



Google Ads for Founders – Operator Playbook



Hans Lacida

Paid Acquisition Systems Operator | White-Label Google Ads Support for Agencies | Stabilizing Accounts After \$30k–\$100k Monthly Spend



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1. Track revenue first. Everything else is noise.

Most Google Ads accounts optimize the wrong signal.

Common mistake

- Optimizing leads or clicks.

Correct approach

- Optimize actual revenue or profit.

Example operator setup

- Import purchase value into Google Ads
- Send gross margin value instead of revenue
- Use Max Conversion Value bidding

Why it matters Campaigns improve dramatically once Google can optimize toward real transaction value instead of fake conversions.

Newsletter angle "Your Google Ads account is blind if it cannot see revenue."

2. Build a simple account structure

Founders overcomplicate campaigns.

Operator structure

Search

- Brand
- Non-brand high intent
- Competitor

Shopping / PMax

- Best sellers
- High margin products
- Testing feed

Display

- Retargeting only

Simple structures allow

- faster learning
- clearer budget allocation
- easier scaling.

Rule Complexity kills signal.

3. Your negative keyword list is profit

Hidden profit lever.

Founders rarely audit this.

Examples

- free
- diy
- repair
- manual
- jobs
- cheap alternatives

Add negatives weekly.

Impact

- CPC drops
- conversion rate increases
- wasted spend disappears.

Ignoring negative keywords is a common PPC mistake that wastes budget.

4. Separate “research traffic” from “buyer traffic”

Not all search intent is equal.

High intent

- buy
- price
- near me
- discount
- brand

Low intent

- review
- comparison
- tutorial
- how to

Strategy

Campaign A High intent keywords Goal = sales

Campaign B Research keywords Goal = remarketing pool

This creates cheap customer acquisition later.

5. Auction Insights = competitor intelligence

Most founders ignore this report.

What it shows

- impression share
- outranking share
- overlap rate
- top of page rate

How to use it

If competitor outranking > 60% → increase bid or improve quality score.

If overlap high → test competitor keywords.

This report reveals who is actually stealing your revenue.

6. Landing pages beat ad copy

Ad optimization is overrated.

Conversion lift usually comes from:

- faster load speed
- clearer offer
- fewer steps
- trust signals
- strong headline

Better landing pages increase:

- conversion rate
 - quality score
 - lower CPC.
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7. Performance Max works when the feed is strong

Most people blame PMax.

The real issue bad product feed.

Optimize

- titles
- images
- price competitiveness
- category attributes

Also update Merchant Center regularly so campaigns stay aligned with product performance and stock.

8. Budget allocation rule

Founder decision framework.

Budget split example

50% High-intent search

30% Shopping / PMax

15% Remarketing

5% Experiments

Most accounts overspend on awareness campaigns.

Search traffic converts because users already want the product.

9. Retargeting prints money

People rarely buy first visit.

Simple funnel

Cold search click → visit product page → leave

Then show ads on

- Display
- YouTube
- Gmail
- Discovery

This keeps your brand visible and converts warm traffic later.

Remarketing is one of the most effective tactics for ecommerce PPC campaigns.

10. Stop touching campaigns every day

Operator mistake.

Many founders panic and make changes too quickly.

Allow time for the algorithm to learn before judging performance.

Rule

Learning period 7–14 days minimum.

Constant edits reset learning.

About the Author

Hi, I'm [Hans Lacida](#) but call me Dexter.

I operate as a [paid acquisition systems operator](#) partnering with ecommerce founders and SEO agency owners who want to scale their paid media departments without building everything in-house.

My role sits between a consultant and an operator. I design, build, and manage revenue-focused acquisition systems across:

- Google Ads
- TikTok Ads
- Amazon Ads
- Programmatic media

I work with founders and agencies that want clear attribution, disciplined media buying, and performance accountability.

Recent work includes leading Q4 acquisition for Australia and New Zealand ecommerce retailers during BFCM, reaching up to 70x ROAS on peak campaigns.

If you are an ecommerce founder or an agency owner building a paid media department, you can review selected results here: [/results](#)