## THE DEAD SINS OF PPC

SCEAN MARKETING

## THE DEAD LY SINS OF PPC

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CHAPTER 01 SLOTH NEGLECTING YOUR CAMPAIGNS

### CHAPTER 01 **SLOTH NEGLECTING YOUR CAMPAIGNS**

Sloth is the silent killer of PPC campaigns. It's what happens when advertisers launch a campaign, feel good about it... and then disappear. No adjustments. No monitoring. No optimization. Just a quiet drain on the budget with nothing to show for it.

This "set it and forget it" mindset is tempting. After all, PPC platforms like Google Ads offer automation, smart bidding, and all kinds of tools that promise ease. But even the smartest tools need oversight. Algorithms don't know your business goals — they just follow the data. And if that data is outdated or misleading, your results will suffer.

Neglected campaigns often show symptoms like rising cost-per-click (CPC), declining click-through rates (CTR), poor Quality Scores, and irrelevant traffic. Left unchecked, you're wasting money on clicks that won't convert.

Avoiding sloth doesn't mean daily deep dives. It means regular, thoughtful attention. Set aside time weekly or bi-weekly to check on performance. Look at your search terms report. Test fresh ad copy. Review landing pages. Pause low-performers. Experiment with new targeting. Track results.

Staying active with your PPC doesn't just protect your budget — it helps you uncover new growth opportunities, refine your message, and stay ahead of competitors who are paying attention.

In PPC, motion equals momentum. Sloth kills both.

CHAPTER 02 GREED CHASING EVERY KEYWORD

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When it comes to PPC, **more isn't always better**. Greed shows up when advertisers try to rank for as many keywords as possible, thinking wider reach means more results. But casting a huge net usually brings in the wrong catch — irrelevant clicks, wasted spend, and low-quality leads.

Broad targeting might look impressive in your dashboard (lots of impressions, tons of clicks), but if those visitors aren't qualified or interested in your offer, what's the point? You're paying for attention that never converts.

Greedy campaigns often target every variation of a term, include unrelated keywords, or rely too heavily on broad match. The result? Your ads show for the wrong searches and get clicked by the wrong people.

The fix: **get specific**. Focus on high-intent, relevant keywords that align directly with your offer. Use phrase and exact match when needed. Negative keywords are your best friend — use them to block out traffic that doesn't make sense. And don't forget to segment campaigns by keyword themes or services so you can write better-targeted ads.

Smart PPC isn't about grabbing everything. It's about targeting the right things with precision.

Avoid the sin of greed. Narrow your focus, raise your ROI.

### CHAPTER 03 PRIDE IGNORING THE DATA

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In PPC, neglecting negative keywords is a costly mistake. It's like paying for clicks from people who will never convert, draining your budget and lowering your campaign's effectiveness.

Negative keywords help refine your audience by blocking irrelevant searches. Without them, your ads might show for terms like "free," "DIY," or competitor names—resulting in wasted clicks and poor performance metrics like low click-through and conversion rates.

For example, if you offer high-end landscaping, excluding keywords like "cheap" or "used" stops unqualified traffic from clicking your ads. Every irrelevant click burns budget without delivering value.

Avoid this sin by regularly reviewing your search terms report and adding irrelevant queries as negatives. Use exact, phrase, and broad match negatives strategically to keep your campaigns focused and efficient.

Think of negative keywords as guardrails that protect your ad spend and improve results. Master this, and your PPC campaigns will run smarter, not harder.

### CHAPTER 04 LUST FALLING FOR VANITY METRICS

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It's easy to get dazzled by flashy numbers like high impressions, clicks, or page views. But lusting after vanity metrics—those numbers that look impressive but don't impact your bottom line—can quietly drain your budget and waste your time.

High click counts might seem like success, but they don't always translate into quality traffic or actual customers. Many clicks come from curious visitors who never engage or convert. If you focus only on impressions and clicks, you miss the bigger picture: Are those visitors buying? Signing up? Taking action?

This obsession with vanity metrics blinds many advertisers into thinking their campaigns are working, even when conversions and ROI tell a different story. Instead, shift your focus to meaningful numbers: conversion rates, cost per acquisition, return on ad spend, and customer lifetime value. These metrics reveal the true health of your campaigns.

Avoid falling for the temptation of vanity. **Prioritize** what really matters—metrics that drive growth, revenue, and profitability.

CHAPTER 05 GLUTTONY OVERLOADING LANDING PAGES

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When it comes to landing pages, more isn't always better. The sin of gluttony appears when you overload a page with too much information, multiple offers, or numerous calls to action, leaving visitors confused and overwhelmed.

A cluttered landing page causes decision paralysis. Visitors aren't sure where to focus or what to do next. Instead of smoothly guiding potential customers toward conversion, too many choices push them away — often before they even engage.

To avoid this, keep your landing pages focused and simple. Present one clear, compelling offer with a single, obvious call to action. Use plenty of white space and concise, persuasive copy that highlights the key benefits without distraction.

Remember, your landing page is often the first real interaction a visitor has with your brand — it should feel like a firm handshake: clear, confident, and welcoming. When you trim the excess and streamline the experience, visitors can quickly understand your value and take the next step.

By resisting the temptation to stuff everything onto one page, you create a better experience that boosts conversions and grows your business.

CHAPTER 06 ENVY COPYING COMPETITORS BLINDLY

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It's natural to admire your competitors' success, but blindly copying their PPC strategies can quickly backfire. Envy tempts many advertisers to mimic ads, keywords, or offers without considering whether they truly fit their unique business model or target audience.

What works brilliantly for one brand may fall flat for another. Simply copying campaigns means missing the chance to showcase what makes your business special. Instead of standing out, you risk blending into the crowded marketplace and losing potential customers who want something different.

To avoid this sin, use competitor analysis as a starting point—not a rulebook. Pay attention to what's working for them, but then adapt and innovate to align with your own strengths, goals, and brand voice. Craft messaging and offers that resonate deeply with your specific audience, leveraging your unique selling points.

Remember, your best PPC campaigns come from deep knowledge of your own business and customers—not from following the herd.

Avoid envy by carving your own path, turning inspiration into original strategies that drive real results.

CHAPTER 07 WRATH DITCHING STRATEGY IN PANIC

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PPC campaigns rarely perform perfectly right from the start. When results dip or don't meet expectations, it's easy to let frustration turn into wrath—prompting advertisers to make rash decisions, abandon strategies abruptly, or pull budgets in a panic.

Reacting emotionally instead of strategically often leads to wasted money and lost opportunities. Quick, knee-jerk changes can disrupt your campaign's learning phase, confuse your audience, and drive up costs. PPC success requires patience, careful analysis, and methodical adjustments—not impulsive moves.

When faced with disappointing results, take a step back. Review your data thoroughly to identify what's working and what isn't. Make thoughtful changes in small doses, test new tactics carefully, and allow your campaigns time to adapt and improve.

By controlling wrath and maintaining a calm, datadriven approach, you'll turn early setbacks into learning opportunities.

This discipline will help you build stronger, more effective PPC campaigns that improve steadily over time and deliver real, lasting results.

# THE DEADLY SINS OF PPC

SUMMARY

In Chapter 1, Sloth, we explore the dangers of neglect—reminding you that PPC success relies on active monitoring, regular testing, and continual optimization.

Chapter 2, Greed, warns against chasing too many keywords, which can stretch your budget thin and reduce your return.

Pride, in Chapter 3, reveals the risks of ignoring data and relying on gut instinct instead of performance insights.

Chapter 4, Lust, exposes the trap of vanity metrics like impressions and clicks that don't always equate to revenue.

In Gluttony, Chapter 5, we address the impact of cluttered landing pages and how simplification improves conversions.

Chapter 6, Envy, shows why copying competitors without context is a mistake—and how testing your own ideas leads to better results.

Finally, Wrath in Chapter 7 teaches you to avoid impulsive decisions when results dip, and instead, focus on calm, strategic optimization.