Sample Google Ads plan for a made-up online store. The store, its answers and its numbers are invented for the sample. Back to Off Retainer

A GOOGLE ADS PLAN BUILT FROM YOUR NUMBERS

Your Google Ads plan: Merrowbank Linen

Prepared 27 October 2026 · Your Shopify store

Your 20 minutes this week

0 of 3 done

Same time each week. Ticks reset each week.

- [ ] `5 min` **Check three numbers.** Spend against A$49 a day; cost per click against each product group's limit; orders in Shopify with utm_campaign merrowbank-linen-shopping-nov26 against your target of A$89 on the Stonewashed linen sheet set.
- [ ] `10 min` **Search terms.** Run the search terms review below: add negatives for searches you'd never want, and note which products sold. Leave each product group's limit alone until it has spent its judge figure (section 4.2) and run 7 days; after that, only your stop and scale rules change a limit.
- [ ] `5 min` **Stop and keep.** After A$356 spent and 7 days, pause the campaign if Shopify shows no order from it at all (section 11). After about 4 expected sales' spend of its own and 7 days since it went live (section 4.2), exclude a product group, or lower its limit, if Shopify shows no order of it from this campaign, or its spend ÷ those orders is above its break-even. Leave everything else alone, and make no other change within two weeks of the last one.

1. Your Google plan at a glance

Today: about A$75 per purchase from Google over your last 30 days.

Merrowbank Linen sells bedding and linen online, shipping to Australia and New Zealand. The plan runs Google Shopping for your online store, set up as two campaigns: brand and main. You judge it on store orders and MER in your own store, not on the figures Google reports.

Your business	Merrowbank Linen, Australia and New Zealand
Campaign type	Google Shopping for your online store
What Google counts	Purchase (section 3.3)
What you judge it on	orders from its paid clicks, and your store's sales above your baseline, from Shopify
Budget	A$1,500 a month, about A$49 a day, paid to Google
Campaigns	One Standard Shopping campaign (section 4)
Bidding to start	Manual CPC, with a limit on each product group (section 4.2)
Setup	Once, 2–3 hours (section 3)
After that	About 20 minutes a week (section 7)

What you're running

One Standard Shopping campaign. It carries your Stonewashed linen sheet set and Linen quilt cover set, each product in its own product group with its own click limit, set at that product's own target × the visitor rate: A$0.89 on the Stonewashed linen sheet set and A$1.03 on the Linen quilt cover set (section 4.2). Shopping has no keywords: Google matches searches to your product titles and data (section 5.5).

- Shopping campaign: Merrowbank Linen | Shopping | Sheet set + Linen quilt cover set | Nov 2026, A$49 a day, about 55 clicks a day at up to A$0.89 a click, your lead product's limit, set at its target

Your weekly rules

- **Stop:** Judge the whole campaign first: once it has spent A$356 (about 4 expected sales on the Stonewashed linen sheet set) and run at least 7 days, pause it if Shopify shows no order with utm_campaign merrowbank-linen-shopping-nov26 at all, and work through section 11, "Spending, but nothing to show for it", before you restart it. If it still hasn't spent A$356 nine weeks after it went live, judge it then on what it has spent: if Shopify shows no order with utm_campaign merrowbank-linen-shopping-nov26 at all, pause it; if its orders cost no more than their break-even, keep it at the same limits. Then judge each product group only once it has spent about 4 times its expected cost per sale since it went live and run at least 7 days (the Stonewashed linen sheet set: judge at A$356, stop above A$112; the Linen quilt cover set: judge at A$400, stop above A$128). Exclude it, or lower its limit, if Shopify shows no order of it with utm_campaign merrowbank-linen-shopping-nov26, or if its spend ÷ those orders is above its break-even.
- **Keep:** Leave everything else alone, and make no other change within two weeks of the last one.

- **Scale:** Raise the daily budget by 20%, to A$58 (about A$1,763 a month), only when all of these hold over the last 28 days, leaving sale days out: at least 4 orders in Shopify with utm_campaign merrowbank-linen-shopping-nov26; their cost per purchase (this campaign's spend ÷ those orders) at or below A$89 on the Stonewashed linen sheet set, your target (80% of its A$112 break-even); and Google shows lost impression share (budget) of 10% or more. If the share it loses is mostly to rank (lost impression share (rank)), the budget isn't what holds it back: raise a product group's limit instead, and only once your own visitor rate supports it (its target × your rate, section 4.2). Then give the new budget its own 28 days before the next raise. That's more than the A$1,500 a month you set, so raise it only if you choose to spend more.

Most likely holding you back

1. 2.7 Brand searches and Performance Max are taking credit for sales you'd get anyway
2. 2.1 Too few conversions for automated bidding

Your first week

First, your last 90 days: read them before you build (section 4.4, step 0). Your search terms already show which searches bring purchases.

1. **Do the setup** in section 3. All of it, in order.
2. **Check the Google tag loads on your product pages** with Tag Assistant, without polluting your data (section 3.9). Never a test checkout or a test purchase: either one also reaches your store's other live pixels. Google Ads only shows a sale that came from a click on your Google ads, so your Purchase conversion is checked on real orders (section 3.9).
3. **Build your campaign** (section 4) with the settings in section 4.1, set to start at 12:00 am.
4. **Leave it alone for 7 days.** On day 7, do only the search terms review in section 7: add negatives, and change nothing else. On your first order tagged merrowbank-linen-shopping-nov26, check Google Ads shows one conversion with the same value and order number as in Shopify (section 3.9). Your first full 20-minute week, rules and all, is on day 14.

Your first job is cause 2.7, Brand searches and Performance Max are taking credit for sales you'd get anyway: keep your brand terms as negatives in your main campaign, and judge it on new customers and total sales in your store's own records (section 7).

Your numbers

These come from your answers. Your break-even and targets change only when your price, costs, shipping, fees or returns change. Payment fees are taken as about 2% of each sale. After four weeks, your own results replace only the expected cost per click, the visitor rate and the cost per purchase.

- **Your lead product, the Stonewashed linen sheet set at A$229:** it keeps A$112 ex GST after product cost, shipping and fees, before ads: that's your break-even per sale. Pay Google more than that for its sale and you lose money on it. Its break-even ROAS is 2.1x (rounded up from 2.04x for safety), and your target is A$89 a sale. A Shopping ad shows one product at its own price, so every product is judged on its own numbers, never on your average order (section 4.2).

- **On your A$185 average order:** it keeps A$88 (47%), its break-even, a break-even ROAS of 2.1x. No product-group limit, target or stop uses it; only your weekly store check does, because it counts all your store's sales (section 7).
- **GST:** You're registered for GST, so 1/11 of every sale is GST, not yours: A$16.82 of an A$185 order. These numbers start from A$168.18, your A$185 order without GST. Every break-even ROAS here is on sales including GST: 2.1x on the Stonewashed linen sheet set at A$229. If Google's conversion value leaves GST out, compare it with 1.9x instead. Check one real order's conversion value in Google Ads against the same order in Shopify.
- **Expected cost per click:** A$0.50–1.50 (your own figure from your last 30 days on Google)
- **Your cost per purchase:** about A$75, your own last 30 days.
- **Break-even cost per click:** A$1.12 on the Stonewashed linen sheet set at A$229: its A$112 break-even × a 1% visitor rate (typical, not yours: replace it with your own once you know it). On your A$185 average order it's A$0.88. Each product group's limit is set at its target, under its break-even click (section 4.2): a sale costs about its target only while visitors buy at that rate, and your stop rule (section 7) checks it on your own orders.
- **What your budget buys:** about 55 clicks a day at up to A$0.89 a click, your lead product's limit, set at its target, and about 20 purchases a month at that visitor rate. That's under the 30 a month a target ROAS needs, so you stay on Manual CPC until you reach it (section 4.2).

Verdict: Shopping first, on your Stonewashed linen sheet set and Linen quilt cover set. At your own figures a Google sale costs about A$75, under your A$89 target on the Stonewashed linen sheet set. On your A$185 average order, the break-even click is A$0.88. The Linen pillowcase pair can't pay for its clicks, so it stays out of the campaign (section 4.2). Judge the whole campaign after A$356 spent and 7 days, then each product group on its own judge figure, on Shopify orders from its paid clicks (tagged merrowbank-linen-shopping-nov26, section 7).

2. Why your Google Ads aren't delivering

Google Ads is an auction run by software. It decides which searches show your ad, what you pay, and who sees it, by watching what you tell it counts as a result.

When Google Ads "doesn't work" for a small business, the cause is usually one of three things. Too little data, so the software guesses. The wrong data, so it learns the wrong lesson. Or settings that spend on searches and places you'd never have chosen.

Before you take anyone's advice, including an AI's: Google makes its money when you spend yours. Its **optimisation score** is its estimate of how well your account is set up to perform, and it rises as you apply or dismiss its recommendations. It doesn't measure your profit. Ask an AI chatbot how to run Google Ads and you mostly get Google's own advice back, repeated from its help pages and the blogs built on them. Some of that advice is good. It just isn't measured against your margin. This plan is.

These are the thirteen causes we check first. The ones your answers point to are marked.

You told us you "can't tell which ads, if any, are paying for themselves", and Google can blur that picture just as easily. The two causes most likely to do it for you are Search partners and Display are switched on, and Brand searches and Performance Max are taking credit for sales you'd get anyway. Both come down to settings, so you can rule them out at setup and judge Google on the orders in your store.

Likely, from your answers

2.7 Brand searches and Performance Max are taking credit for sales you'd get anyway

Applies to you: Likely, from your answers

From your answers: People search Google for your business by name, and your ads can show on those searches.

What's happening. People who type your business name were already looking for you. If your ads show on those searches, Google counts the sale, and your results look superb. Performance Max, Google's all-in-one campaign, can show on your brand searches too unless you exclude them. The result: a strong ROAS in Google Ads, flat sales in your bank account.

For you: people already search Google for Merrowbank Linen by name. Ads on those searches would claim orders you'd get anyway, so your name stays a negative keyword in your main campaign (section 6.2), you search it yourself once a week (section 4.3), and you judge Google on new-customer orders in Shopify, not on Google's own count.

How to spot it.

- Add a column or filter for searches containing your business name. How much of your spend and "revenue" is there?
- Your best campaign is the one with your name in its search terms.
- Turning ads down barely changes your total sales.

> **“ From a client's account**
>
> A client's account separated brand searches (people typing the business name) from non-brand searches. Brand spend fell from A$2,970 to A$1,910 while brand ROAS went from 8.22x to 10.30x. Non-brand spend rose from A$4,440 to A$6,140, with non-brand ROAS going from 2.58x to 3.09x. First-time customers from search rose from 82 to 142, and total search spend per first-time customer fell from A$90.37 to A$56.69. Combined ROAS barely moved, 4.84x, then 4.80x, on total spend of A$7,410, then A$8,050. That's what happened alongside the split, not proof it caused it.

The fix.

1. **Keep brand separate.** A small brand campaign only if competitors bid on your name (section 4.3). Otherwise your brand terms are negatives in your main campaign.
2. **Exclude your brand from Performance Max** when you get there (section 4.7).
3. **Judge on new customers and total sales** in Shopify, not on Google's ROAS alone (section 7).

2.1 Too few conversions for automated bidding

Applies to you: Likely, from your answers

From your answers: You had 12 purchases from Google in the last 30 days.

What's happening. Google's automated bidding (on Standard Shopping, Maximise conversion value with a target ROAS) learns from your conversions. It needs a steady flow of them. Google says target ROAS typically needs at least 15 conversions in 30 days, recommends about 30 a month per ad group for steady target CPA results, and warns that with fewer than 30 the learning period can run up to four weeks. At your budget and the starting estimates, you'd get about 20 purchases a month.

With a handful of conversions, automated bidding is guessing. It can bid hard on a search that happened to convert once, then spend your week on it. It looks like "Google's AI isn't working". It's working on almost no data.

How to spot it.

- The bid strategy status says "Learning" for weeks, or "Limited".
- Your cost per click jumps after you switched to an automated strategy.
- You get one or two conversions a week, and they swing wildly.

The fix.

1. **Bid on clicks first, with a limit on each product group** (section 4.2): A$0.89 on the Stonewashed linen sheet set and A$1.03 on the Linen quilt cover set, each from that product's own target and the share of visitors who buy.
2. **Move to a target at 30.** Stay on Manual CPC until you have 30 conversions in 30 days, then move to Maximise conversion value with a target ROAS (section 4.2). Standard Shopping doesn't offer Maximise conversions.

3. **Hold each rung for at least two weeks.** Google's learning status lasts up to 7 days after a new bid strategy (Google Ads Help, "About Smart Bidding learning"), and your numbers need the second week to settle.

Worth checking

2.3 Your tracking double-counts or misses

Applies to you: Worth checking

What's happening. Three things go wrong:

- **Doubled.** The same result is counted by two tags: say the Google Ads tag and a Google Analytics import, both set as primary. Or a customer reloads the thank-you page and it fires again. Google confirms a reload can count a second conversion for the same order, unless each order carries its own transaction ID.
- **Missing.** No Purchase conversion fires on your order confirmation page: the Google & YouTube app didn't add one, or nobody set it up.
- **Polluted.** Your own test orders land in your live numbers, so Google learns from you.

How to spot it. Compare Google's conversions with Shopify for the same 7 days. Google much higher means doubled. Google much lower means missing. A small gap is normal: Google counts by the day of the click, and some people buy later.

The fix.

1. **One source per result:** the Google Ads tag or a Google Analytics import, never both as primary (section 3.3).
2. **Count purchases "every", with a transaction ID**.
3. **Turn on enhanced conversions** (section 3.4) so fewer results go missing.
4. **Test without polluting** (section 3.9).

2.4 Search partners and Display are switched on

Applies to you: Worth checking

What's happening. A Shopping campaign can show on more than Google Search and its Shopping tab. **Search partners** are "sites in the Search Network that partner with Google to show ads", and Google includes them by default in a new Shopping campaign too. **Display** shows your ads on websites and apps. It can be switched on in a campaign's own settings, or in your account's channel settings, which Google calls channel prioritisation from October 2026. Clicks there are usually cheaper, and usually from people who weren't searching for you.

How to spot it. In your campaign, add the **Network** segment to the table. Compare cost per purchase on Google Search with Search partners and Display.

The fix. Untick **Search partners** in your Shopping campaign's settings, with YouTube, Gmail and Discover if they're offered, and make sure **Display** is off in your account's channel settings (section 4.1).

2.5 "Presence or interest" is showing your ads outside your area

Applies to you: Worth checking

What's happening. Google has two location options. **Presence or Interest**, the default, also reaches people searching about your area from somewhere else. Google recommends it for most advertisers. **Presence** reaches only people who are, or regularly are, in the places you chose. For a store that ships to Australia and New Zealand, the default pays for clicks from people you can't ship to.

How to spot it. Open **Insights and reports**, then **When and where ads showed**, then **Locations**. Look for clicks from outside the places you ship to.

The fix. In the campaign's **Locations**, open **Location options** and choose **Presence** (section 4.1).

2.6 Broad match and AI Max are paying for searches you'd never choose

Applies to you: Worth checking

What's happening. A keyword's match type decides which searches can trigger your ad. **Broad match** lets Google match searches it thinks are related, which can be a long way from what you sell. **AI Max for Search** goes further: it can match searches beyond your keywords (search term matching), rewrite your ad text (text customisation) and send people to other pages on your site (final URL expansion). Google's Australian announcement says that from September 2026, Search campaigns using Dynamic Search Ads, automatically created assets or the campaign-level broad match setting were upgraded to AI Max automatically.

How to spot it. Open the **Search terms** report. Read what people actually typed. If most of it isn't what you sell, you're paying for Google's guesses.

The fix.

1. **Shopping has no match types:** you steer it with negative keywords (section 6.6).
2. **Keep AI Max off** in any Search campaign you add later, with text customisation and final URL expansion (section 4.1).
3. **Review search terms every week** and add negatives (section 7).

2.8 You're taking Google's recommendations on trust

Applies to you: Worth checking

What's happening. Google's **Recommendations** page suggests changes: raise your budget, add broad match keywords, switch to an automated bid strategy, turn on AI Max. Some can be set to **auto-apply**, so Google makes them for you. Each one you apply moves your optimisation score. None of them is checked against your margin.

How to spot it.

- Your change history shows edits by "Google" or "Recommendations auto-applied" that you didn't make.
- Budget rises or broad match keywords appear without you deciding.
- A Google representative called and walked you through "improvements".

The fix.

1. **Switch off auto-apply** for every recommendation type (section 3.2).
2. **Read recommendations once a month.** Test only the ones this plan would make anyway. Dismiss the rest.
3. **Ignore the optimisation score.** Judge on orders from its paid clicks, and your store's sales above your baseline.

2.9 You're judging on Google's count, not your store's orders

Applies to you: Worth checking

What's happening. Google counts a purchase when someone who clicked an ad buys within its conversion window, and it dates the sale to the day of the click. Your store counts every order. The two never match. Google can claim orders that came through your free listings, your emails or a returning customer, and it misses some when tracking fails or a shopper switches device. Google's ROAS is its own estimate of what it caused, not your profit.

How to spot it. Google's purchases for a week come close to all your store's new orders that week. Or Google's ROAS looks strong while your store's sales haven't moved.

The fix.

1. **Tag your paid clicks** with their own campaign name (section 4.1, the Final URL suffix), and count those orders in Shopify.
2. **Write down your baseline before your first Google ad runs** (section 3.6), including the orders your free listings already bring.
3. **Judge on what Google adds:** the orders whose utm_campaign is merrowbank-linen-shopping-nov26, and your store's total sales against your baseline (section 7), each against your break-even ROAS. Never on Google's ROAS alone.

2.10 The landing page or the offer is losing the sale

Applies to you: Worth checking

What's happening. Google sends the click. Your page has to do the rest. A searcher compares you with three or four other ads in a few seconds. Slow pages, no price, no clear next step, or a homepage instead of the page for what they searched all lose that comparison. And if a purchase costs more than its break-even, better bidding won't fix it.

For you: your lead product's break-even is A$112 on the Stonewashed linen sheet set at A$229, and a Google sale costs about A$75, your own last 30 days. Your Stonewashed linen sheet set page, the one your ads link to: it took 3.4 seconds to show its main image on a phone (Google rates 2.5 seconds or less as good); its price, shipping and returns information were on the page.

How to spot it. Plenty of clicks, few adds to cart. Visitors leave in seconds. Shoppers email to ask what's already on the product page: the delivery cost, the size, the returns.

The fix.

1. **Fix the product page your Shopping clicks land on** (section 9): the price, the delivery cost and returns beside the button, and photos that show the size and the detail.
2. **Show Add to cart above the fold on a phone,** with the delivery cost or your free-shipping line beside it.
3. **Fix the offer before you raise spend** if the maths in section 1 doesn't work.

Unlikely, from your answers

2.2 Google is counting the wrong things

Applies to you: Unlikely, from your answers

What's happening. Google bids to get more of whatever your account counts as a conversion. Accounts often count things that aren't customers: page views, button clicks, clicks on a phone number, scrolls, or engagement events copied in from Google Analytics. Each one tells Google "more of this, please". It finds people who click, not people who buy.

Google splits conversion actions into **primary**, which bidding uses, and **secondary**, which you can see but bidding ignores. One primary action per real result is the rule.

How to spot it.

- Go to **Goals**, then **Conversions**. Read the list of primary actions.
- Conversions are far higher than your real purchases for the same week.
- Your cheapest "conversions" come from a page view or a click.

The fix.

1. **Make one action primary per real result:** Purchase.
2. **Set everything else to secondary.** Don't delete it. You may want to watch it.
3. **Expect reported conversions to fall.** That's the real number showing.

2.11 Your products aren't ready for Shopping

Applies to you: Unlikely, from your answers

What's happening. Shopping ads come only from products Merchant Center has approved. A product that's disapproved or "limited", a missing product identifier, or shipping and returns that don't match your site shows less or not at all. A suspended account stops every one of them.

How to spot it. In Merchant Center, open **Products**, then **Needs attention**. Count the products that aren't approved, and read the account's status for warnings.

The fix.

1. **Set up or check Merchant Center** as section 3.7 sets out.
2. **Fix product issues (titles, images, prices) in your store,** since the next sync overwrites changes made in Merchant Center. **Set account issues** (your returns policy, shipping, and the checkout link's domain) in Merchant Center itself, as in section 3.7.

3. **Match shipping, returns and prices to your site, word for word** (section 9).

2.12 Smart and Performance Max campaigns are making the choices for you

Applies to you: Unlikely, from your answers

What's happening. Smart campaigns are Google's simplified campaign type. You give keyword themes, not keywords, and Google decides which searches match, where ads show and what to bid. They're quick to start and hard to steer. You can't choose match types, and you see far less of what you paid for.

How to spot it. Your account opened in a simplified view, or your campaign type shows as **Smart**.

The fix.

1. **Switch the account to Expert mode** (section 3.1).
2. **Build Standard Shopping** from section 4.5.
3. **Pause the old campaign once the new one shows impressions,** so spend never doubles and the two never compete for the same searches (section 4.4).

2.13 Your budget is too thin for the clicks the plan needs

Applies to you: Unlikely, from your answers

What's happening. Google ads are paid per click. At up to A$0.89 a click, your lead product's limit, set at its target, your A$49 a day buys about 55 clicks. Spread across several product groups, each one gets a click or two a day, and nothing gets enough data to tell you anything. Google can also spend up to twice your daily budget on a busy day, and up to about 30.4 times it in a month.

For you: your A$1,500 a month (about A$49 a day) buys about 55 clicks a day at up to A$0.89 a click, your lead product's limit, set at its target.

The fix.

1. **Keep to the product groups in section 4.2.** Give another product its own group only when every group you have still gets clicks every day.

3. One-off setup (2–3 hours)

Do this once, properly, and most "Google can't see my results" problems never start. You already run Google Ads, so treat each step as a check: confirm it's done the way it's written, and fix it if not.

3.1 Your account: Expert mode, billing and verification

1. **Open Google Ads in Expert mode.** If you're creating a new account, choose **Switch to Expert Mode** on the first screen, then create the account without a campaign. If your account opened in the simplified view, switch it in the account menu.
2. **Set the time zone and currency right the first time:** (GMT+11:00) Australia/Melbourne, and Australian dollars. Google doesn't let you change the currency later.
3. **Add billing.** Automatic payments by card or direct debit. Add your ABN to the payments profile so your invoices show GST.
4. **Complete advertiser verification when Google asks.** Google may ask you to verify your business before or after your first ads run. Your verified name appears in Google's Ads Transparency Center. Use the business's legal name, exactly as it appears on your ABN record.
5. **Give each person their own login.** Add your team under **Admin**, then **Access and security**. Never share one login.

3.2 Account settings to change once

Open **Admin**, then **Account settings**, and set each of these.

1. **Auto-apply recommendations: off, for every type.** Open **Recommendations**, then **Auto-apply**, and untick each one. Section 2.8 explains why.
2. **Account-level automated assets: off.** Google can create sitelinks, callouts and structured snippets for you, and shows them "when predicted to improve your results". Switch them off in the account's asset settings. You're responsible for every word Google writes (section 10).
3. **Auto-tagging: on.** It adds Google's click ID to every ad click, which conversion tracking rely on.
4. **Final URL suffix: leave it blank here.** It carries this campaign's own tag, so it goes in each campaign's settings instead (section 4.1): a suffix set here would tag a brand campaign's visits as the main campaign's, and your stop and scale rules would count them.

3.3 Decide what counts: your conversions

Google bids to get more of whatever you count. So decide this before you build anything.

- **One real event for each real result.** Send the sale itself from the page people see once it's done: the order confirmation page. Never count page views, clicks or adds to cart as a sale.
- **Browser and server, one shared ID.** In the visitor's browser, the Google tag sends the events. A server connection sends them from your store or website, and catches the sales that browsers and cookie banners block. If you use both, give each event the same ID, such as the order number, so Google counts it once.
- **A reload can count twice.** Someone who refreshes the confirmation page, or comes back to it from an email, can fire the event again. The same shared ID stops that, so use it even if you only send from the browser.

Open **Goals**, then **Conversions**, then **Summary**, and add a new conversion action for your website.

Primary (the one Google bids on): Purchase. Value = the order value. Count: **Every**. Send a transaction ID with each order, so a reloaded confirmation page isn't counted twice.

Secondary (watch, don't bid on): Add to cart, Begin checkout. Useful for spotting a broken checkout. Never primary.

Turn everything else you find in the list to secondary. Don't delete it.

3.4 Put the Google tag on your website

The **Google tag** is the code that tells Google Ads what visitors do after they click. Install it one way only. Two installs count every result twice (cause 2.3).

Shopify

Install the **Google & YouTube** app from the Shopify App Store, or open it if it's already installed (it is if your products already reach Merchant Center from Shopify), and connect your Google Ads account. It adds the Google tag and sets up purchase tracking, and it connects Merchant Center for your products. Then check **Goals**, then **Conversions** in Google Ads: the app's Purchase action should be primary, and any older Purchase action made by hand should be set to secondary.

Enhanced conversions and UTM tags

Turn on enhanced conversions. When someone buys, the tag sends a scrambled (hashed) copy of the email or phone number they typed, so Google can match more results to ad clicks. Since April 2026 Google accepts customer details from your website tag and from uploads at the same time, so you don't have to pick one method. Mention it in your privacy policy (section 10).

Tag every ad link, so your own reports can see these visits without relying on Google. In your campaign's settings, open **Campaign URL options** and paste this in **Final URL suffix**, with no "?" in front: `utm_source=google&utm_medium=cpc&utm_campaign=merrowbank-linen-shopping-nov26`. Google adds it to every ad link in that campaign, your Shopping product links included, so you don't edit each link. Set it on the campaign, never in Account settings: a brand campaign gets its own (section 4.1). If Google also adds its own tracking code to links, leave that on: the UTM tags are for your reports, not theirs.

Check it on your first paid order. Open that order (or its session) in Shopify and check its campaign reads `merrowbank-linen-shopping-nov26`. If it shows another campaign name, such as one your feed app adds to free-listing links, your feed's own tags are winning over these: fix that before you judge anything, because your weekly count depends on it.

Where you'll see them:

- **Shopify:** Analytics, then Reports. Open a sessions or sales report and break it down by UTM source and campaign.
- **Google Analytics 4:** Reports, then Acquisition, then Traffic acquisition. Set the table to "Session source / medium".

Your results live in Shopify. That's where the test is judged.

3.5 Link Google Analytics 4 (optional)

Link GA4 to Google Ads under **Admin**, then **Linked accounts**, so you can see what Google visitors do on your site. If you also import GA4 conversions, keep them **secondary**. One result counted by the Google tag and again by GA4 doubles your numbers (cause 2.3).

GA4 counts purchases only from the day it started collecting. If no order has come in since then, it shows 0 purchases. That's expected, not a fault, so don't reconnect GA4 or the Google & YouTube app to fix it.

3.6 Feed real results back to Google

Your purchases already tell Google which clicks became sales. What Google can't see is your baseline. Write it down before your first Google ad runs, from Shopify:

1. **Weekly sales** for the last 6 ordinary weeks before your first Google ad, as a weekly average (leave out sale weeks), every order in them, with nothing taken out.
2. **Weekly orders** for the same weeks.
3. **Share of orders from returning customers**, if your platform shows it.
4. **Orders from Google's free listings** in the same weeks: your products already show there, so some orders already come from Google before any ad runs. In Shopify, filter those weeks' orders by source Google.

That's your baseline. Once you've written it down, it replaces the A$1,400 a week from your answers in every rule in this plan. Section 7's store check reads your store's total sales against it, and Google's own count is only the orders from your paid clicks (their utm_campaign, section 3.2), so free-listing orders never pass as paid ones.

3.7 Your listings: Merchant Center

Shopping ads come from **Google Merchant Center**: your product list, with prices, images and stock, which Google checks before anything shows. Your status now: connected, no issues reported.

1. **Use the Merchant Center account you have.** Don't create a second one: a duplicate feed can trigger a review. Open it with the Google login the Google & YouTube app uses.
2. **Set shipping and returns** in Merchant Center to match your website exactly: costs, times, and your returns window. While you're there, check that your website and checkout links point at your current domain.
3. **Your products reach Merchant Center through your platform:** keep that connection live, and don't add a second feed. On Shopify, that's the Google & YouTube app (section 3.4).
4. **Prices in AUD, GST included,** exactly as on your product page. **New Zealand later:** once your product groups have been judged (section 7), add New Zealand in Merchant Center as a country your products show in, let Google convert your AUD prices if you don't keep NZD prices, and set your New Zealand shipping to match your site. Until then your campaign targets Australia only (section 4.5).

5. **Link Merchant Center to Google Ads** and accept the link in Google Ads. If the Google & YouTube app offers to create a paid campaign while you link, skip that step: it makes a Performance Max campaign with its own budget, and this plan builds Standard Shopping in Google Ads instead (section 4.5).
6. **Fix every disapproved product** in your store, not in Merchant Center. The next sync overwrites changes made there.

Check your feed app is up to date. Google's Content API for Shopping, which apps and plugins have used to send products to Merchant Center, reached its sunset on 18 August 2026 and has returned errors since 1 September 2026, ahead of a full shutdown in early 2027. Apps must now use the Merchant API (Google for Developers, "Content API for Shopping: deprecation and sunset", updated 10 September 2026). Update your feed app or plugin, then check in Merchant Center that your products have updated in the last few days. If they haven't, ask the app's maker whether it has moved to the Merchant API.

Google rejects or suspends stores whose sites don't show who they are, what things cost or how returns work. Section 9 lists the checks, section 10 the rules.

3.8 Rules you set up before the first ad

- **Your business details on your site:** business name, ABN, where your orders ship from, a way to contact you and your returns policy (sections 9 and 10).
- **Your privacy policy** says you use Google's advertising and measurement tools, including enhanced conversions if you turned them on (section 10).

3.9 Test without polluting your data

Keep tests out of your results. Use Google's Tag Assistant (tagassistant.google.com) to check the Google tag loads on your product pages. Your order confirmation page only exists once someone buys, and Google Ads only shows a sale that came from a click on your Google ads, so check the Purchase conversion on real orders, in two steps. **Before launch:** an order that didn't come from a Google ad click (any order before you launch) moves the Purchase action in Goals, then Conversions, from "Unverified" to "No recent conversions": that means the tag fired, and Google Ads won't show that order itself. **After launch:** your first order tagged merrowbank-linen-shopping-nov26 shows in Google Ads as one conversion, with the same value and order number as in Shopify.

Don't place a test order or start a test checkout, ever: on your live store either one also fires your other ad platforms' live pixels and your email platform's events. Check the tag with the method above, then check the Purchase conversion on real orders as it sets out. Never test by clicking your own ads: you pay for the click, and it muddies the numbers.

Then check the conversion's status in **Goals**, then **Conversions**. It shows "Unverified" until the tag is seen, then "No recent conversions", then "Recording conversions" once one arrives from an ad click: a sale from a normal visit fires the tag but never shows as a Google Ads conversion. Give it 24 hours before you worry.

4. Your campaigns

4.1 The settings for every campaign

Check every line before you publish. Most wasted Google spend comes from one of these left on its default.

Search partners off. Display expansion off. Location option: Presence.

Setting	Set it to
Campaign type	Standard Shopping for your products
Goal	Purchase, your one primary conversion from section 3.3. Remove any other account goal from this campaign
Networks	**Untick Search partners** (Google includes them by default), and untick YouTube, Gmail and Discover if they're offered. **Display: off** in the account-level channel settings too (Google calls this channel prioritisation from October 2026)
Locations	Australia only for this test. Add New Zealand once your product groups have been judged (section 7), and until then count only Australian orders tagged merrowbank-linen-shopping-nov26
Location options	**Presence:** people in or regularly in your locations. Not the default "Presence or Interest"
Budget	A$49 a day (section 4.3)
Bidding	Manual CPC, with a limit on each product group (section 4.2)
Your brand	Your store name ("merrowbank linen") as a negative keyword on this campaign itself, not in your shared list, so this campaign never pays for a search for you by name (section 4.6)
Ad schedule	All hours, all days: online stores sell around the clock. Review hours after 8 weeks.
Final URL suffix	In **Campaign URL options**, paste `utm_source=google&utm_medium=cpc&utm_campaign=merrowbank-linen-shopping-nov26`, with no "?" in front. Google adds it to every ad link in this campaign, your Shopping product links included (section 3.4)
Start	12:00 am the day after you publish. End date: none

Campaign name: Merrowbank Linen | Shopping | Sheet set + Linen quilt cover set | Nov 2026

Then check it stayed that way. Google adds features and changes defaults often. Once a month, re-open the settings and read this table again (section 7).

4.2 What to bid: the ladder

You don't start on Google's smartest bidding. You start where your data is, and move up as it grows.

Your break-even per sale.

1. **What your lead product keeps.** On the Stonewashed linen sheet set at A$229, it keeps A$112 ex GST after product cost, shipping and fees, before ads: that's your break-even per sale. Pay Google more than that for its sale and you lose money on it.
2. **Each product keeps its own:** Stonewashed linen sheet set at A$229 keeps A$112 ex GST (break-even ROAS 2.1x); Linen quilt cover set at A$259 keeps A$128 ex GST (break-even ROAS 2.1x); Linen pillowcase pair at A$69 keeps A$25 ex GST (break-even ROAS 2.8x). A sale of one product is worth that product's figure, not the average order's, so every limit, target and stop figure for one product uses its own (the table below).
3. **Break-even ROAS: 2.1x on the Stonewashed linen sheet set at A$229, on sales including GST.** Every A$1 of ads on it has to bring back at least this much in sales, counted in your store.
4. **Your target: A$89 per sale on the Stonewashed linen sheet set at A$229 (A$103 on the Linen quilt cover set), each 80% of that product's own break-even.** It sits below break-even on purpose. That leaves room for refunds, and for the sales an ad platform counts that would have happened anyway.
5. **On your A$185 average order:** it keeps A$88 (47%), its break-even, a break-even ROAS of 2.1x. No product-group limit, target or stop uses it; only your weekly store check does, because it counts all your store's sales (section 7).

Your break-even per click.

A click is a visit, not a customer. How much you can pay for a click depends on how many of those visitors buy:

Break-even cost per click = break-even cost per sale × the share of visitors who buy

- **Break-even cost per sale:** A$112, on the Stonewashed linen sheet set at A$229 (A$88 on your A$185 average order)
- **Visitors who buy:** 1% (typical, not yours: replace it with your own once you know it)
- **Your break-even cost per click:** A$112 × 1% = **A$1.12**
- **The expected cost per click for your industry:** A$0.50–1.50, a starting estimate, not your own figure

Pay more than A$1.12 a click and, at that visitor rate, each sale costs more than your break-even. Visitors from ads can act more or less often than your usual visitors. Treat this as a starting line, and replace the rate with your own after four weeks of ad traffic.

Your product groups and their limits. A Shopping click lands on one product at its own price, so each product gets its own limit, set at its target: its target cost per sale × the visitor rate, never above the top of the usual range, and cut down to the cent. At the limit a sale costs about its target if visitors buy at that

rate; if fewer buy, it costs more, and your stop rule (section 7) catches it on your own orders. Four good weeks at the target can pass your scale rule (section 7). Each limit is that product group's maximum CPC bid (section 4.5, step 7).

Product group	Break-even per sale	Target per sale	Limit per click, at the target	Judge it after
Stonewashed linen sheet set (A$229)	A$112	A$89	A$0.89	A$356 spent and 7 days
Linen quilt cover set (A$259)	A$128	A$103	A$1.03	A$400 spent and 7 days
Linen pillowcase pair (A$69)	A$25	A$20	Excluded	–
Everything else	–	–	Excluded at launch	–

Excluded: a click on it is worth less than A$0.50, the bottom of the usual range (the Linen pillowcase pair A$0.25), even at the most it can pay, so it would lose money on almost every click. It still shows in your free listings. **Everything else is excluded at launch:** your answers price 3 of your 38 products, so the plan can't set a limit that pays for the other 35, and your A$49 a day (about 55 clicks) is best kept on the two product groups above (cause 2.13). Give one its own group, with its own limit (its target × the visitor rate), once you've priced it, and only while every group you have still gets clicks every day.

The ladder. Move up one rung at a time, only at your weekly check, and only after two weeks on the rung you're on.

Conversions in the last 30 days	Bid strategy	Your setting
Fewer than 30	**Manual CPC**, with a limit on each product group	The limits in the table above
30 or more	**Maximise conversion value with a target ROAS**	target ROAS 258% (from your A$89 target on the Stonewashed linen sheet set at A$229; 234% if your section 1 check shows Google's conversion value leaves GST out)

Your start: Manual CPC, with a limit on each product group. You have 12 conversions in the last 30 days, so Google doesn't have enough to bid on its own yet.

Why each limit is what it is: it's that product's target cost per sale × the visitor rate, or the top of the expected range for your industry if that's lower. Set at the target, a click leaves room for refunds and for the sales Google counts that would have happened anyway, as long as visitors buy at the rate the limit assumes: your stop rule (section 7) checks that on your own orders. Pay more than the break-even click and every click loses money on average; pay more than the top of the range and you're overpaying for the same searches. Maximise clicks has one limit for the whole campaign, so it would give a cheap product your lead product's limit: that's why Shopping starts on Manual CPC.

Then Performance Max, only once you reach about 30 purchases in 30 days (section 4.7).

Rules for every rung.

- **One change at a time.** A new bid strategy restarts learning (Google Ads Help, "About Smart Bidding learning").
- **Two weeks before you judge** a new rung. Google asks for this.
- **Step back down** if conversions fall below the rung's floor for two weeks running.

4.3 Your budget: brand and the main campaign

You run one campaign. Your answers don't show others bidding on your name, so someone who types it finds you anyway: your website comes up, with your products in the free listings. Your business name goes in as a negative keyword on this campaign itself (section 4.1), so your budget goes on people who haven't found you yet.

- **Main:** Merrowbank Linen | Shopping | Sheet set + Linen quilt cover set | Nov 2026, A$49 a day.

Check once a week, since people already search for you by name: search your own name on your phone. If a competitor's ad appears above you, add a brand campaign at about 10% of your budget, with exact match on your name.

4.4 Launch day and the two weeks after

0. **Before you build, read your last 90 days.** In your current campaigns, note the average cost per click, which products sold, and the search terms that brought a purchase. Add the searches you'd never want as negatives in the new campaign (section 6.2).
1. **Publish late in the day,** with the campaign set to start at 12:00 am.
2. **Next morning, check the status.** Campaign: "Eligible". Ads: "Approved", or "Under review", which usually clears within a business day. "Approved (limited)" or "Disapproved": see section 11.
3. **Check spend after the first full day.** Google can spend up to twice the daily budget on a single day. That's normal. Over a month it stays within about 30.4 times your daily budget.
4. **For 7 days, touch nothing except negative keywords.**
5. **After 14 days, do your first full weekly review** (section 7), against the rules in section 1.

4.5 Build Standard Shopping, step by step

Shopping ads show a product's photo, title, price and your store name, straight from Merchant Center. You don't write them or choose keywords: Google matches searches to your product data. So your feed (section 5.5) does the work an ad does.

1. **New campaign.** Choose the **Sales** objective, then **Shopping**, then your linked Merchant Center account, with Australia as the country of sale. New Zealand waits until your product groups have been judged (section 7), then goes in through Merchant Center (section 3.7).
2. **Choose Standard Shopping,** not Performance Max. Google will suggest Performance Max. You'll get there in section 4.7.
3. **Networks:** untick **Search partners**, and untick YouTube, Gmail and Discover if offered.
4. **Locations:** Australia only for this test. Add New Zealand once your product groups have been judged (section 7), and until then count only Australian orders tagged merrowbank-linen-shopping-nov26, location option **Presence**.
5. **Budget:** A$49 a day.
6. **Bidding:** Manual CPC, with a limit on each product group (section 4.2).
7. **Product groups:** subdivide "All products" by item ID, so each product in the table in section 4.2 is its own product group, and "Everything else" holds the rest. Set each group's maximum CPC bid to its limit in that table, and set every group marked "Excluded" to Excluded. Your Stonewashed linen sheet set comes in queen and king, and each one is its own item ID in Merchant Center: add all 2 at its A$0.89 limit, and judge them together, on their combined spend and orders (section 7). Shopping then carries your Stonewashed linen sheet set and Linen quilt cover set.
8. **Negative keywords:** apply your shared list (section 6.2), then add your store name, "merrowbank linen", as a negative on this campaign itself (section 4.6).
9. **Final URL suffix:** in **Campaign URL options**, paste `utm_source=google&utm_medium=cpc&utm_campaign=merrowbank-linen-shopping-nov26`, with no "?" in front (section 3.4). It goes on this campaign, never in Account settings, so only this campaign's orders carry its tag.
10. **Publish late in the day,** starting 12:00 am tomorrow.

After four weeks, split your product groups further by what sells. Give a product that sells its own product group, with its own limit (its target × the visitor rate), so you can see its cost per purchase. A product that takes clicks but doesn't sell is your stop rule's to judge (section 7), on its own orders, never a limit to trim week by week.

> **“ From a client's account**
>
> A client's homewares store ran Google shopping ads. On spend of A$8,890, then A$9,540, purchases rose from 183 to 219 and average order value from A$153 to A$163. Cost per purchase fell from A$48.58 to A$43.56, and attributed revenue went from A$27,999 to A$35,697: ROAS of 3.15x, then 3.74x. Attributed revenue is what Google credits to its ads, not profit. That's what happened between the two periods, not proof of cause.

4.6 Your brand searches

Nobody else appears to be bidding on your store's name, so you don't pay for it. Add your store name as a negative keyword in the Shopping campaign: someone who types your name finds your website anyway, and paying for that click makes Shopping look better than it is (cause 2.7). Search your own name once a week, since people already search for you by name. If another store's ads appear above you, add a small brand campaign (section 4.3): about 10% of your budget, exact match on your name, Manual CPC with a

low limit, and its own Final URL suffix in its campaign settings, `utm_source=google&utm_medium=cpc&utm_campaign=merrowbank-linen-brand-nov26`, so its orders never count toward Shopping's stop and scale rules. It takes your shared negative list as it is: your store name sits as a negative on the Shopping campaign alone, never in the shared list, so it never blocks your brand campaign.

4.7 Performance Max, only when you're ready

Performance Max runs your products across Google Search, Shopping, YouTube, Display, Discover, Gmail and Maps from one campaign, with Google choosing where. It needs data to do that well, and it's harder to see what you paid for.

Your rule: about 30 purchases in 30 days from Google first. You have 12 purchases from Google in the last 30 days. **Not yet.** Until then, Performance Max would be learning from too few sales, and its reports would show you less of where the money went. Keep to Standard Shopping and check again at your monthly review.

4.8 Running a sale

1. **Change prices in your store.** The sale price flows to Merchant Center with your next sync. Use a sale price and its dates in your feed, so Google shows the right price on each day.
2. **Google shows a sale price in Shopping ads only if the rules fit:** the full price applied for at least 30 of the last 200 days, the discount is between 5% and 90%, and your page shows both prices. Even then the annotation isn't certain. Don't fake one by inflating the regular price first: that's against Google's rules and Australian law (section 10).
3. **On Manual CPC, a sale changes limits, never the budget.** Manual CPC has no learning to protect, so where a product's sale price can't pay for its usual limit, lower that product group's limit to its sale-price figure for the sale days only, with automated rules set up ahead, then put it back (section 8).
4. **Promotions** (a code or "spend $X, get $Y") can be added in Merchant Center if you meet Google's rules.

5. Your ads

5.1 Your text ads

Shopping ads have no text to write. Google builds each one from your product's photo, title and price in Merchant Center, so your feed does the work an ad does (section 5.5).

You don't run a Search campaign, so there are no text ads to write. If you add a brand campaign later (section 4.6), section 5.6 says what its one ad needs.

5.2 Your assets

Shopping ads carry no extra lines of text. What shows beside your product comes from Merchant Center: your delivery cost or free-shipping line, your returns window and any promotion (section 4.8). Set those right there (section 3.7).

5.3 What your ads can't say

- **No claim you can't prove today.** "Same-day dispatch", "award-winning", "best-selling": only if it's true and you can show it.
- **No prices that don't match the landing page.** Google checks, and so does the law (section 10).
- **No competitors' names in your ads.** Bidding on their names as keywords is a separate question (section 10).
- **Every word Google writes for you is still your claim.** Automated assets and text customisation are off for that reason (sections 3.2 and 4.1).

5.4 When to add or change ads

- **Change a Shopping ad by changing your product data:** its title, images or price, in your store, never in Merchant Center (section 5.5).
- **Judge a new product group by its stop rule** (section 7): after about 4 expected sales' spend and at least 7 days, never sooner.

5.5 Your feed is your ad

Every Shopping ad is built from your product data. Better data, better matches.

- **Titles: what it is, in the searcher's words, first.** What the product is first, in the words shoppers search, then the detail that matters (the material, the size and the colour), and your brand at the end: your brand name is a negative keyword in this campaign (section 4.6), so the words up front are the ones shoppers who don't know you yet type, and Shopping shows only the start of a title. "Stonewashed Linen Sheet Set, Queen – Merrowbank Linen" beats "Sheet set". Each of its queen and king item IDs gets its own title, with that one named in it. Titles can be up to 150 characters, but the first part is what shows.

- **Main image: the product on a plain, light background.** No text, logos, borders or watermarks on it.
- **Extra images:** in a room, and a close-up of the material.
- **Product identifiers:** the barcode (GTIN) for branded goods you resell. For your own brand without barcodes, set "identifier exists" to no.
- **Product type and custom labels:** your own categories (best-sellers, margin bands). You'll use them to split product groups.
- **Descriptions: accurate, plain and specific:** the material, the size and how to care for it, once you've added them to your product page (section 9).
- **Material and origin claims must match the product** ("Made in Australia"): section 10.

Fix titles in your store, not in Merchant Center: the next sync overwrites changes made there.

5.6 Ads for your brand campaign

No brand campaign yet, so no text ads to write. If you add one later, write one responsive search ad, sent to your homepage or best-selling collection: your store name, what you sell, "Free shipping over A$150" and "Shop Now".

6. Your keywords and audiences

6.1 Your keywords: none in Shopping

Shopping has no keywords. Google matches searches to your product titles and data (section 5.5), so you steer it with negative keywords (section 6.2) and your weekly search terms review (section 6.6).

6.2 Your negative keywords

Negative keywords stop your ad showing on searches you don't want. Make one list and apply it to every campaign: **Tools**, then **Shared library**, then **Negative keyword lists**.

Start with these, typed with their quotes: "for free" · "giveaway" · "free printable" · "jobs" · "careers" · "diy" · "how to make" · "candle making" · "wax" · "wholesale" · "second hand" · "rental" · "hire" · "repair" · "upholstery" · "sewing pattern" · "how to clean" · "meaning" · "course" · "plans" · "colouring"

The quotes make each one phrase match: a two-word negative blocks only searches with those words together, in that order. Typed without quotes, a negative is broad match: it blocks every search that holds all its words, in any order and with other words between them.

Add to it every week from your search terms (section 7). Take a term off only if you start selling what it describes. Your business name isn't on this list: it goes on your main campaign itself (section 4.1), so a brand campaign you add later can take this list as it is.

6.3 Where your ads show

Australia only for this test. Add New Zealand once your product groups have been judged (section 7), and until then count only Australian orders tagged merrowbank-linen-shopping-nov26. Location option: **Presence** (section 4.1).

- **Where you ship:** Australia and New Zealand. Don't target a country your shipping settings in Merchant Center don't cover.

6.4 When your ads show

All hours, all days: online stores sell around the clock. Review hours after 8 weeks.

6.5 Audiences and customer lists

Audiences go on "Observation", never "Targeting". They let you see which groups convert without narrowing who sees your ads.

- **No customer lists and no remarketing lists at launch.** Customer lists (Customer Match) can only be used to observe or exclude in an account like yours. Targeting with them needs 90 days of history and more than US$50,000 of lifetime spend, and every upload adds privacy duties. So this plan doesn't use them.

6.6 Search terms in Shopping

Shopping has no keywords. Google matches searches to your product titles and data. So negatives do all the steering.

- **Read the search terms weekly** (section 7), sorted by cost. Add negatives for searches you'd never want: other brands you don't stock, "diy", "how to make", "candle making", "wax", "wholesale", "second hand", and products you don't sell. Keep "free" off the list if you offer free shipping: people searching for it are often buyers.
- **Add your store name as a negative** in the Shopping campaign (section 4.6).
- **Searches that sell:** don't add them as negatives, even when they cost more than you'd like. Your stop rule (section 7) judges the product group on its own orders, and a limit moves only once your own visitor rate supports it (section 4.2).

7. Your 20-minute week

About 20 minutes, on the same day each week, in this order.

First: check three numbers for the last 7 days.

- **Spend** against A$49 a day × 7. Within 20% either way is fine. More than 20% under for two weeks running means your click limits are pricing you out: check the products' feed titles and images first (section 5.5), and raise a limit only once your own visitor rate supports it (its target × your rate, never above its break-even click). Still under A$356 spent nine weeks after it went live? Your stop rule below judges it then on what it has spent.
- **Cost per click** for each product group, against its limit (section 4.2).
- **Orders in Shopify from your paid Shopping clicks:** the orders whose utm_campaign is merrowbank-linen-shopping-nov26, not every order from Google (your free listings send orders too), and cost per order against A$89 on the Stonewashed linen sheet set.

Second: stop or keep. Apply the rules below, exactly as written. Leave everything else alone.

Third: one improvement. Run the search terms review below: add negatives for searches you'd never want, and note which products sold. Leave each product group's limit alone until it has spent its judge figure (section 4.2) and run 7 days; after that, only your stop and scale rules change a limit.

Fourth: check the quality of what came in. Open Shopify and look at the orders from these ads. Were they real, and were any refunded or cancelled? Note anything odd.

Last: write it down. One line per week: the date, the three numbers, and anything you changed. Next week starts from that line.

Change one thing at a time, and only on this day. Every change resets the comparison. Two changes in one week and you can't tell which one worked.

The search terms review (10 minutes)

This is where most of your savings come from.

1. Open **Insights and reports**, then **Search terms**, for the last 7 days.
2. **Sort by cost.** Read the top 20.
3. **Add a negative** for every search you'd never want: a job seeker, a product you don't sell, a place you don't ship to, another brand you don't stock. Add it to your shared list (section 6.2).
4. **Searches that sold:** never add them as negatives, even when they cost more than you'd like. A product group's limit changes only through your rules below (section 6.6).
5. **Leave everything else.** No bid, budget or setting changes outside the rules below.

Your rules

- **Stop:** Judge the whole campaign first: once it has spent A$356 (about 4 expected sales on the Stonewashed linen sheet set) and run at least 7 days, pause it if Shopify shows no order with utm_campaign merrowbank-linen-shopping-nov26 at all, and work through section 11, "Spending, but nothing to show for it", before you restart it. If it still hasn't spent A$356 nine weeks after it went live, judge it then on what it has spent: if Shopify shows no order with utm_campaign merrowbank-linen-shopping-nov26 at all, pause it; if its orders cost no more than their break-even, keep it at the same limits. Then judge each product group only once it has spent about 4 times its expected cost per sale since it went live and run at least 7 days (the Stonewashed linen sheet set: judge at A$356, stop above A$112; the Linen quilt cover set: judge at A$400, stop above A$128). Exclude it, or lower its limit, if Shopify shows no order of it with utm_campaign merrowbank-linen-shopping-nov26, or if its spend ÷ those orders is above its break-even.
- **Keep:** Leave everything else alone, and make no other change within two weeks of the last one.
- **Scale:** Raise the daily budget by 20%, to A$58 (about A$1,763 a month), only when all of these hold over the last 28 days, leaving sale days out: at least 4 orders in Shopify with utm_campaign merrowbank-linen-shopping-nov26; their cost per purchase (this campaign's spend ÷ those orders) at or below A$89 on the Stonewashed linen sheet set, your target (80% of its A$112 break-even); and Google shows lost impression share (budget) of 10% or more. If the share it loses is mostly to rank (lost impression share (rank)), the budget isn't what holds it back: raise a product group's limit instead, and only once your own visitor rate supports it (its target × your rate, section 4.2). Then give the new budget its own 28 days before the next raise. That's more than the A$1,500 a month you set, so raise it only if you choose to spend more.

Write these down before you start. Follow them even when Google's dashboard looks exciting or alarming: your rules are measured against your margin, and the dashboard isn't.

Two weeks between changes. A new bid strategy, a big change to your conversion goals, or adding or removing campaigns, product groups restarts Smart Bidding's learning; a budget change doesn't any more (Google Ads Help, "About Smart Bidding learning"; rewrite reported by Search Engine Roundtable, 21 Oct 2026). Your numbers still need two weeks to settle after any change. Make one, write it down, and leave it for two weeks before you judge it. Negative keywords are the exception: add those every week.

Judge it on your numbers

- **Judge on your own records, not Google's.** Count the sales in your store that came from these ads: the orders whose utm_campaign is merrowbank-linen-shopping-nov26 (not every utm_source=google order: your free listings send some too). Google's conversion count is its own estimate of what it caused: it uses its own attribution rules and can include sales you'd have had anyway.

- **Check your store's sales too: one check for all your plans.** Take your store's total sales for the week, minus your baseline from section 3.6 (A$1,400 a week from your answers until you've written it down). Take nothing out of either figure: taking tagged orders out of this week but not out of weeks from before the tags existed would count against your ads. Your current Google ads are in that baseline, so only the spend this plan adds counts here. What's left is what your new ads add together. It must be at least 2.1x that new spend, your break-even ROAS on your A$185 average order: about A$285 a week above your baseline for the A$136 a week more of Google ads this plan adds. Gift buying lifts December's sales with or without ads, so compare each December week with the same week last December, if you have it, and make no Google decision on December's store sales. MER (all store sales ÷ all ad spend) is only a record, never a pass mark. If Google's figures climb while your store's sales stay flat, believe your store.
- **Allow for the delay.** Google's reports take about a day, and longer for conversions that happen days after the click to catch up, so never judge the last two days.

Once a week, check Google's count against your own. For the same dates, put Google's conversions beside the orders that Shopify shows from these UTM-tagged visits.

- **Expect some gap.** Google counts by its own attribution rules, and Shopify by its own.
- **More conversions than real results?** Look for a doubled event: the same sale sent twice, or a confirmation page that fires on reload. Fix it before you judge anything (section 11).
- **Real results, but none in Google?** The event isn't firing, or a cookie banner is blocking it (section 11).

Your scorecard

Week	Spend	Clicks	Cost per click	Google conversions	Orders in Shopify	Cost per order	Change made
1							

Your targets: cost per click under each product group's limit, and cost per purchase under each product's own target (section 4.2): A$89 on the Stonewashed linen sheet set, your lead product.

Once a month (20 minutes extra)

- **Re-read the settings table** in section 4.1 and fix anything that changed.
- **Read Recommendations,** then dismiss what this plan wouldn't do. Keep auto-apply off.
- **Check the change history** for anything you didn't change.
- **Check your conversion status:** "Recording conversions", or "No recent conversions" in a week with no order tagged merrowbank-linen-shopping-nov26, which is normal then. If tagged orders came in and Google shows none, see section 11. Your Google count should still roughly match Shopify.
- **Check your ladder rung** (section 4.2): conversions in the last 30 days, and whether you move up or down.

- **Run the prompt in section 12** with your numbers.

8. Your next 90 days

Searches rise and fall with the seasons. You can't create demand on Google, but you can be ready for it.

- **November:** busy season for homewares and lifestyle stores. Keep to your weekly routine, and raise the budget only through your scale rule (section 7), never just because the month is busy.
- **December:** busy season for homewares and lifestyle stores. Keep to your weekly routine, and raise the budget only through your scale rule (section 7), never just because the month is busy. Stop promising Christmas delivery after your last order-by date (section 8).
- **January:** a normal month: keep to your weekly routine.

For your industry: Mother's Day in May, end-of-financial-year sales on big pieces in June, and Black Friday and Christmas hosting in November and December are the peaks. Winter lifts bedding and throws; spring and summer lift outdoor furniture and lighter linen.

For a bedding and linen store shipping to Australia and New Zealand, the busy stretch is Black Friday and Christmas hosting in November and December, when spring and summer also lift lighter linen. Before November starts, have each sheet set page showing its shipping cost below the free-shipping threshold and to New Zealand, and your last order date for Christmas delivery.

- **Change what a Shopping ad shows** through the product's title, image or price in Shopify, not in Merchant Center (section 5.4).
- **Christmas:** put your last order date for Christmas delivery on the site and in Merchant Center's shipping times, and stop promising delivery after it.

Black Friday to Boxing Day on Google

Black Friday is Fri 27 Nov, 31 days from this plan; Cyber Monday is Mon 30 Nov. Shopping ads have no text, so the peak runs through your prices and Merchant Center, never through edits to a live campaign.

1. **If you already run Google Ads, keep your live campaigns as they are until Mon 4 Jan 2027.** Don't switch bid strategies, change conversion goals, or add or remove campaigns, ad groups or keywords: those still restart Smart Bidding's learning (Google Ads Help, "About Smart Bidding learning"). Negative keywords are fine. Anything new in this plan's build waits until Mon 4 Jan 2027.
2. **No Black Friday offer in your answers, so nothing in your ads changes.** If you decide on one, price it in the table below first. Set it by Tue 24 Nov in Shopify, as the price, with your full price as the compare-at price (Shopify schedules a price change only through Shopify Flow or an app; otherwise change it at 12:00 am that day), from 12:00 am Fri 27 Nov to 11:59 pm Mon 30 Nov: the Google & YouTube app sends it, with its dates, to Merchant Center. Never change a price in Merchant Center itself: the next sync overwrites it.
3. **Budgets on the day: no change.** Your scale rule (section 7) is the only route to more budget, and sale days don't count toward it.

4. **Boxing Day: only with a real offer.** Set it by Tue 22 Dec in Shopify, as the price, with your full price as the compare-at price (Shopify schedules a price change only through Shopify Flow or an app; otherwise change it at 12:00 am that day), from 12:00 am Sat 26 Dec to 11:59 pm on your offer's last day (set both dates when you schedule it, and put the full price back as the price at the end): the Google & YouTube app sends it, with its dates, to Merchant Center. Never change a price in Merchant Center itself: the next sync overwrites it. Nothing then needs changing over Christmas.
5. **Sale days don't count.** Judge the peak on your store's own orders from your paid Shopping clicks, and make no rung or scale change from what sale days show; your two-week rule (section 7) restarts on Tue 1 Dec 2026. Gift buying lifts December's sales with or without ads, so compare each December week with the same week last December, if you have it, and make no Google decision on December's store sales.

On the Stonewashed linen sheet set at A$229, your lead product (a Shopping ad shows one product at its own price):

Discount	Price	The order keeps, before ads	Break-even ROAS (rounded up)	Left after the ads
10% off	A$206.10	A$92	2.3x	A$17
15% off	A$194.65	A$81	2.4x	A$6
20% off	A$183.20	A$71	2.6x	a loss of A$4
25% off	A$171.75	A$61	2.8x	a loss of A$14
30% off	A$160.30	A$51	3.2x	a loss of A$24

The maths, ex GST: At about A$75 of Google ads a sale, the deepest discount in the table that still leaves money after the ads is 15%. "Left after the ads" uses about A$75 of Google ads a sale: your own cost per sale. Break-even ROAS here is on sales including GST, as your store reports them; if your section 1 check shows Google's conversion value leaves GST out, use the ex-GST figure: 1.9x on the Stonewashed linen sheet set at its full A$229.

Your Christmas order-by dates. Ask whoever ships your orders for its Christmas order-by date now. Once whoever ships your orders confirms its order-by date, put it on your site and in your emails, and set Merchant Center's handling and delivery times so your Shopping listings stop showing Christmas delivery after it. Shopping ads carry no text, so the date goes in no ad. Until then, publish no order-by date anywhere, and promise no Christmas delivery.

9. Fixes for your landing pages

We checked your website against the checklist below. These are the fixes most likely to be costing you purchases from Google, most costly first.

1. **Show shipping costs on the product page.** Your sheet set page doesn't show the shipping cost for orders under A$150, or what New Zealand orders pay, until checkout. Add both near the price, and make sure your Google product feed shows the same rates.
2. **Speed up the product page on phones.** It showed its main image in about 3.4 seconds on a phone, over the 3-second mark in the checklist. Compress the gallery images and size the video for phones.
3. **Add centimetre measurements for each size.** The page lists queen and king but gives no centimetre measurements or fitted-sheet pocket depth. Add both, so a shopper knows the set will fit their mattress.
4. **Photograph every colourway.** All six colourways share one gallery, so a shopper can't see the colour they're choosing. Add photos for each one and link them to the colour picker.
5. **Add linen weight and care instructions.** Neither is on the page, and both are things people check before spending A$229 on sheets. Put them in a short details section under the price.

What Google checks on every landing page

- [ ] **Each product's link opens that product's page,** at the same price as your feed, never the homepage.
- [ ] **The price and the delivery cost,** or your free-shipping line, in the first screen on a phone, matching your feed.
- [ ] **Add to cart above the fold** on a phone, with sizes or options clear before the tap.
- [ ] **Loads fast on a phone.** Under about 3 seconds for the main content.
- [ ] **Who you are:** business name, ABN, where your orders ship from, and a way to contact you. Google treats a false or hidden business identity as misrepresentation.
- [ ] **A privacy policy** that mentions Google's advertising and measurement tools.
- [ ] **Your order confirmation page** fires your Purchase conversion once per order (section 3.3).
- [ ] **Merchant Center matches the site:** prices (GST included), stock, shipping costs and times, and your returns policy, word for word.
- [ ] **Where your orders ship from,** stated plainly. Google treats hiding the real dispatch location to look local as misrepresentation, and suspends for it.
- [ ] **Returns and refunds page** linked from every product page and the footer, with the window, condition and who pays return postage.
- [ ] **Contact page** with an email or phone number, not only a form.
- [ ] **Sale prices are real** and the "was" price is one you charged (section 10).
- [ ] **Checkout shows the full price,** including shipping, before payment.

The full checklist we use

- [ ] Bed sizes by name, with the fitted sheet's pocket depth in cm.

- [ ] A plain product shot and a room shot for every product; every colourway; a scale reference.
- [ ] Materials and care, named exactly: fabric composition, linen weight, and how to care for it.
- [ ] Delivery cost before checkout, and lead times.
- [ ] Returns in plain words, and that faulty items are always covered (section 10).
- [ ] Swatches or samples, if you sell fabric or colour-critical pieces.
- [ ] Real reviews with customers' own photos.
- [ ] Buy now, pay later near the price, if offered.
- [ ] Mobile speed: room galleries and autoplay video sized for phones.
- [ ] Business name, ABN, contact details and returns address consistent across footer, terms and policies.

10. Rules for your industry

Two sets of rules apply: Google's own advertising policies, which decide whether your ads run, and Australian law, which applies whatever platform you use. Google's come first.

Google's rules for online stores

- **Merchant Center checks who you are.** Google treats a false or hidden business identity, business name or contact details as misrepresentation, along with hiding the full cost before or after purchase, and refusing returns your own policy allows. It calls these "egregious" and can suspend your Merchant Center account for them. Section 9 lists the checks.
- **Say where your orders ship from.** Google treats hiding the real dispatch location to look local as misrepresentation, and suspends for it. That matters most for stores that ship from overseas suppliers or print-on-demand partners.
- **Product data must match the product page:** price (GST included), availability, condition, shipping cost.
- **Sale prices in Shopping ads follow Google's rules.** The full price must have applied for at least 30 of the last 200 days, the discount must be between 5% and 90%, and your page must show both prices. Google may still not show a sale annotation. Never raise a price to make a later "sale" look bigger: Australian law forbids it too (below).
- **Some products are restricted or not allowed,** including counterfeits, some health and therapeutic products, weapons and dangerous goods.

Trade marks and other businesses' names

- **Keywords:** you can bid on a competitor's name as a keyword. Those clicks usually cost more and convert less.
- **Ad text:** using another business's name in your ad text can be blocked if the owner complains, and it must never suggest you're them or that they endorse you. Don't put another business's name in your ads.
- **Australian law goes further:** anything that suggests you're connected with, endorsed by or the same as another business can be misleading conduct, whatever Google allows.
- **Platform names:** say you advertise "on Google" in plain words, but never suggest Google endorses, certifies or partners with you unless it formally does.

Words and images Google writes for you

- **You're responsible for them.** Automated assets, AI Max's text customisation and Performance Max's generated text and images are your ads, in Google's terms and in Australian law. A claim Google writes from your website, such as an old price or a service you've stopped, is still your claim.
- **That's why they start switched off** in this plan (sections 3.2 and 4.1). If you turn any on later, read every line Google adds before it runs, and again each month.
- **Images must show what you sell or do.** No AI-made images of products that look different from what you ship.

Every online store: the price, sale, review, origin and returns rules are under "Rules for every online store", at the end of this section.

Product safety (mandatory standards; check productsafety.gov.au before you list)

- **Anything else you sell:** search its product type on productsafety.gov.au for mandatory standards and bans before you list it.

Material claims

- "100% linen", "French linen" and "organic cotton" only with supplier proof, and certification for "organic".
- Dimensions and colour in your ads must match the product you deliver.

Rules for every online store

Prices and sales

1. **"Was" prices must be real:** a price customers actually paid, for a reasonable period before the sale. There's no fixed number of days; it depends on the product and how often its price changes (ACCC, "Advertising and selling guide"). False price claims breach the Australian Consumer Law (ss 18, 29(1)(i)). An ugg retailer paid A$39,600 for "was" prices it hadn't charged (ACCC, June 2026); a bedding supplier was ordered to pay A$15 million after 58 of 74 products never sold at their strikethrough price (ACCC v Emma Sleep, Federal Court, 24 Apr 2026).
2. **"Sitewide" means the whole site.** A jeweller, a homewares store and an online hair and beauty retailer each paid A$19,800 over Black Friday "sitewide" sales with exclusions (ACCC, 11 Jun 2025).
3. **Show delivery costs before checkout,** including any minimum charge you know of (ACCC, "Advertising and selling guide", component pricing; Australian Consumer Law s 48), with "free shipping" conditions beside the claim. New drip-pricing rules and a ban on unfair trading practices start on 1 July 2027 (Competition and Consumer Amendment (Unfair Trading Practices) Act 2026). Get ready now: wherever you show a price, say whether extra charges apply and how much they are, or how they're worked out.

Reviews, origin and green claims

- **No fake reviews, no hiding genuine bad ones, and disclose incentives** (ACCC, "Online reviews: a guide for business and review platforms"). Paid or gifted creator posts must say so: a photo-book retailer paid A$39,600 over undisclosed paid influencer reviews (ACCC, March 2026).
- **"Made in Australia" needs substantial transformation here** (ACCC, "Country of origin claims and the Australian Consumer Law", 2022). Packing or relabelling imported goods here isn't enough. "Designed in Australia" is fine if true and nothing else (flags, maps, "Aussie made" wording) implies it's made here.
- **No broad green words** ("sustainable", "eco-friendly") unless qualified and provable (ACCC, "Making environmental claims: a guide for business", Dec 2023).

Returns, images and payment

- **Never "no refunds",** even on sale items: faulty goods are always covered. Honour your own change-of-mind policy (ACCC, consumer guarantees guidance).
- **Images are claims,** AI-made ones included: colour, size and detail must match what you ship.
- **Buy now, pay later:** the provider's wording, and never "interest-free" without its conditions (ASIC 25-193MR, 3 Sep 2025).

11. When something goes wrong

Find your problem. Work through the checks in order and stop at the first one that fits.

Your ad is disapproved or "Approved (limited)"

1. **Read the reason.** Hover over the status in the ad's row. Google names the policy.
2. **Fix the ad or the landing page,** not the wording around the rule. Section 10 covers the policies that catch your industry most.
3. **Trade mark limits:** an ad using another business's trade mark can be limited if the owner has complained. Remove it from your ad text (section 10).
4. **Appeal** only if you're sure the ad meets the policy as written: from the ad's status, choose to appeal.
5. **Don't create the same ad again and again.** Repeated attempts can count against your account.

Products disapproved, or Merchant Center suspended

1. **Open Merchant Center, then the products' issues**. Fix each product in your store and let it sync.
2. **Account suspended for misrepresentation:** your site is missing who you are, how to contact you, real prices, shipping or returns, or makes a claim Google can't verify. Fix the site first (section 9), then request a review.
3. **Request one review, with everything fixed.** Repeated review requests can lead to a longer wait.

Conversions aren't recording

1. **Status says "Unverified" or "No recent conversions"?** Check with Tag Assistant that the Google tag loads on your product pages (section 3.9). "No recent conversions" is normal until your first real order from an ad click; if one came in and nothing recorded, see step 3.
2. **Fires twice?** Two installs, or a reload: remove one, add a transaction ID (cause 2.3).
3. **Doesn't fire?** The Google & YouTube app didn't add the Purchase conversion, or your order confirmation page opens on another domain. Check **Goals**, then **Conversions**, and keep one install only (section 3.4).
4. **Fires, but Google shows nothing?** Allow up to a day, and remember Google only counts results that follow an ad click.
5. **A cookie banner blocks it?** Check that accepting the banner lets the tag load.

The budget is gone by lunchtime

1. **Normal, some days.** Google can spend up to twice your daily budget on one day and less on others. Judge by the week.
2. **Every day?** A product group's limit is too high, or broad searches are buying clicks. Check the search terms (section 7).
3. **Don't raise the budget** to "keep ads on all day" until your cost per purchase is under target.

Clicks you think are fake

1. **Google filters invalid clicks** and doesn't charge for the ones it catches. Add the "Invalid clicks" column to see them.

2. **A cluster from one area or at odd hours?** Check your location option is Presence.
3. **Still sure?** Request an invalid click investigation through Google's form, with the dates and details.
4. **Don't click your own ads,** and ask your staff not to.

Your account is suspended, or payment or verification is stuck

1. **Payment declined:** fix the card or direct debit in billing. Ads stop until it clears.
2. **"Suspicious payment activity" or "Unpaid balance":** follow the steps on the suspension notice exactly. Use the same business details as your verification.
3. **Advertiser verification overdue:** ads stop when the deadline passes. Complete it, then they resume.
4. **Circumventing systems or misrepresentation:** the most serious kinds. Don't open a new account to get around a suspension: Google treats that as a further breach.

Spending, but nothing to show for it

1. **Tracking first** (above). Is it recording?
2. **Search terms:** are you paying for the right searches?
3. **Landing page and offer** (cause 2.10): plenty of clicks, few results means the page or the offer.
4. **Merchant Center** (cause 2.11): disapproved or limited products show less, or not at all.
5. **Then the maths:** if a purchase costs more than its product's break-even (section 4.2) after four weeks of clean data, change the offer or stop. Don't raise the budget.

12. Use this with your AI

Once a month, and whenever you're stuck, paste this plan into an AI assistant such as ChatGPT or Claude, along with your numbers. It will write your ads and walk you through the changes. You make every change yourself, in Google Ads.

What to paste

1. **This plan** (download the AI-ready version from your plan page).
2. **Your report from Google Ads** for the dates you're asking about: campaign and product group; cost, clicks, average cost per click, conversions and cost per conversion; and the top 50 search terms by cost.
3. **Your own results for the same dates,** from Shopify: the orders from these ads, using the UTM report in section 3.
4. **The latest version of this plan's facts,** if we've sent you an update since you last pasted it.

Never paste passwords, card numbers, or your customers' personal details (names, emails, phone numbers, addresses).

The prompt

Copy everything in the box.

You're helping me run my business's ads in Google Ads. The plan pasted below is my rulebook. Stick to it unless my numbers show it isn't working, and if so, explain why before you suggest a change.

My business and plan settings:
- Business: Merrowbank Linen, Bedding and linen, shipping to Australia and New Zealand
- Campaign type: Google Shopping for my online store; campaigns: One Standard Shopping campaign
- Budget: A$1,500 a month (A$49 a day)
- Google counts: Purchase; I judge on: orders from its paid clicks, and my store's sales above my baseline in Shopify, orders with utm_campaign merrowbank-linen-shopping-nov26
- Bidding now: Manual CPC, with a limit on each product group; ladder: Manual CPC, then Maximise conversion value with target ROAS at 30 conversions in 30 days
- Break-even per purchase: A$112 on the Stonewashed linen sheet set at A$229, A$88 on my A$185 average order; target A$89 on the Stonewashed linen sheet set; highest click limit A$1.03
- Shopping carries: my Stonewashed linen sheet set and Linen quilt cover set
- Settings that stay: Search partners off, YouTube, Gmail and Discover off, Presence, auto-apply off, automatically created assets off
- Stop rule: Judge the whole campaign first: once it has spent A$356 (about 4 expected sales on the Stonewashed linen sheet set) and run at least 7 days, pause it if Shopify shows no order with utm_campaign merrowbank-linen-shopping-nov26 at all, and work through section 11, "Spending, but nothing to show for it", before I restart it. If it still hasn't spent A$356 nine weeks after it went live, judge it then on what it has spent: if Shopify shows no order with utm_campaign merrowbank-linen-shopping-nov26 at all, pause it; if its orders cost no more than their break-even, keep it at the same limits. Then judge each product group only once it has spent about 4 times its expected cost per sale since it went live and run at least 7 days (the Stonewashed linen sheet set: judge at A$356, stop above A$112; the Linen quilt cover set: judge at A$400, stop above A$128). Exclude it, or lower its limit, if Shopify shows no order of it with utm_campaign merrowbank-linen-shopping-nov26, or if its spend ÷ those orders is above its break-even. Scale rule: Raise the daily budget by 20%, to A$58 (about A$1,763 a month), only when all of these hold over the last 28 days, leaving sale days out: at least 4 orders in Shopify with utm_campaign merrowbank-linen-shopping-nov26; their cost per purchase (this campaign's spend ÷ those orders) at or below A$89 on the Stonewashed linen sheet set, my target (80% of its A$112 break-even); and Google shows lost impression share (budget) of 10% or more. If the share it loses is mostly to rank (lost impression share (rank)), the budget isn't what holds it back: raise a product group's limit instead, and only once my own visitor rate supports it (its target × my rate, section 4.2). Then give the new budget its own 28 days before the next raise. That's more than the A$1,500 a month I set, so raise it only if I choose to spend more.

My report from Google Ads:
[paste the report here]

My own results for the same dates:
[paste your orders from these ads here]

Please:
1. Tell me in plain English what's working and what isn't, using only the numbers I've given you. If a number is missing, ask me for it. Don't estimate.
2. Put Google's conversion count beside my own results. If they disagree, tell me which to trust and why, using the rules in my plan.
3. Apply my stop, keep and scale rules exactly as my plan writes them. Tell me what to switch off, what to leave alone, and whether the budget changes.
4. Write better feed titles for the products in my product groups: for each one, a title of up to 150 characters that starts with what it is, in a shopper's words, then the detail that matters, with the character count after each. Australian English. No claim my business can't prove, and nothing my plan's rules forbid.
5. Walk me through every change in Google Ads, step by step. Make one change at a time.

Rules for you: amounts are in Australian dollars (A$) unless marked US$; don't invent numbers or benchmarks; don't promise results; judge on my own results, not the platform's conversion count; if the screens in Google Ads don't match your steps, tell me to check Google's own help pages rather than guessing.

Appendix

Glossary

- **Auto-apply recommendations:** a setting that lets Google make its recommended changes to your account without asking. Off in this plan.
- **Auto-tagging:** adds Google's click ID (GCLID) to every ad click, so conversions can be matched to the click.
- **Automated assets:** sitelinks, callouts and structured snippets Google can create from your website at account level. Off in this plan.
- **Break-even cost per click:** the most a click can cost before, on average, it costs more than the sale it leads to keeps.
- **Break-even ROAS:** the sales each A$1 of ads must bring back before the ads stop losing money.
- **Conversion:** a result you've told Google to count, such as a purchase.
- **Conversion action (primary or secondary):** one thing Google counts. Bidding uses primary actions; secondary ones are only reported.
- **Cost per click (CPC):** what you pay when someone clicks your ad.
- **Customer Match:** uploading your own customer list, hashed, to Google. Accounts like yours can only use it to observe or exclude. Not used in this plan at launch.
- **Display expansion:** a setting that also shows your Search ads on websites and apps. Google is moving it into account-level channel settings (channel prioritisation) from October 2026. Off in this plan.
- **Enhanced conversions:** sends a hashed copy of the email or phone number a customer typed with a conversion, so Google can match more of them to ad clicks.
- **Expert mode:** the full Google Ads interface, with every setting. The alternative is Smart mode (Smart campaigns).
- **Final URL:** the page your ad sends people to.
- **Final URL suffix:** text Google adds to the end of every ad link in a campaign, here your UTM tags. You set it in each campaign's settings, under Campaign URL options, so each campaign carries its own tag.
- **Free listings:** your products shown on Google's Shopping tab and other Google pages at no cost, from your Merchant Center products.
- **Google tag:** the code on your website that tells Google Ads (and Google Analytics) what visitors do.
- **Learning period:** the time after a bid strategy starts or changes while Google's automated bidding adjusts. Results swing more during it.
- **Location options (Presence or Interest, Presence):** whether ads reach only people in or regularly in your area (Presence), or also people searching about it from elsewhere (Presence or Interest, Google's default).
- **Manual CPC:** you set the most you'll pay for a click in each product group.
- **Maximise clicks:** automated bidding for the most clicks within your budget, with an optional limit per click.
- **Maximise conversion value:** automated bidding for the most sales value within your budget, with an optional target ROAS: Standard Shopping's only conversion bidding.

- **Merchant Center:** Google's tool that holds your product data for Shopping ads and free product listings.
- **MER (marketing efficiency ratio):** total store sales ÷ total ad spend, from your store's own numbers.
- **Negative keyword:** a word or phrase that stops your ad showing on searches that contain it.
- **Optimisation score:** Google's estimate of how well your account is set up to perform. It rises as you apply or dismiss Google's recommendations. It doesn't measure your profit.
- **Performance Max:** a campaign type that runs across Google Search, Shopping, YouTube, Display, Gmail and Maps from one budget, with Google choosing where.
- **Product group:** a set of products in a Standard Shopping campaign that shares one maximum cost-per-click bid. This plan gives each product you priced its own.
- **ROAS (return on ad spend):** sales Google credits to your ads ÷ ad spend. Useful for comparing campaigns, not for judging profit.
- **Search partners:** websites that partner with Google to show search ads. Included by default in new Search campaigns; off in this plan.
- **Search terms report:** what people actually typed before your ad showed and they clicked. Read it weekly.
- **Smart campaign:** Google's simplified campaign type, with keyword themes instead of keywords and few settings.
- **Standard Shopping:** a Shopping campaign where you control bids by product group and see search terms. This plan starts stores here.
- **Target CPA:** a bid setting that aims for an average cost per conversion you choose.
- **Target ROAS:** a bid setting that aims for an average return on ad spend you choose, entered as a percentage.
- **Transaction ID:** an order number sent with a conversion, so the same one isn't counted twice.
- **UTM tags:** labels added to your ad links (source, medium, campaign) so your own reports can see where visits came from.

OR OFF RETAINER

Questions about your plan? Email hello@offretainer.com. We reply within one business day, Monday to Friday, Australian Eastern time.

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Not legal or financial advice. Google changes its screens often: if a step doesn't match, check the Google Ads Help Centre.