FLOW DIGITAL · FREE RESOURCE

Search Console data for Google Ads

Find proven keywords, close gaps and stop paying for clicks you already win.

- ☐ Export 3 to 6 months of queries from Performance.
- ☐ Gaps: high impressions, position below ~10, commercial wording. Test as ads.
- ☐ Overlap: you rank top 3 organically. Test carefully whether ads add enquiries.
- ☐ Borrow the searcher's words for headlines and landing pages.
- ☐ Spot irrelevant queries; add them as negatives.
- ☐ Repeat monthly alongside the search terms report.

Want it done for you? Flow Digital runs websites, Google Ads, Meta Ads, SEO and email for growing businesses.
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