

# Twitter Thread by [Andy Black | Google Ads & Inbound Marketeer](#)



**[Andy Black | Google Ads & Inbound Marketeer](#)**

[@AndyBlackJnr](#)



## GOOGLE ADS TIPS

- \* I've been doing Google Ads since 2009.
- \* Was the analyst and then team lead of 35 specialists spending €120k+/day.
- \* Helped build 120m keywords & ads for a startup to acquire 15k new users a day.
- \* Trained/coached hundreds (thousands?).

## A thread ■

1/ The biggest benefit of Google Ads



<https://t.co/pTnwCvzSS0>

THE BIGGEST BENEFIT OF GOOGLE ADS

[A story] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer ([@AndyBlackJnr](#)) [March 11, 2021](#)

2/ Are you only buying traffic?



<https://t.co/HdGYBiasEb>

ARE YOU ONLY BUYING TRAFFIC?

[A thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 11, 2021

3/ Learn on a whiff of spend



<https://t.co/c9rSIHxbB2>

LEARN ON A WHIFF OF SPEND

[A thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 11, 2021

4/ Buyers vs info-seekers on Google



<https://t.co/TQw8KPV9Zb>

BUYERS VS INFO-SEEKERS ON GOOGLE

[A thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 11, 2021

5/ The single biggest reason people lose money with Google Ads



<https://t.co/g8G5LQ6orl>

THE SINGLE BIGGEST REASON PEOPLE LOSE MONEY WITH GOOGLE ADS

[Thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 10, 2021

6/ The biggest landing page mistake



<https://t.co/yahhXs50RU>

THE BIGGEST LANDING PAGE MISTAKE

[A thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 12, 2021