



WOLFPACK

DIGITAL MARKETING

Google Ads Guide for
NAMIBIAN BUSINESSES
Simple, Practical & Profitable

1. What Are Google Ads & Why Use Them?

Google Ads are paid listings that show up when people search for something on Google.

For example:

- Someone types “wedding photographer Windhoek” – you can appear at the top.
- Someone searches “best plumber near me” – boom, your ad shows up.

You only pay when someone clicks. That means you’re paying for real interest – not just eyeballs.

Why Google Ads Work:

- People are already searching for what you offer.
- You get seen at the right time – when someone is ready to buy.
- You control how much you spend, who sees your ad, and where they go.

2. How to Set Up Google Ads (Step-by-Step for Beginners)

You don’t need a marketing degree to run a basic Google Ads campaign. Here’s how:

What You’ll Need First:

- A Gmail or Google account
- Your business website or landing page (where people go after clicking the ad)
- A basic idea of what your offer is

Step 1: Open a Google Ads Account

- Go to ads.google.com and click Start Now.
- Sign in with your Gmail.
- You’ll be asked for your goal. Choose Switch to Expert Mode (Don’t worry – it gives you more control).

Step 2: Choose Your Campaign Goal

You’ll see options like:

- **Sales** (if you want people to buy or book)
- **Leads** (if you want to collect contact info)
- **Website traffic** (if you just want more visits)

Choose the one that fits your objective best.



Step 3: Pick a Campaign Type

Here are the most common types:

- **Search Ads** – These are text ads that appear on Google search results.
- **Display Ads** – Banner/image ads that show up on websites.
- **Video Ads** – Ads that appear on YouTube.
- **Performance Max** – Google shows your ads across all platforms (Search, YouTube, Gmail, etc.).
- **Demand Gen** – Great for visual product or service awareness (similar to Display but smarter targeting).

Choose **Search Ads** to start – they're the easiest and highest-intent.

Step 4: Target the Right Audience

1. **Location** – Choose Namibia or your specific city.
2. **Language** – Typically English for most.
3. **Keywords** – These are the words people type into Google.
 - Use the Keyword Planner inside Google Ads to get ideas.
 - Example: If you're a bakery, target terms like "custom birthday cake Windhoek."

Step 5: Write Your Ads

Google lets you write multiple headlines and descriptions.

- **Headline examples:** "Top-Rated Windhoek Plumber" | "Affordable Custom Cakes"
- **Descriptions:** Highlight benefits, trust, urgency. E.g., "Same-Day Service | Call Now!"

Use clear, simple language.

Step 6: Set Up Your Budget

- Choose **Daily Budget** – Start small (e.g., N\$50–N\$100/day).
- Set **Max Cost Per Click (CPC)** – Let Google auto-optimize at first.

Step 7: Add a Landing Page (Very Important!)

Make sure your ad leads to a **relevant page** (not just your homepage).

- If you're promoting a special, link directly to it.
- Your page should match your ad, have a clear CTA (book, call, buy), and be mobile-friendly.



Step 8: Launch & Monitor

- Google will review your ad (usually within a few hours).
- Once live, keep an eye on metrics like clicks, conversions, and cost per click.

Done!

You're now running your first Google Ads campaign.

3. What Are the Different Types of Google Ads (And When to Use Each)

Type of Ad	Best For	Shows Up Where
Search Ads	Leads, Bookings, Local Services	Google Search Results
Display Ads	Brand Awareness, Visual Products	Websites, Blogs, YouTube, Gmail
Video Ads	Storytelling, Promos, Product Demos	YouTube
Performance Max	E-commerce, Full-Funnel Strategy	All of Google's platforms
Demand Gen	Social-style content, retargeting	YouTube, Gmail, Discover Feed

Tip: Start with Search. Then explore others based on your goal and creative assets.

4. What is Conversion Tracking (And Why It Matters)

Google Ads lets you track how many people:

- Filled out a form
- Made a purchase
- Clicked a button
- Called your number

That's called **Conversion Tracking** — and it's done using a small piece of code (called a tag or pixel) that you add to your website.

Why it matters:

- You can see which ads are driving real results
- You avoid wasting money on bad ads
- You can optimize for what's actually working

Want help setting it up? Contact Wolfpack — we do this for our clients every day.

5. Who Should Be Using Google Ads?

Google Ads are especially good for:

- Service businesses (plumbers, lawyers, spas, hair salons)
- Product-based businesses (especially with e-commerce)
- B2B services (consultants, tech providers)
- Local businesses (target your city or region)

If your customers are actively searching for a solution — Google Ads can help.

6. Tips for High-Converting Landing Pages

Make sure the page your ad leads to: Matches the ad's message Loads fast (especially on mobile) Has one clear CTA (button or form) Includes social proof (testimonials, reviews) Looks professional and easy to read

Even the best ad can fail if the page it leads to is confusing or slow.

7. Common Google Ads Mistakes to Avoid

- Sending traffic to your homepage
- Not using keywords in your ad text
- Ignoring mobile users
- Skipping conversion tracking
- Trying to run too many campaigns at once

Start small. Keep it simple. Improve as you go





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Need help with a full Google Ads campaign setup for your business!? Send an email to **jurgen@wolfpack.com.na**

Wolfpack

We grow your business through high ROI Marketing Strategies!