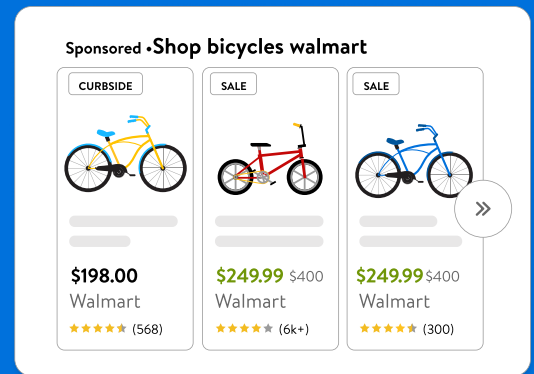


# Search Engine Marketing (SEM): Campaign best practices

When preparing your ad, along with following [specific setup requirements](#) for images or naming conventions, you can optimize your searchability in multiple ways. Follow these tips for guidance on how to improve your campaign setup to increase your chances of promoting your products in Google search results through shopping ads.

Last updated on Dec 5, 2024 Reading time: 1 min



- 1 Monitor your campaign and item performance regularly.** Check your [Campaign performance](#) to gain insight into how many impressions, clicks, conversions, and return on ad-spend (ROAS) your items are generating. You can also compare your performance with other sellers in your category and check your rank.
- 2 Optimize your items.**
  - After the learning period, if you get a low click-through rate (CTR), then it means a potential customer has seen your product ad but didn't click on it. Make sure that your product titles, descriptions, images, prices, shipping and availability are accurate and up to date. Use relevant keywords and high-quality images to attract customers.
  - In the optimizing phrases, a low ROAS could indicate an opportunity to improve your landing page experience. Ensure that your landing pages are fast, mobile-friendly, and easy to navigate.
- 3 Experiment with different items.** Try adding different types of items or items from different categories to your campaigns and see how they perform. You may discover new opportunities and niches for your business.
- 4 Learn from campaign performance.** It's possible that with all the above efforts, it still happens that customers might just not be interested in purchasing these items. You should focus on high-performance items and continue to get the best return investing your SEM dollars.

## Resources



[Search Engine Marketing \(SEM\): Program overview](#)



[Search Engine Marketing \(SEM\): Campaign setup](#)



[Search Engine Marketing \(SEM\) Program policy](#)