

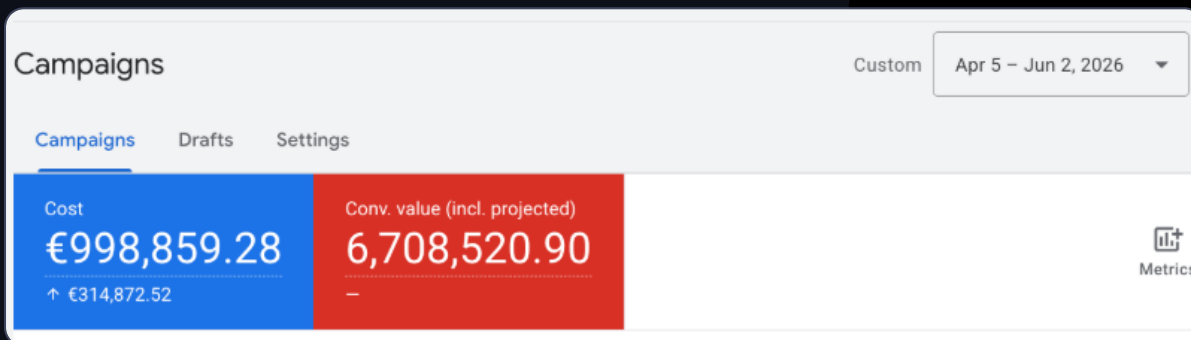
How Ecommerce Brands Are Making 7 Figures/Month with Search Ads

A big misconception about Search Ads is that it doesn't scale for eCom.

That couldn't be further from the truth.

It's one of the rare campaign types that lets you attract buyers at **every single stage of the funnel**, from someone who's never heard of your category to someone typing your brand name.

Many of our clients are making 6, 7 figures a month on this channel alone.



The 4 Keyword Types You Can Profit From

01

Branded Terms

nike air force 1

The easiest money on Google. They already know you. Capture this demand at the lowest CPC and never let competitors steal it.

STANDARD PAGE OK

02

Transactional Intent

buy iphone 15 pro standing desk

Buyers ready to purchase right now. Strong intent and high volume, but every brand competes, so it gets expensive. A day-one priority.

STANDARD PAGE OK

03

Comparison Intent

best mattress casper vs nectar mattress

They know the product type and are deciding where to spend. Some of the best traffic on Google, if you have the right funnel and landing page experience for it.

NEEDS DEDICATED LP

04

Informational Intent

how to lose weight after 50

benefits of carnivore diet

People searching a problem your product solves. Huge volume, much cheaper CPCs. Where the real scale lives past 6 figures in spend. But since the intent in those searches is lower, it usually takes more work to convert.

NEEDS DEDICATED LP

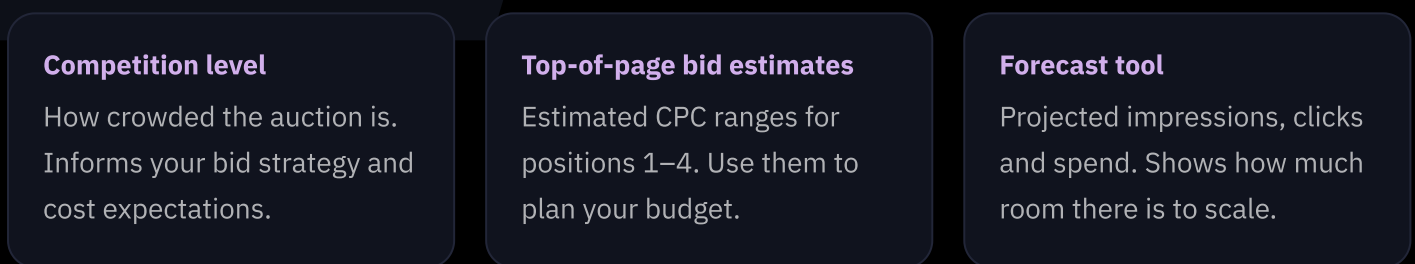
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Keyword Research

Here's the high-level process. Open **Tools**, then **Keyword Planner**, then **Discover new keywords**, then work the flow below to surface themes worth building around.



Before adding keywords, check 3 things



Match types: when to use each

EXACT	PHRASE	BROAD
USE FOR Specific long-tail terms with ~1,000–2,000+ monthly searches.	USE FOR When the main keyword matters but you want nearby variations.	USE FOR Finding related, conversational and adjacent searches, especially once you have enough conversion data.
RULE Tightest control. Pair with dynamic keyword insertion.	RULE Captures extra reach around your core term.	RULE Terms of at least 3 to 5 words only. Never use on branded or single-word keywords.

Important note on broad match

Smart bidding needs **enough conversion data** to optimize properly, and you need a **strong negative keyword list** to filter out irrelevant traffic and branded terms from day one.

Campaign Structure

Keep branded & non-branded in separate campaigns. Non-negotiable.

Don't let brand terms bleed into prospecting, and don't let prospecting steal your brand traffic.

Branded campaign

Your name, product names, the demand that's already yours.
Cheap, high-intent, protected.

NEGATIVE-KEYWORD WALL

blocks the leak both ways

Prospecting campaign

All non-branded demand. Add every brand variation as a negative so it stays clean.

Build your brand-negatives list

- Brand name + common misspellings
- Brand + product combinations
- Your domain name
- Well-known product line names

Add these as negatives inside every prospecting campaign.

Campaign segmentation

We often run separate campaigns for each **major product category** (if they get at least 2 to 3 conversions per day), so budget, bids, and data stay clean and relevant per category.

This makes it easier to optimize each campaign independently based on its own performance signals.

Two rules for every ad group

1 Search volume

Group enough related terms together to **generate meaningful data**. There's no magic number, but the more search volume your ad group captures, the faster you can make reliable optimization decisions.

2 Keyword relationship

Every keyword in an ad group shares the same category *and* intent.

SAME GROUP

"creatine for women" + "buy creatine for women"

DIFFERENT GROUPS: "best creatine powder" and "how does creatine work" do **not** belong together. These keywords need different headlines, different messaging, and different landing pages.

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Ad Copy & Extensions

Every ad needs 5 elements

- Your USPs
- The main keyword
- Current offers or discounts
- Social proof
- A clear CTA

Use the maximum headlines and descriptions allowed

Use all available slots. More assets give Google more combinations to test, and you can still swap in urgency or seasonal promos anytime.

For exact-match ad groups, you can write your own headlines or use **dynamic keyword insertion** so the headline mirrors the exact query typed.

ANATOMY OF A HIGH-PERFORMING GOOGLE SEARCH AD

The diagram shows a Google search ad for 'LED Red Light Therapy Face Mask: Series 2' from CurrentBody Australia. Eight numbered callouts point to key elements:

- 1 search terms in the headline**: Points to the product name in the headline.
- 2 Benefits with numbers**: Points to the descriptive text: 'Red light therapy boosts collagen production for younger-looking skin, reducing wrinkles by 30% and improving plumpness by 57%'.
- 3 Price visible**: Points to the price range '\$585.99 to \$923.99'.
- 4 In-stock status**: Points to 'In stock'.
- 5 Star ratings and review count**: Points to '4.6 ★★★★★ (2,760)'.
- 6 Free delivery**: Points to 'Free delivery'.
- 7 Return policy**: Points to '30-day returns'.
- 8 Product image**: Points to the image of the face mask.

Match the copy to the keyword

DON'T · they search "creatine for women"

"Premium Supplements for Athletes"

You lose them before they even click.

DO · they search "creatine for women"

"Premium Creatine for Women with Proven Quality, Trusted by 50,000+"

Confirm you have exactly what they searched.

For comparison & informational keywords, shift the angle. Lead with education, credibility or a specific claim, not transactional copy.

Minimum extensions

- Business name & logo
- 4+ sitelinks (8–12 recommended)
- 10–12 callouts
- Structured snippets

Also worth adding

- Image extensions (huge on mobile)
- Price extensions to pre-qualify clicks
- Promotion extensions for active offers
- Headline & description for temp campaigns

Bidding & Budgets

Branded campaigns

Automated tROAS bids *up hard* to win converters. On brand terms that means paying **5–10x more** than you should. Use **Manual CPC** 90% of the time.

- Exact match: max CPC **5–10% above** the keyword average
- Phrase match: max CPC **5–10% above** your exact bids

Prospecting campaigns

Your strategy depends on conversion volume:

- **<15 conv / 30 days**: Maximize Clicks with a max-CPC cap
- You can switch to Target ROAS once you reach **15+ conversions** in the last 30 days
- Or switch to Target CPA once you reach **30+ conversions** in the last 30 days
- Once stable, raise the target gradually as data builds

Landing Pages

Your landing page affects more than just conversion rate. It impacts your quality score, which control your ad placement & CPC.

The majority of brands struggle to scale into comparison or informational **because of their landing page strategy.**

Those visitors aren't ready to buy from a PDP or collection page. That's why they can't turn a profit.

What you need instead is Google Ads-specific landing pages.

These are pages built around the keyword, traffic source, and intent behind the search. They've helped us:

- Lower CPCs and acquisition costs
- Capture clicks at as low as **\$0.07 CPC**
- Open traffic sources standard PDPs/collection pages couldn't convert

Branded

- Broad branded searches → homepage
- Branded category searches → collection page
- Branded product searches → product page

Transactional

- PDP or collection page around the exact query
- 3rd-party comparison page (pulls lower CPCs in crowded markets)

Comparison

- Best-of → 3rd-party comparison page
- Competitor → comparison or "us vs them" page
- Head-to-head → "us vs them" page

Informational

- Advertorials, listicles and blogs with a soft CTA
- Strong SEO behind them is essential for volume

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AI Max

Once you have a profitable baseline, test it. AI Max goes after relevant searches that aren't on your keyword list, and customizes the ad + picks a landing page **in real time** based on the query.

It pulls from your site content & existing ads, combines that with user signals, then reads the **real meaning** behind a search: the implied need, the buying stage, the context.

It reads between the lines

User searches

"do I need something to carry my dog on a plane?"

:

AI Max serves

"TSA-Approved Dog Carriers for Air Travel, Fits Under Seat"

Steer it with AI Brief

Messaging guidelines

What ads should & shouldn't say.

"Never mention prices."

Matching guidelines

Which searches to capture or avoid.

"Prioritize healthy pantry staples."

Audience guidelines

Who to reach and how to speak to them.

"For health-conscious buyers, lead with clean ingredients."

Optimization Workflow

Weekly

- Pull the search-terms report & add new negatives. This never stops, especially early
- Check brand terms aren't leaking into prospecting (and vice versa)
- Monitor CTR and CPC by ad group

Ongoing

- A/B test ad copy: rotate headlines, social proof angles, CTAs
- Watch Quality Score: low QS is usually a keyword / ad / LP alignment problem
- Flag low CTR / high CPC / low CVR groups and diagnose the cause
- Test landing-page formats against intent

The accounts that grow sustainably run a tight optimization loop every single week.