

## Updating Bid Strategies on Google

Login to the account at <https://ads.google.com>. It's best to do this at the end of the day when calls stop to avoid interrupting the ads and stopping the calls.

If you make a mistake, please call Daniel 602-859-6162 immediately; this is not something that can wait until later.

1. Click on **Campaigns** on the left side
2. Change date on the top right to **Last 30 days**
3. Click **Add filter** on the left middle, then enter **Bid strategy type** in **Search**
4. Check **Maximum conversion value**
5. Click **Add filter** on the left middle again, then enter **Conversions** in **Search < 15** and **Apply**

**Double Check:** Make sure the numbers in the **Conversions** column are **less than 15** or the next step will create a big mess for weeks that cannot be undone.

6. Click the square on the left middle to select all the Campaigns
7. Click **Edit**, click **Change Bid Strategy**, choose **Maximize conversions**
8. Click the box that says **Set a target cost per action**, enter **2.00**, and click **Apply**

Now you're going to do almost the same thing with a different bid strategy called Maximum conversions.

9. Click the filter **Bid strategy type**, **check** the box that says **Maximum conversions**, **uncheck** the box that says **Maximum conversion value**, and click **Apply**.
10. Click the column that says Conversions to sort the numbers from large to small
11. Click the filter Conversions < 15 and change it to > 15

**Double Check:** Make sure the numbers in the **Conversions** column are **greater than 15** or the next step will create a big mess for weeks that cannot be undone.

12. Click the square on the left middle to select all the Campaigns
13. Click **Edit**, click **Change Bid Strategy**, choose **Maximize conversion value**
14. Click the box that says **Set a target return on ad spend**, enter **1850**, and click **Apply**
15. Click the filter Conversions > 15 and change it to < 3

**Double Check:** Make sure the numbers in the **Conversions** column are **less than 3** or the next step will create a big mess for weeks that cannot be undone.

16. Click the square on the left middle to select all the Campaigns

17. Click **Edit**, click **Change Bid Strategy**, choose **Maximize clicks**
18. Click the box that says **Set a maximum cost per click bid limit**, enter **0.55**, and click **Apply**
19. Click the filter **Conversions > 15** and change it to **> 2.99**
20. Click the filter **Bid strategy type** and check the box that says **Maximize clicks** and uncheck the box that says **Maximize conversions**.
21. Click the square on the left middle to select all the Campaigns
22. Click **Edit**, click **Change Bid Strategy**, choose **Maximize conversions**
23. Click the box that says **Set a target cost per action**, enter **2.00**, and click **Apply**

Congratulations! You're done doing bid strategies.