

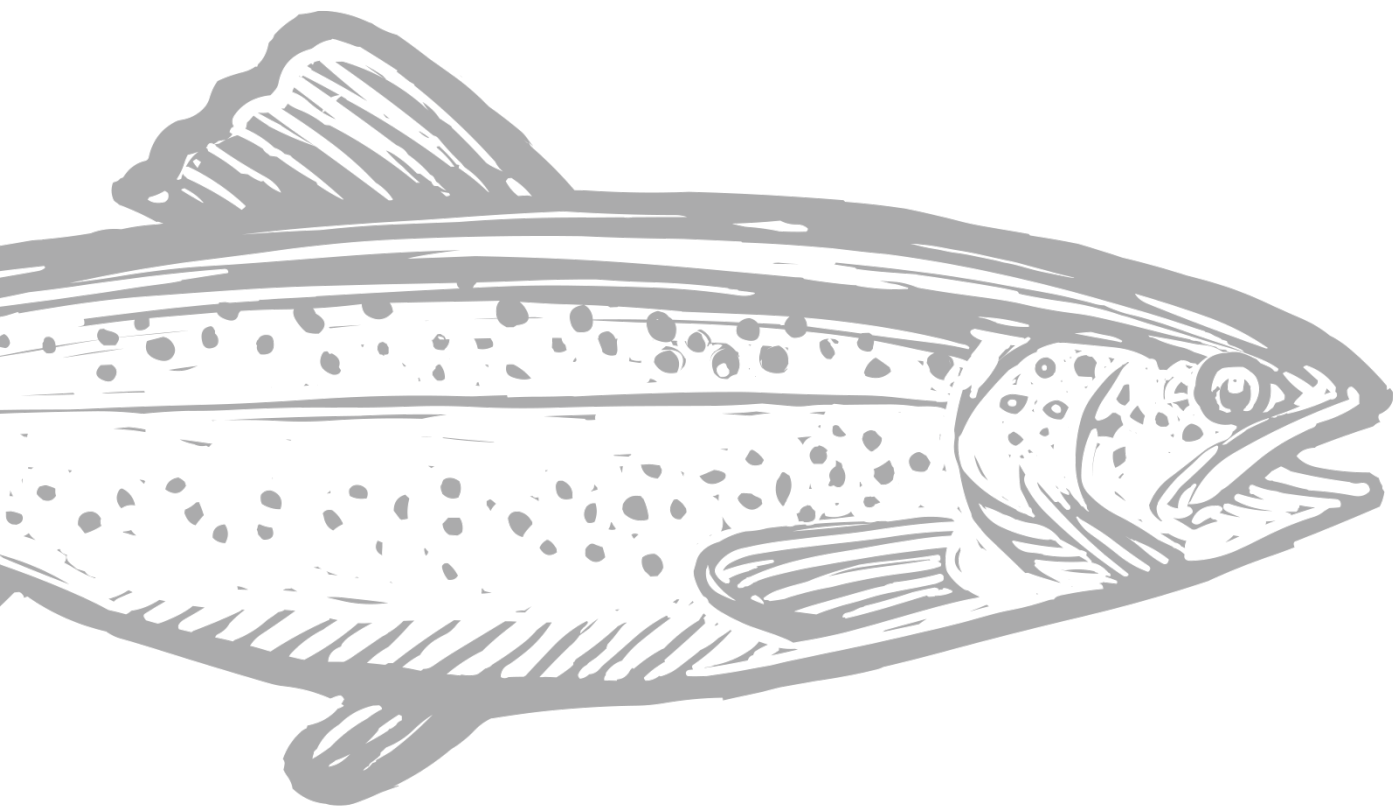
Top 10 Google Ads Mistakes to Avoid for Hunting Guides and Outfitters

Expertly Crafted Marketing Strategies by **Big Canoe Digital**

website: BigCanoeDigital.com

email: hello@bigcanoedigital.com

office: 877-338-3006



Running a **Google Ads campaign** for your **hunting guide or outfitting business** can be a highly effective way to increase bookings and brand awareness. However, if not executed correctly, you can quickly waste ad spend and miss out on valuable opportunities. To ensure your campaigns are successful, it's essential to avoid common pitfalls that many businesses face.

This ebook will outline the **Top 10 Google Ads Mistakes to Avoid** for hunting guides and outfitters, helping you optimize your campaigns, reduce wasted ad spend, and maximize your return on investment (ROI).

Mistake 1: Using Too Many Broad Match Keywords

Broad match keywords give your ads the widest reach, but they can often result in irrelevant

clicks and wasted ad spend. For example, if you bid on a broad match keyword like “hunting,” your ad could show for searches like “hunting gear” or “hunting licenses,” which aren’t directly relevant to your business.

How to Avoid This:

- Use **exact match** or **phrase match** keywords to have more control over the searches that trigger your ads. For example, target terms like “**guided elk hunts in Montana**” or “**bowhunting trips for beginners**” to attract more qualified traffic.
- **Pro Tip:** Regularly review your **Search Terms Report** in Google Ads to identify irrelevant queries and refine your keyword strategy.

Mistake 2: Ignoring Negative Keywords

Failing to use **negative keywords** can result in your ads showing for irrelevant searches, leading

to wasted clicks. For example, if you don't offer DIY hunting trips, you don't want your ads showing up for users searching for "DIY hunts."

How to Avoid This:

- Add relevant negative keywords, such as "DIY," "fishing," or "hunting licenses," to filter out irrelevant traffic.
- **Pro Tip:** Continuously update your negative keyword list as you gather more data on your campaign's performance.

Mistake 3: Sending Traffic to a Generic Homepage

Sending ad traffic to your homepage rather than a relevant landing page can significantly lower your conversion rate. If a user clicks on an ad for **guided deer hunts**, they expect to land on a page that provides detailed information about those hunts, not a general homepage.

How to Avoid This:

- Create dedicated landing pages for each specific campaign that align with the ad copy and keywords. If your ad focuses on guided elk hunts, direct users to a page that highlights your elk hunting services.
 - **Pro Tip:** Test different landing pages to determine which ones yield the highest conversions.
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Mistake 4: Not Using Ad Extensions

Ad extensions can improve the visibility of your ads and provide users with more information, making your ads more appealing. Failing to use ad extensions means missing out on opportunities to increase your **click-through rate (CTR)** and improve your ad's performance.

How to Avoid This:

- Use **sitelink extensions** to direct users to specific pages like “Rates,” “Hunt Packages,” or “Contact Us.”
 - Include **call extensions** to allow users to contact your hunting guide service directly.
 - **Pro Tip:** Add **location extensions** to show users your business’s proximity, especially if they are searching for local hunts.
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Mistake 5: Not Tracking Conversions

Without **conversion tracking**, it’s impossible to know which campaigns, keywords, or ads are driving actual bookings or inquiries. This makes it difficult to measure success and optimize your campaigns effectively.

How to Avoid This:

- Set up **conversion tracking** in Google Ads to track actions like bookings, contact form submissions, or phone calls.

- **Pro Tip:** Use **Google Analytics** in conjunction with Google Ads to get a comprehensive view of how users are interacting with your website after clicking on an ad.
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Mistake 6: Poor Ad Copy with Weak CTAs

Your **ad copy** should grab attention and convince users to click. Weak or generic ad copy with vague CTAs like “Learn More” won’t compel users to act, leading to lower CTR and poor campaign performance.

How to Avoid This:

- Focus your ad copy on the benefits of your service, such as “Exclusive Elk Hunting Trips – Book Your Spot Today.”
- Use **action-oriented CTAs** like “Book Your Hunt Now” or “Check Availability.”

- **Pro Tip:** Test multiple variations of your ad copy to see which version resonates most with your audience.
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Mistake 7: Not Testing Multiple Ads Per Ad Group

Running only one ad variation in each ad group limits your ability to find the best-performing copy. Without testing multiple variations, you may miss opportunities to improve your ads' effectiveness.

How to Avoid This:

- Create at least 3-4 ad variations for each ad group to test different headlines, descriptions, and CTAs.
- **Pro Tip:** Use **Responsive Search Ads (RSAs)** to let Google automatically test different combinations of headlines and descriptions,

allowing it to serve the best-performing variations.

Mistake 8: Using Only Manual CPC Bidding

While **manual CPC bidding** offers control, sticking solely to this strategy can lead to missed opportunities. As your campaign evolves, **automated bidding strategies** may help improve performance by adjusting bids based on real-time data.

How to Avoid This:

- Test automated strategies like **Target CPA** (cost-per-acquisition) or **Maximize Conversions** to see if they outperform manual bidding.
 - **Pro Tip:** Use **Enhanced CPC (eCPC)** to combine manual bidding with automated adjustments, giving you more flexibility.
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Mistake 9: Ignoring Mobile Optimization

A significant percentage of users search for services like hunting trips on their mobile devices. Failing to optimize your ads and landing pages for mobile can lead to poor user experiences and lost conversions.

How to Avoid This:

- Ensure that your ads and landing pages are fully **mobile-optimized**. Test how your website performs on different devices to ensure a smooth user experience.
- **Pro Tip:** Increase bids for mobile devices if you find that mobile users are more likely to convert.

Mistake 10: Not Using Remarketing

Remarketing allows you to show ads to users who have already visited your website but didn't complete a booking. Failing to implement

remarketing means missing out on valuable opportunities to re-engage potential customers.

How to Avoid This:

- Set up **remarketing campaigns** to show tailored ads to users who have previously shown interest in your services. Offer incentives, like limited-time discounts, to encourage them to return and book a hunt.
- **Pro Tip:** Use **dynamic remarketing ads** to show users specific hunting packages they viewed on your site.

Avoiding Common Google Ads Mistakes for Hunting Guides and Outfitters

By avoiding these common **Google Ads mistakes**, hunting guides and outfitters can run more effective campaigns, reduce wasted ad spend, and drive more bookings. Regular audits, strategic ad copy, and data-driven optimization

are key to ensuring that your Google Ads campaigns perform at their best.

Key Takeaways:

- Use more targeted **keyword match types** and **negative keywords** to avoid irrelevant clicks.
- Create **dedicated landing pages** and compelling ad copy to drive conversions.
- Implement **conversion tracking** and continuously optimize bids, ad copy, and audience targeting for the best results.

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At **Big Canoe Digital**, we partner with businesses to craft tailored e-commerce and marketing strategies that drive results. Whether you need help with PPC campaigns, SEO, social media, or a new website, our expert team is ready to guide you toward success.

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website: BigCanoeDigital.com

email: hello@bigcanoedigital.com

office: [877-338-3006](tel:877-338-3006)

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