Can you rewrite underperforming ads instead of pause?

Yes you can edit the ads after they are published! Please see here for more information: https://support.google.com/google-ads/answer/2375287?hl=en

Is there a cost to work with Digital Main Street?

No, there is no cost to work with Digital Main Street! We currently have three available programs to best work with you:

<mark>Digital Service Squad</mark> - work one-on-one with a Digital Service Squad member on any digital marketing needs or tools you use. Check out the "Digital Service Menu" below to see the many different topics we assist with.

<mark>ShopHere</mark>: Our ShopHere program will pair you with a student to create a new Shopify or Square (*not Squarespace*) e-commerce website. One great benefit that comes with this program is the 3-month Shopify trial, compared to the average 2-week trial Shopify offers.

So ads run forever (if they aren't paused?) Or can you get rid of them?

While ads *can* run forever, we recommend establishing a budget or timeline for your ads at the beginning. This way the ad will run to a specific date (try two weeks to start!), or until you have spent your entire budget.

It's always best to create these limitations so that you don't forget about your ads and continue to be charged.

What if your URL is longer than 15 characters?

All ad networks allow you to set a "Display URL" in addition to the main URL. This is the URL that people looking at the ad will see, so you can have people see the link as something short and memorable, even if it is technically different from the actual link (which is a longer URL). Ex: using https://segmetrics.io/awesome/ when the actually link will go to a longer URL like https://segmetrics.io/articles/infusionsoft-expert-roundup/

Will that average out? So if I get zero clicks on one day, will it allow for $20 worth of clicks the next day?

Yes, it will average out over the timeline (such as a month). So if you have fewer clicks on one day than another, your budget will carry over to cover the higher number of clicks on the next day.

What if you have more than ONE primary goal (both in store and web sales) can it be done in one campaign or can you run 2 campaigns simultaneously?

We recommend doing two ads, just so that you get the most out of your budget. This is especially so if your goals are asking for different actions (i.e. to show up on Google Maps when people can shop in-store versus getting people to select a link to a specific page, like a sale.