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The Google Ads metrics worth tracking

What each one tells you and what to do when it moves.

Metric	What it tells you	What to do
Conversions	Real business actions (forms, calls, bookings)	Only count real actions as primary conversions
Cost per conversion	What each result costs	The number to judge every change against
Conversion rate	Share of clicks that convert	Falling: look at the landing page first
CTR	Ad relevance to the search	Sudden drop on the same keywords: competitor or relevance change
CPC	Auction competitiveness	Track monthly as a trend
Search impression share	Share of eligible searches you showed on	Lost to budget: easy growth. Lost to rank: improve ads and page first
Quality Score	Expected CTR, ad relevance, landing page	A diagnostic, not a goal

Weekly habit

- ☐ Review the search terms report.
- ☐ Add irrelevant searches as negatives.
- ☐ Promote the best-converting searches to keywords.

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