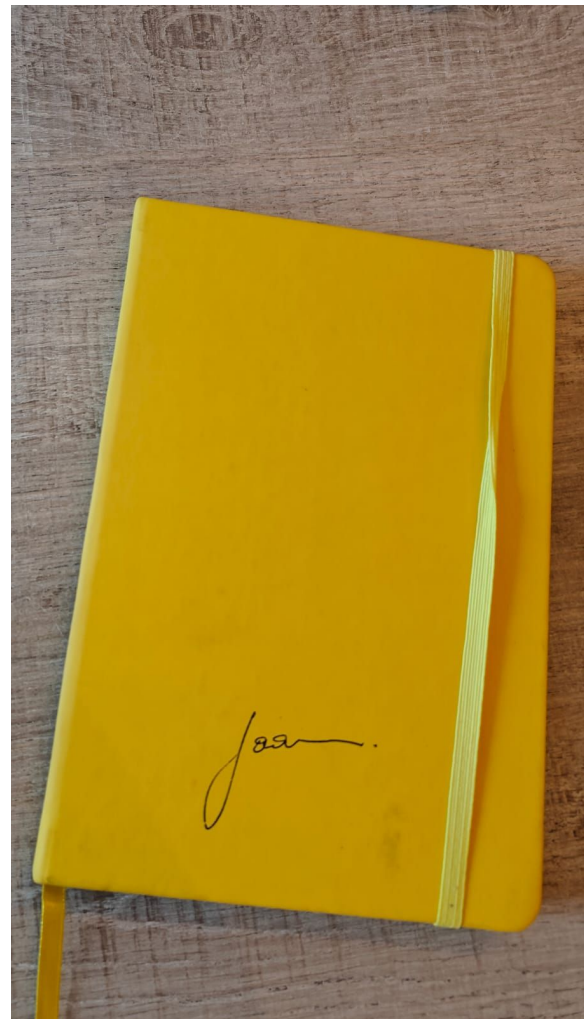




# SEA Fuck-ups

Ik dacht dat ik het wel wist



SEA is **een tool** kunnen beheren



THE INTERNATIONAL BESTSELLER

**Tiny Changes,  
Remarkable Results**

# Atomic Habits

An Easy & Proven Way  
to Build Good Habits  
& Break Bad Ones

OVER  
1 MILLION  
COPIES  
SOLD

**James Clear**





When you talk scale, it's about the basics and then repeating it infinite times and not losing your consistency."

**BRAD GEDDES**

Become an AdWords Master

Web [Show options...](#) Results **Only 1 result found for "Become an AdWords Master"**

**[Step-by-Step Instructions](#)**  
For building, managing, and optimizing your AdWords account.

**[Buying Funnel Optimization](#)**  
Choose keywords and write ads based upon each stage of the buying funnel

**[Bid Management for Any Budget](#)**  
Use bid modifiers to control your mobile, location, and time of day bids.  
[www.sybex.com/go/adwords](http://www.sybex.com/go/adwords)

**[Increase Your Quality Score](#)**  
Learn how to raise your Quality Scores to save you money.  
[AdvancedAdWordsBook.com](http://AdvancedAdWordsBook.com)

**[Boost Your Display Advertising](#)**  
Use flexible reach to only show ads to your target customers.  
[www.sybex.com/go/adwords](http://www.sybex.com/go/adwords)

**[Profitable Testing Techniques](#)**  
Increase your profits with landing page and ad testing methods & ideas.  
[AdvancedAdWordsBook.com](http://AdvancedAdWordsBook.com)


**[Find Success with Mobile Ads](#)**  
Master the art of mobile advertising.  
[www.sybex.com/go/adwords](http://www.sybex.com/go/adwords)

**[Never Lose a Customer](#)**  
Remarketing can convert people who abandon your website.  
[AdvancedAdWordsBook.com](http://AdvancedAdWordsBook.com)

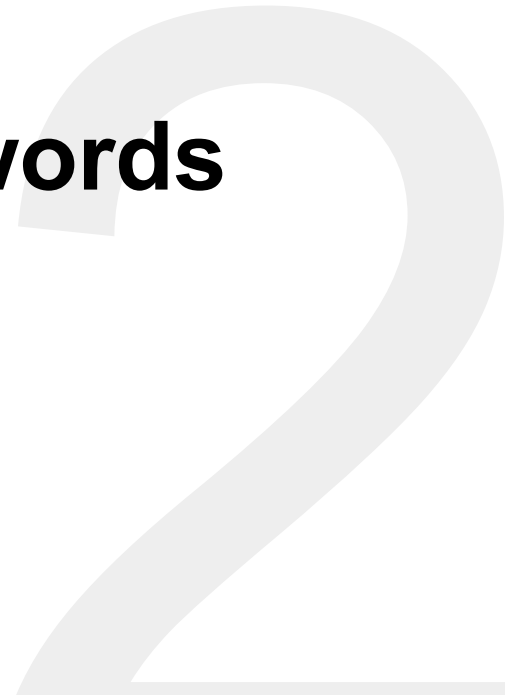
**[Proper Account Organization](#)**  
Create successful account structures to reach your marketing goals.  
[www.sybex.com/go/adwords](http://www.sybex.com/go/adwords)

**Advanced**  
**Google AdWords™**  
**Third Edition**

**Brad Geddes**  
Foreword by Avinash Kaushik, Digital Analytics Evangelist and Author of *Web Analytics 2.0*

  
A Wiley Brand

SEM gaat over **keywords**





### AIPRM - ChatGPT Prompts

★ Favorites

🔒 AIPRM

Public

Own

🔍 Hidden

+ Add List

Topic

All ▾

Activity

All ▾

Sort by

Top Votes Trending ▾

Model

Data Analysis ▾

+ Search

+ Add Public Prompt

**No AIPRM prompts found for your current filter.**

Please reset your filters to view all AIPRM prompts.

[Click here to reset filters](#)

Output in

Nederlands ▾

Tone

Default ▾

Writing Style

Default ▾

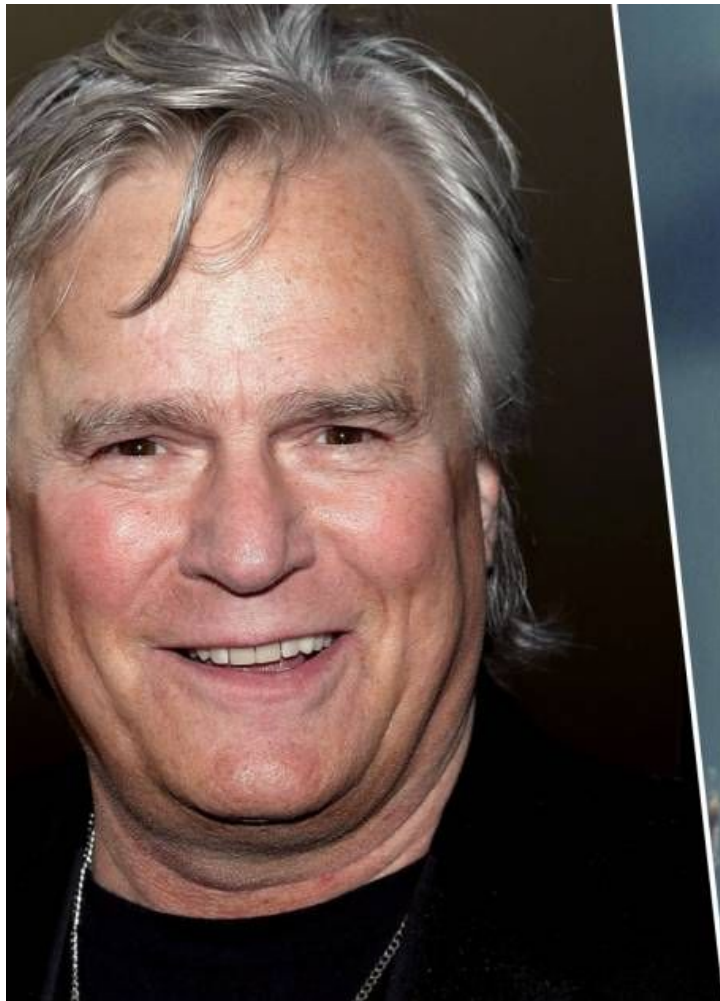
Message Data Analysis...



Include [My Profile Info](#):

No Profile Info found ▾





he drup in the emm  
y full, it's time for a  
é!





Dit account is **klaar**



Google  
AdWords

Google AdWords

2000 - 2010

2010 - 2015

Google AdWords

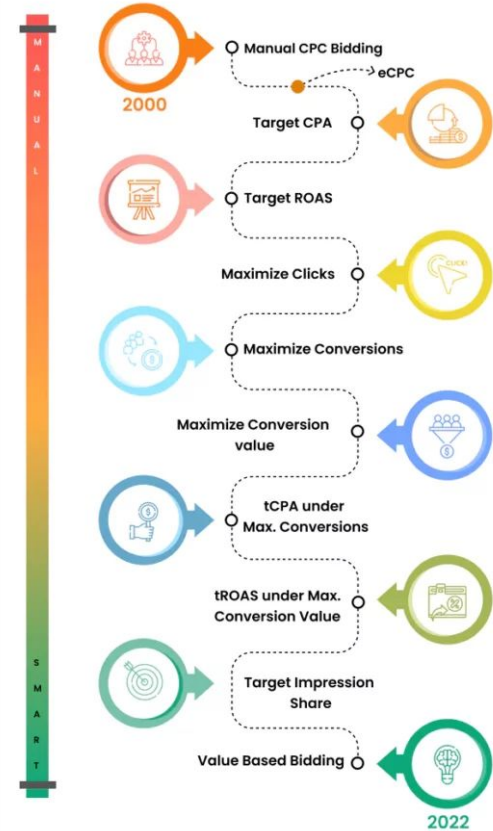


Google Ads

2015 - 2018

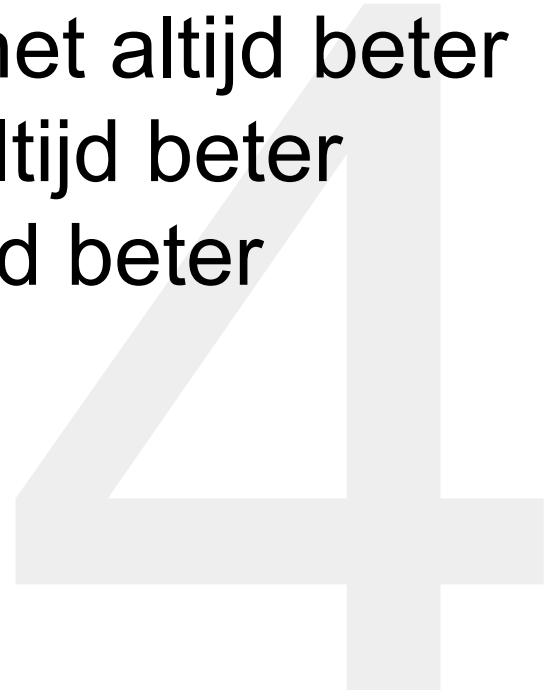
2018 - NOW

## GOOGLE ADS BIDDING STRATEGY EVOLUTION





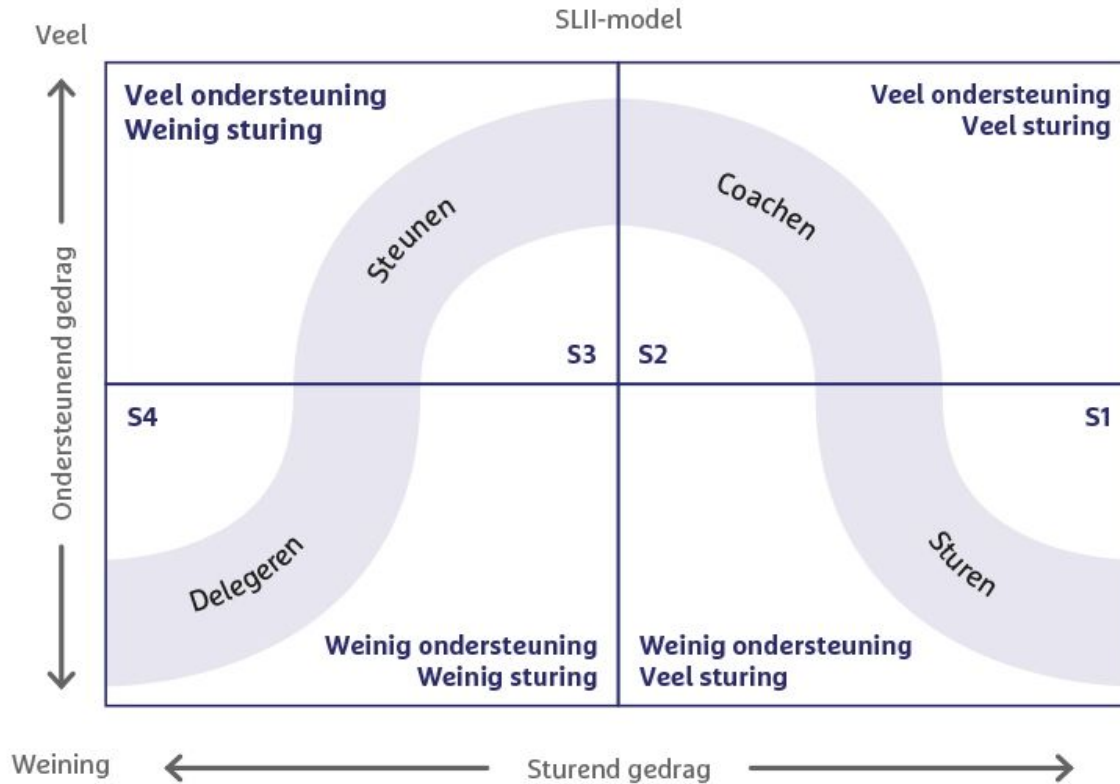
**De accountmanager** weet het altijd beter  
**De manager** weet het altijd beter  
**De klant** weet het altijd beter







# Situationeel leidinggeven







Belgen en Nederlanders spreken **dezelfde taal**





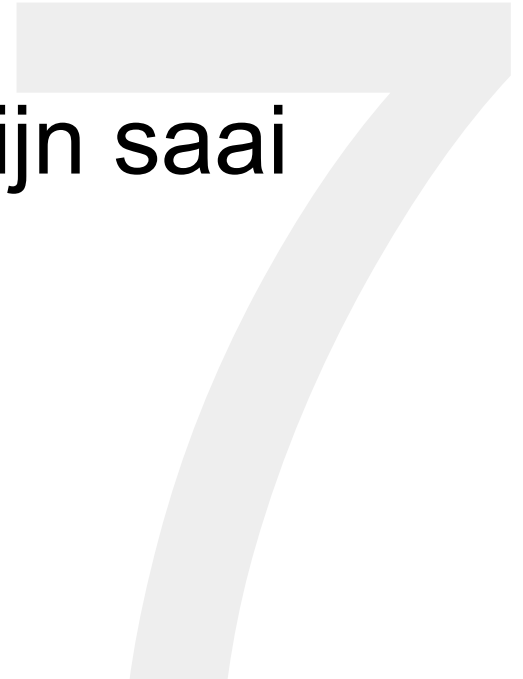


Het is **even simpel** om €100.000  
uit te geven, dan €1.000.000

Total spend = Clicks x Average CPC

Total spend = Searches / CTR% x Average CPC

**Branded keywords zijn saai**







Een SEA marketeer moet vooral **zijn eigen  
job blijven creëren.**

Conclusie