

Google Ads Management

AI-powered daily campaign management for Australian small businesses.

ImproveYourSite.com · hello@improveyoursite.com · improveyoursite.com/google-ads

Version 1.0 · 2025 · Pricing in AUD incl. GST

1. SERVICE SUMMARY

Field	Detail
Service name	Google Ads Management by ImproveYourSite
Provider	ImproveYourSite.com (ABN: pending — in process)
Service type	Automated AI agent + daily reporting, operating on your Google Ads account
Run schedule	Daily at 9:00 AM AEST, 7 days a week including weekends and public holidays
Delivery method	Agent accesses your account via Google Ads API using credentials you supply; results delivered by email each morning
Plans available	Ads Monitor (\$299/mo) · Ads Managed (\$499/mo)
Contract	No lock-in. Month-to-month. Cancel any time before your next billing date.
Ad spend	We take zero percentage of your ad spend. Your budget goes 100% to Google.
Account access	You retain full ownership and access to your Google Ads account at all times. The agent operates read/write via API only.

2. WHAT RUNS DAILY — THE 7 AUTOMATED CHECKS

The following seven checks execute every morning in sequence. Each is logged and included in your daily email report. Checks that result in an automated action (e.g. a keyword pause) explicitly notify you with the reason.

#	Check	What it does	Automated action
01	Keyword Performance Breakdown	Pulls spend, clicks, impressions, CTR, and conversions for every keyword individually — not rolled-up campaign totals. Flags any keyword with zero clicks in 7 days.	None. Observation only.
02	Auto-Pause Dead Keywords	Identifies keywords that have spent above the minimum threshold, accumulated sufficient clicks to be statistically meaningful, and produced zero conversions. Default thresholds: spend ≥ \$15 AUD, clicks ≥ 20, conversions = 0. Thresholds are adjustable per account on request.	Pauses the qualifying keyword via API. Sends alert with keyword name, spend wasted, and days active.

#	Check	What it does	Automated action
03	Search Term Mining	Analyses the Search Terms report from your actual traffic. Surfaces two lists: (a) queries that converted — recommended to add as new keywords; (b) queries that spent money with zero conversions — recommended as negative keywords.	No automatic changes. Recommendations delivered in report for your review.
04	Week-Over-Week Comparison	Compares this 7-day rolling period vs the prior 7-day period across: total spend, clicks, impressions, CTR, conversions, and conversion rate. Calculates % change and flags material declines (>15% drop in conversions or CTR).	None. Observation and alert only.
05	Budget Pacing Alert	Projects each campaign's daily spend against its configured budget. If projected spend exceeds budget by more than 15%, flags the campaign. Alert threshold is adjustable.	None. Alert only — you control budget changes in Google Ads.
06	KPI Assessment	Benchmarks your account against Australian professional services averages. Metrics tracked: CTR (target 2.5%+, AU avg 2.1%), Conversion rate (target 4.0%+, AU avg 3.75%), Cost-per-conversion (target ≤\$80), Leads per day 7-day average (target 1.5+). All targets are configurable per account.	None. Reported with pass/fail indicator.
07	Daily Email Report	Compiles all findings into a plain-English structured email. Report is sent regardless of whether issues are found. If no action is required, the report confirms this explicitly. Report arrives before 9:30 AM AEST on most days.	Sends email to the address you register during onboarding.

3. THE LEARNING PERIOD — DAYS 1 TO 14

Google's algorithm requires approximately 14 days of data to train its Smart Bidding model and establish reliable Quality Scores and auction behaviour. This is a Google platform constraint — not an IYS service limitation. Intervening with keyword pauses before this window closes can permanently impair campaign performance.

Period	What is active	What is suspended
Days 1–14 (Learning period)	Daily data pull from Google Keyword performance report Search term mining (observation) Week-over-week comparison Budget pacing alert KPI benchmarks (shown for reference only, no alarm raised) Daily email report (with learning-period day counter and estimated completion date)	Auto-pause of underperforming keywords (re-enables automatically on Day 15) KPI-based alerts
Day 15 onwards (Full monitoring)	All 7 checks active All automated actions active All alerts active	—

4. CAMPAIGN SETUP — ADS MANAGED PLAN ONLY

Campaign setup is included in the Ads Managed plan. It is not available on Ads Monitor. If you already have a running campaign, we connect to it and begin monitoring — no rebuild is performed unless you request it.

Setup item	What we do	What you do
Campaign structure	Create one or more Search campaigns, name them to match your service/location, configure network settings (Search only — Display unchecked by default).	Review campaign name and confirm service area
Daily budget	Configure the daily budget you specify. We do not recommend a budget amount — that decision is yours. We implement what you tell us.	Tell us your intended daily budget in AUD
Keyword research	Build a keyword list targeted to your business type, services, and geographic area. Match type strategy: mix of phrase and exact. Broad match used selectively with a negative keyword list to prevent irrelevant traffic.	Confirm your services and primary suburb/region
Negative keywords	Standard negative list applied at campaign level to exclude job seekers, DIY searches, competitor brand terms, and irrelevant modifiers.	Review and add any industry-specific negatives you know
Ad copy	Write one Responsive Search Ad (RSA) with 15 headlines and 4 descriptions, keyword-rich and matched to your landing page.	Supply your landing page URL and key selling points
Geo-targeting	Set to your nominated service area. Australia-wide, state, or specific postcodes/suburbs.	Specify your service area
Approval gate	All campaigns created in Paused state. Nothing spends until you log into Google Ads and enable the campaign yourself.	Review in Google Ads dashboard and enable when satisfied

5. ONBOARDING — WHAT WE NEED FROM YOU

Onboarding requires four pieces of credential information from your Google account. This process typically takes 10–15 minutes. We walk you through each step on a call or via written instructions.

#	Credential	Where to find it	Why we need it
1	Google Ads Developer Token	Google Ads → Tools & Settings → API Centre	Authenticates our API client to the Google Ads platform
2	Customer ID	10-digit number shown in the top-right of your Google Ads account (e.g. 123-456-7890)	Identifies your specific Google Ads account
3	OAuth2 Client ID & Client Secret	Google Cloud Console → APIs & Services → Credentials → Create OAuth 2.0 Client ID	Allows our system to request permission to access your account on your behalf
4	Refresh Token	Generated by running a short authorisation flow in your browser — we provide a direct link and walk you through it. Takes approximately 2 minutes.	Long-lived token that lets the agent authenticate each morning without you being present

Credential storage: All credentials are stored in an encrypted local database on IYS infrastructure. They are not stored in third-party services, shared with any external parties, or used for any purpose other than operating your Google Ads agent.

6. PRICING SCHEDULE

Feature / Item	Ads Monitor \$299/month	Ads Managed \$499/month
Daily agent run (9 AM AEST, 7 days)	✓	✓
Keyword performance breakdown	✓	✓
Week-over-week comparison	✓	✓
Search term mining (daily recommendations)	✓	✓
KPI benchmarking vs AU averages	✓	✓
Budget pacing alerts	✓	✓
Daily email report	✓	✓
Auto-pause underperforming keywords	—	✓
Campaign creation from scratch	—	✓
Keyword list + match type strategy	—	✓
Responsive Search Ad written for you	—	✓
Geo-targeting configuration	—	✓
Negative keyword list	—	✓
Campaigns start in Paused state (you approve)	—	✓
Email support	✓	✓
Contract length	Month-to-month	Month-to-month
Percentage of ad spend charged	0%	0%
Setup fee	None	None
Ad spend billing	Billed directly by Google to your credit card. We never touch your ad spend.	Billed directly by Google to your credit card. We never touch your ad spend.

* Prices shown are per calendar month, billed in advance. GST included where applicable.

7. SCOPE LIMITATIONS — WHAT THIS SERVICE DOES NOT INCLUDE

The following are explicitly outside the scope of both plans. If you require assistance with any of the below, you will need to handle them directly in your Google Ads account or engage separately.

Out of scope	Why / what to do instead
Display, Shopping, Video, Performance Max campaigns	The agent operates on Search campaigns only. Other campaign types require manual management.
Bid strategy changes	Smart Bidding strategy selection (Target CPA, Maximize Conversions, etc.) is set by you during campaign setup. The agent does not change bidding strategies.
Landing page optimisation	We report on ad performance. Conversion rate issues traceable to your landing page will be flagged in the report, but improving the page is outside scope.

Out of scope	Why / what to do instead
Google Ads billing and payments	Billing disputes, credit card issues, and account suspensions must be handled directly with Google. We flag these if spotted in report data.
Account suspensions	If Google suspends your account, we report the issue and stop attempting API access. Reinstatement requires direct engagement with Google.
Major strategy changes	Decisions such as changing your product focus, entering a new market, or restructuring your entire account require a strategy discussion — not an automated agent.
Social media advertising	This service covers Google Search Ads only. Facebook, Instagram, LinkedIn, and TikTok ads are a separate service.
SEO and organic search	Paid ads management only. Organic rankings are not part of this service.
Conversion tracking setup	We require conversion tracking to already be set up in your account for accurate reporting. If tracking is absent, we flag it in the report. Setup assistance is available as a one-off engagement on request.

8. COST COMPARISON — TRADITIONAL AGENCY VS IYS MANAGED

The following comparison is based on a business spending \$3,000/month in Google Ads and engaging a mid-tier Australian digital agency for full management.

Cost item	Traditional agency	IYS Ads Managed
Monthly management fee	\$700–\$2,000	\$499
% of ad spend	10–20% (\$300–\$600/mo on \$3k spend)	0%
Total monthly cost (on \$3k spend)	\$1,000–\$2,600	\$499
Annual overhead (management only)	\$12,000–\$31,200	\$5,988
Check-in frequency	Weekly at best — often fortnightly	Every single day
Keyword-level reporting	Varies — often rolled-up totals only	Every keyword, every morning
Auto-optimisation	Manual, at agency discretion	Automated, daily, transparent
Report delivery	Monthly or on request	Daily by 9:30 AM AEST
Contract	Typically 3–12 month minimum	No lock-in, cancel any time

Note: Agency fee ranges are indicative only, based on publicly quoted rates from Australian Google Ads agencies as at 2025.

9. CANCELLATION AND SERVICE TERMINATION

Notice required	Email to hello@improveyoursite.com before your next billing date. No minimum notice period required.
Billing cut-off	You will not be charged for the following month if you cancel before your billing date. No partial-month refunds are issued for cancellations mid-period.

Credential revocation	Upon cancellation, revoke our API access by deleting the OAuth credentials from your Google Cloud Console. We will also delete your stored credentials from our systems within 5 business days of confirmed cancellation.
Agent deactivation	The daily agent run is deactivated immediately upon cancellation confirmation. No further API calls will be made to your account.
Data retention	Your credentials and account data are deleted within 5 business days. Email reports already sent are not recalled.
Campaign continuity	Your campaigns, keywords, and ads remain intact in Google Ads after cancellation. We do not pause, delete, or modify anything upon exit.

10. CONTACT AND SUPPORT

General enquiries	hello@improveyoursite.com
Get started	improveyoursite.com/google-ads — complete the enquiry form
Response time	Within one business day for all support enquiries
Emergency contact	hello@improveyoursite.com — flag as URGENT in subject line
Business hours	Monday–Friday 9 AM–5 PM AEST. Agent runs 7 days regardless.