

## How Google Ads really works today (and why feeding the AI the right data matters)



Google Ads has changed more in the last few years than in the previous decade. The old way of running ads – picking keywords, adjusting bids, pausing phrases and managing everything by hand – has been replaced by a system driven mostly by Google’s AI.

The modern job of a pay-per-click manager is not to control Google, but to guide it. Our role is to give the algorithm the clearest possible understanding of:

- who we want
- what a good lead looks like
- which conversions matter most
- what our landing pages are really about

The better we train the system, the better quality visitors we get. This is the core of Google Ads today: helping the AI understand your goals and feeding it the data it needs to achieve them.

### Why Google Ads works differently now

Google’s systems now analyse billions of signals every second. Instead of relying on keywords alone, the algorithm looks at:

- your landing page content
- past conversions
- user behaviour across Google’s entire network
- your conversion values
- patterns from similar audiences

This means your success depends on clarity: clear pages, clear messaging, clear goals and clear signals. The work you’ve done in earlier chapters – structure, fixes, content, SEO – directly supports your Google Ads results.

## **The algorithm builds its own “map” of what you offer**

One of the biggest differences today is that Google doesn't just rely on what you tell it in the ads. It reads your website. It learns the language you use. It works out who your content is written for.

This is why optimised pages perform better:

- the AI can understand the page more clearly
- your ads are matched to more relevant searches
- you get fewer random clicks and wasted spend
- your Quality Score improves because the ad matches the landing page

You can see a noticeable difference in search terms when a page is optimised compared to when it isn't. Clear pages produce clear intent.

## **Why feeding the AI the right data matters**

Google's algorithm learns from the conversions you give it. If you only track one type of conversion – like “enquiry form submitted” – Google will try to get you more of those. But it cannot tell the difference between a low-value lead and a high-value one.

That's where proper conversion values come in. By sending different values back into Google, you are effectively teaching the AI which leads matter.

## Using relative lead values to guide the algorithm

At WebStudio Marketing, we use a simple system to help Google learn which leads are worth pursuing. We don't just track conversions – we rate them.

For example:

- **Bronze (10 points):** newsletter signup or light engagement
- **Silver (100 points):** middle-of-funnel actions like downloading a guide or case study
- **Gold (500 points):** quote request, booking a call, or a high-intent form

This doesn't just measure leads. It teaches Google:

- what good looks like
- which actions matter most
- who is worth targeting again
- who to avoid in the future

Over time, this transforms the campaign. The AI starts focusing on the right type of visitor, not just any visitor.

## Why we push data back into Google

Google Ads works best when it receives regular, accurate information about what's happening inside your business. That's why we integrate:

- CRM systems
- HubSpot lead scoring
- enhanced conversions
- offline conversion tracking

This creates a feedback loop. Once Google knows which leads turned into revenue – not just website actions – it can adjust how it bids, who it targets and which search intent matters most.

This is the future of paid advertising: working with Google's AI, not fighting it.

### **Why this approach improves lead quality**

You can literally see the difference in search terms after feeding Google better data. Poor-quality pages and vague signals lead to broad, irrelevant matches. Clear signals produce tighter intent.

When your website is:

- well-structured
- clear in its messaging
- supported by FAQs, blogs and case studies
- reinforced with proper conversion values

Google has everything it needs to deliver the right audience. The improvements stack up. This is continuous optimisation – small steps that compound into major results over time.

### **Keeping an eye on the AI**

AI isn't perfect. It still needs human direction. Our job is to make sure it stays on track by:

- checking search terms daily or weekly
- adjusting negative keywords when needed
- improving landing pages and content
- updating conversion values as your business evolves

The algorithm learns quickly, but it also needs supervision. A modern PPC manager is part strategist, part data analyst and part translator between your business and Google's machine-learning system.

## **A simple starting framework you can follow**

If you want to get started with AI-driven Google Ads, focus on four things:

- build clear pages that reflect what you actually offer
- track different levels of conversions with real values
- feed CRM data back into Google whenever possible
- review search terms to keep the AI inside the right boundaries

This is how Google Ads really works today. The better the signals you give it, the better the leads it delivers.

Next, we'll look at what Performance Max is doing behind the scenes and how to use it properly.