



Helpful Guide: Google Search Best Practices During COVID-19

Background

COVID-19 outbreak has caused changes in online and offline behaviour. It is important to continue being helpful to our consumers and meet them where they are during these challenging times. Below is a checklist summarizing key SEM best practice to help you stay effective and helpful to your customers.

Drive Sales By Seizing Emerging Consumer Needs: Bid, Budget, Keyword & Targeting.

Adjust unused budget in the account to capture high traffic campaigns

Get more traffic by moving unused budget to the ads that need it most. This helps to avoid losing potential traffic of where the demand is. Check the "Move unused budget" recommendations from Optimization Score for more actionable details tailor to your account.

[Link](#)

Leverage Automated Bid Strategy to achieve your current business goal

Your business goal might change or online traffic presence becoming more important, using Google's auction-time signals help you to bid more effectively for your main business goal.

[Link](#)

Activate Dynamic Search Ads

Show your ads on searches relevant to your business that you may be missing with your keyword-based ad groups. It is important to get incremental traffic and discover new keywords especially the online searching queries behaviour might be different during this time.

[Link](#)

Use Keywords Identification to show your ads more often to people searching for what your business offers

Check "Add new keywords" recommendations in Optimization Score, analyze your previous keywords performance to keep performing terms and explore search term reports to identify high potential keywords.

[Link 1](#)

[Link 2](#)

Raise your budget where there is demand

Fixing your limited by budget campaigns can help you not to miss out on more potential traffic which could lead to potential online/offline sales. Check the "Raise your budgets" and "Raise your budgets for upcoming traffic increases" recommendations from Optimization Score.

[Link](#)

Provide Relevant, Helpful and Unique Messaging To Consumer: Ad Formats

Empower customer to take action with your ad copies

Be creative with your ad copies messaging for unique selling point, i.e. special promotion, free delivery, next day delivery, in-store discount.

[Link](#)

Leverage sitelink extension to make your ad stands out and be helpful

Take people to specific pages on your site i.e. a specific product, store hours, specific online stores, store location

[Link](#)

Leverage Promotion extension to show special sales and offer with your ads

It makes your offer stand out so potential customers can spot great deals and generate new sales for your business.

[Link](#)

Activate Responsive Search Ad to show more relevant messages to your customer

By adapting your ad's content to more closely match potential customers' search terms, responsive search ads may improve your campaign's performance.

[Link](#)

Be Present On Mobile

User are searching online more frequently with mobile in this particular period of time

Re-evaluate mobile opt-outs & mSpeed helps you to keep customer on your site and create positive business impact. Test your mobile site speed online now.

[Link 1](#)

[Link 2](#)