

10 Ways to Reduce Google Ads Cost

A practical, colourful playbook for Indian businesses — cut wasted spend, improve Quality Score, and get clearer leads without fake guarantees.

Negatives

Intent Split

Landing Match

Tracking

FROM BEE TOO MEDIA SOLUTION

Want a Free Ads Audit for your account?

WhatsApp / Email: support@beetoomediasolution.in

Web: beetoomediasolution.in

01

Pause wasteful broad match

Review search terms weekly. Pause broad match keywords that bring irrelevant clicks before they burn budget.

02

Build a negative keyword system

Add negatives every week from search term reports. Protect brand and high-intent campaigns from junk queries.

03

Split campaign intent cleanly

Separate Brand, Competitor, and Generic themes. Mixed intent makes bids and budgets harder to control.

04

Match ads to the landing page

Headline, offer, and CTA must match. Message mismatch kills Quality Score and conversion rate.

05

Fix mobile speed + CTA clarity

Most clicks are mobile. Fast load + one clear action (Call / WhatsApp / Form) reduces cost per lead.

06

Track real conversions

Track calls, forms, and WhatsApp clicks properly. Without conversion data, optimization is guesswork.

07

Cut low-value Display placements

Audit Display / Performance Max placements. Exclude apps and sites that spend without quality leads.

08

Use ad schedules from real data

Run heavier budgets when leads actually convert. Reduce spend in dead hours after 2–3 weeks of data.

09

Test one big change at a time

Change bids, creatives, OR landing — not everything together. Clean tests teach you what lowered cost.

10

Improve Quality Score drivers

Focus on ad relevance, expected CTR, and landing experience. Better QS usually means lower CPC over time.

NEXT STEP — FREE ADS AUDIT

Ready to lower wasted spend?

Send your Google Ads access (or screenshots) to Bee Too. We'll share quick wins on structure, negatives, landing match, and tracking — with honest expectations.



Account structure review

Brand / generic / competitor split



Waste & negatives scan

Search terms that burn budget



Landing + tracking check

Mobile CTA and conversion setup

Contact Bee Too Media Solution

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No fake guarantees. Clear reporting. Policy-safe growth.