to a WordPress site. Can you help us?”

– Email from a small business that offers a B2B service

Over the years, we’ve received calls and emails from small business owners who need a new website but have a very tight budget – and thus want to know if we recommend Wix or other similar low-cost DIY platforms.

We do not recommend Wix. You can see a few of the reasons why in the email.

## TOO MUCH CODE

In an ad shown during the Super Bowl this year, supermodel Holly Kloss demonstrated how easy it was to “refresh her website’s background” simply by clicking a button.

What you don’t see behind the simple button clicking are thousands of lines of code which

are needed to make this magic happen – code that bloats a website and makes it slow-loading (and often buggy).

As the business owner in the email cited learned, all that unnecessary code can prevent a Wix or similar WYSIWYG website from ranking well in the search engines.

## LIMITED FUNCTIONALITY

Wix is a fabulous tool if you’re planning a wedding, family reunion, or other similar type event. It’s easy to set up, add photos, change background colors, etc. and yes, the resulting website can look great.

Many platforms like Wix also make it painless to use your own

domain name without having to go through a domain registrar such as GoDaddy and handle technical details.

One of the major limitations with Wix is that it cannot scale with your growing business. A custom website built in WordPress, for example, can be built from outset to grow with you.

This includes adding content, of course, but also adding more complex functionality, such as e-commerce, job postings, or other items.

People who have gone the DIY route often call back six to nine months later once they realize the website is hindering their business growth.

### VERY BASIC SEO WIZARD TOOL

In the Super Bowl commercial, Kloss states that with the Wix SEO Wiz, it's super easy to "grab those top SEO results."

Nope.

Effective SEO is much more than adding

keywords to title and meta tags – which is all their wizard helps you do.

In addition, you'd need to do keyword research to know which ones to use and whether or not they're competitive, their search volumes, the search intent, etc.

SEO is not magic. If anyone claims it is, then they're tricking you.

It's for these reasons and many others that we recommend you don't use Wix.

While the cost of a DIY website like Wix means you pay little money up-front, the cost in the long-run can become substantial in the form of lost time and lost revenue.

You'll also have to start from square one once you realize you need a completely new site. 

Rachel Cunliffe is the Designer and Creative Director for **Huff Industrial Marketing** clients. She draws on over 16 years of expertise in designing and building WordPress websites from scratch for companies around the globe.

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## Question of the Week

### *What's a responsive search ad?*

Responsive search ads are a Google Ads feature currently in beta. Although Google's help file states this feature isn't available to all advertisers, for the clients we work with, all of whom have relatively small accounts, the feature is available.

Plus, Google is heavily pushing it.

Once configured, the responsive search ads feature allows Google to test various combinations of headlines and descriptions. Overtime, the system learns which headline - description combination performs the best.

Google advises you create at least two static text

ads within an Ad Group; then, using the headlines and descriptions from these ads, you create a third responsive search ad.

**WHAT WE LIKE:** Seeing which combinations work best has been helpful.

**WHAT WE DON'T LIKE:** Google doesn't tell you which combination gets clicks / conversions. It only tells you the impression data for each combination.

We've found that while responsive search ads can deliver a higher CTR, the conversion rate is sometimes lower, and the average cost per click higher. It pays to test!

## Search Console Gets a Whole New Interface

One of the least-known tools that Google offers is Search Console. This free tool gives you insight about your website that you don't get with Google Analytics.

We use this tool to help us maintain client websites, ensure site health is good, and troubleshoot any crawl, indexing or other issues.

For example, with one client, we learned through one of Search Console's reports that the client's web host was throttling traffic, which necessitated a call to the host by the irate client, who had been paying "increased traffic" server charges for months. (The client changed hosts.)

So yes, we love Search Console!

Over the last year, Google has been slowly migrating Search Console to its new interface.

The one big benefit of the new interface is the Performance Report. This report now shows search

query data for Organic searches – going back 16 months! (This used to be limited to 90 days.)

You can filter and view the data in ways that make sense to you: by impressions, clicks, device, or page. It's very helpful, for example to view the queries for a specific web page.

We also love the new Mobile Usability report (Figure 2). This graph shows if Google has found errors with any of your website's pages.

According to Google, the old Search Console will remain active for some time as Google continues to port over the various reports and functions to the new version. Some reports in the old version will be discontinued in March 2019.

To begin using Search Console, you must first validate that you're the owner. Follow the instructions in the [help file](#), then start viewing your website from Google's perspective.

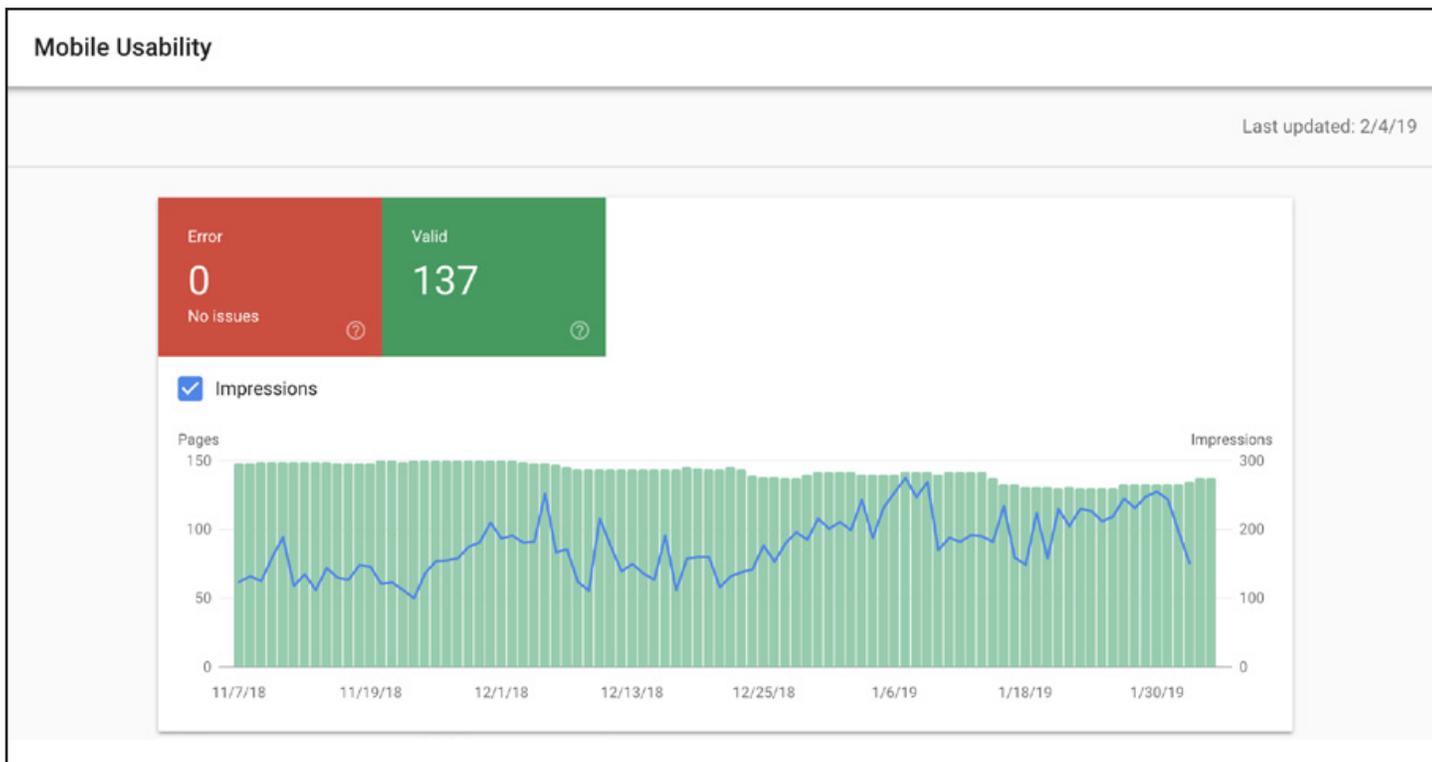


Figure 2: Mobile Usability Report