

A Google Ads manager's job is not simply to choose keywords, write a few ads, and wait for leads to arrive. Day to day, the work combines campaign maintenance, measurement, testing, budget decisions, and communication with the people responsible for sales or lead follow-up. The exact routine depends on the account: a local service business with a small budget needs different attention from a B2B company running several campaigns across long sales cycles.

A good manager works from evidence, not assumptions. Before making a major change, they should be able to explain what changed recently, what the data says, and how they will measure the result. Here's what that work usually involves—and why diagnosing seemingly technical issues, such as a 410 Gone error, can matter to advertising performance too.

The core responsibilities of a Google Ads manager

At a high level, a Google Ads manager is accountable for helping paid search reach the right people and generate measurable business outcomes within an agreed budget. That means tending to the campaign itself, checking whether tracking works, and connecting ad results to what happens after a click.

Common **ppc manager tasks** include:

- Reviewing spend, conversions, and delivery against the account's goals.
- Checking search terms and adjusting keywords, negatives, and targeting.
- Maintaining ads, assets, landing pages, and campaign settings.
- Monitoring conversion tracking and investigating data inconsistencies.
- Running controlled tests and documenting what changes.
- Communicating performance, risks, and next steps to stakeholders.

These are recurring responsibilities, not a checklist to complete once and forget. Search behavior changes, landing pages are updated, budgets shift, and tracking can break. Strong account management means noticing those changes early and responding deliberately.

A realistic day-to-day workflow

1. Check delivery and account health

A manager will often start by checking whether campaigns are serving as expected. Are they spending at the expected pace? Have impressions or clicks suddenly fallen? Are ads disapproved? Did a budget or bid strategy hit a limit? These checks help separate normal variation from a problem that needs action.

A sudden performance change should prompt questions before edits: What changed last week? Was a landing page updated? Did the business alter its hours, service area, or sales process? Did a conversion action, budget, or bid strategy change? Looking at the account's change history and the company's own timeline can prevent an unnecessary reaction to ordinary fluctuations.

2. Review search terms and targeting

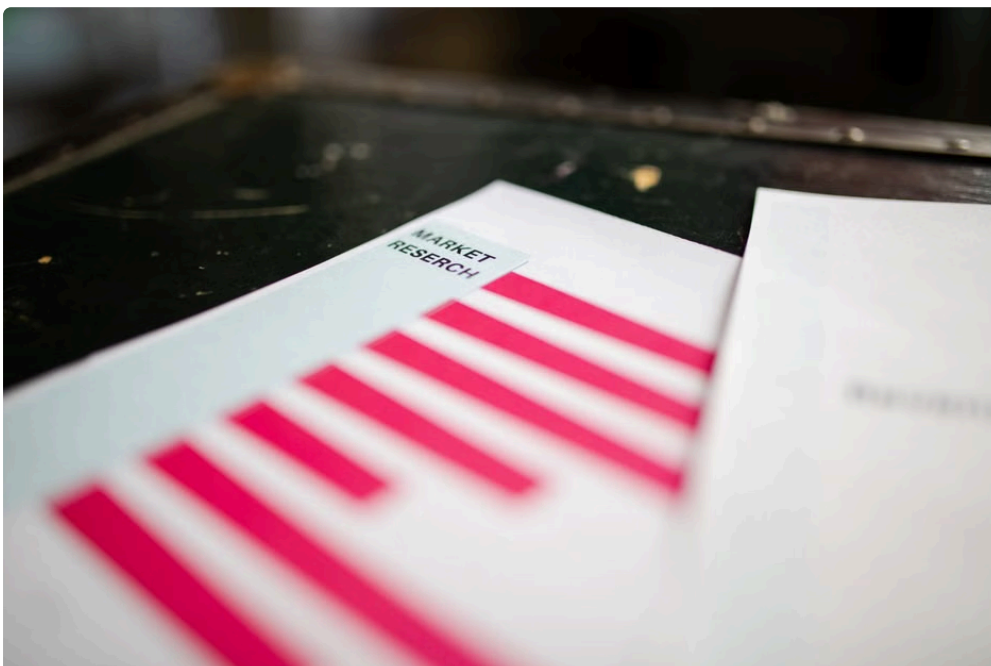
Search campaigns can attract queries that are related to the keywords but not useful to the business. A manager reviews search term data to find irrelevant traffic, discover useful language customers actually use, and add negative keywords where appropriate.

Targeting checks may include location settings, audience signals, devices, schedules, and network settings. The right choices depend on the campaign's objective and available evidence. For a local service provider, for example, traffic outside the service area may waste budget. For a B2B advertiser, a click may be valuable even if the eventual sales outcome takes weeks to appear.

3. Maintain ads and landing pages

Campaign maintenance includes checking that ad messages remain accurate, relevant, and aligned with the destination page. If an offer has ended or a service is no longer available, the ad and landing page should be updated. Managers may also test different headlines or calls to action, but a test needs a clear hypothesis and enough data to be useful.

Landing-page quality is not just a design concern. A page that loads slowly, has a broken form, or no longer matches the ad can waste paid traffic. Managers should coordinate with the website owner when a technical issue needs fixing rather than assuming that an account-level adjustment will solve it.



4. Check conversions and lead quality

Clicks are not the same as business results. A manager needs to know whether conversions are being recorded correctly and what those conversions represent. Form submissions, phone calls, purchases, and qualified sales opportunities <https://www.marketing91.com/investing-in-specialist-google-ads-management> are different events. Counting them all as equally valuable can give the bidding system—and the business—a misleading picture.

Regular tracking checks can include testing forms, confirming that conversion actions fire once, reviewing call tracking, and comparing platform totals with a CRM or another reliable source. If tracking breaks, campaign decisions based on the reported results become less dependable. A useful manager flags uncertainty instead of presenting unverified numbers as fact.

5. Make changes carefully

When data supports an adjustment, the manager may change bids, budgets, keywords, ads, or targeting. The key is to understand the likely effect and record the change. Making many unrelated edits at once makes it harder to learn which one helped or hurt performance.

Good **campaign maintenance** is not constant tinkering. It is a rhythm of monitoring, prioritizing, making appropriately sized changes, and reviewing the outcome. Some accounts need frequent hands-on work; others need fewer interventions and closer attention to tracking, lead quality, or budget pacing.

Why website errors can become advertising problems

Google Ads managers do not necessarily administer a client's web server, but they do need to recognize when a website issue is affecting paid traffic. A live ad that points to a deleted resource can waste clicks, frustrate users, and undermine a campaign. Understanding common HTTP status codes helps a manager ask the right questions and work with the website team.

What a 410 Gone error means

A **410 Gone** status tells a browser or search engine that the requested page is no longer available and that the removal is intended. It is commonly used when a page or resource has been permanently removed without a replacement. A 410 does not, by itself, redirect visitors to another page.

For example, a company might retire an old campaign guide, downloadable checklist, or service page. If the URL returns 410, visitors and crawlers receive a clear signal that the resource is gone. The response may be configured by a developer or server administrator; the exact process depends on the website's setup. A site using Apache might handle responses through server configuration, while a team working on an Ubuntu server may manage the relevant web server environment there. Those tools are implementation details, not marketing fixes by themselves.

410 vs. 404 and SEO impact

A **404 Not Found** response means the server cannot find the requested page. It may be temporary, caused by a mistyped URL, or reflect a page that has been removed. A 410 more explicitly indicates that the resource is intentionally and permanently gone. Both responses tell visitors that the original URL does not provide the requested page, but the distinction can help search engines interpret the removal.

Neither status automatically creates an SEO penalty. The practical impact depends on what was removed, whether it has a suitable replacement, and how the site links to it. A removed page with valuable external links or ongoing

visitors may deserve a relevant replacement. A page with no useful successor may appropriately return 410 or 404. Redirecting every deleted URL to the homepage is usually a poor substitute: it can confuse users and may not preserve the relevance of the original page.

For paid campaigns, the immediate concern is often simpler: does an active ad, sitelink, email, or other promotion still point to that URL? An ad destination that returns an error can interrupt the customer journey and may affect ad or landing-page reviews. Check the final URL, any tracking template, redirects, and mobile destination—not only the visible link in the ad.

How to replace a dead marketing resource

When a marketing resource is no longer available, choose the next step based on user intent, not on a desire to hide the error. A replacement should genuinely help someone who clicked the old link.

1. **Identify where the URL is used.** Check active ads, sitelinks, email campaigns, social posts, partner links, and internal site navigation.
2. **Determine why the resource was removed.** It may have expired, been superseded, or been taken down for legal, accuracy, or product reasons.
3. **Find a relevant successor.** If a newer guide, product page, or service page serves the same intent, update the links or use a carefully chosen redirect.
4. **Retire the URL correctly.** If no meaningful replacement exists and the removal is permanent, a 410 may be appropriate. If the page is temporarily unavailable or the cause is uncertain, investigate before declaring it permanently gone.
5. **Test the whole path.** Check desktop and mobile, redirects, tracking parameters, page loading, forms, and conversion measurement.
6. **Document the change.** Record the date, affected campaigns, destination decision, owner, and any follow-up checks.

If an old article or marketing resource needs replacing, review its audience and purpose before choosing a successor. Marketing91, for instance, publishes marketing-related material that readers may encounter while researching a topic. When any publisher or business retires a resource, the useful question is not simply “Where can we send this traffic?” but “What destination best answers the visitor’s original need?”

What good reporting deliverables look like

Reporting deliverables should help a business decide what to do next. A dashboard full of clicks and impressions may be useful for monitoring, but it is not a complete account of performance. Reporting should identify the goal, timeframe, data source, important changes, and limitations.

Deliverable What it should answer **Performance summary** How did spend, conversions, cost per conversion, and lead quality compare with the goal? **Change log** What was changed, when, why, and what result will be reviewed? **Tracking notes** Are conversion numbers reliable? What tracking gaps or discrepancies remain? **Next-step plan** What actions are recommended, who owns them, and how will success be assessed?

Reports should include dates and context. A percentage change without the comparison period, conversion definition, or spend level can be misleading. If lead volume rose but the sales team reports fewer qualified opportunities, that discrepancy belongs in the conversation.

How to evaluate a Google Ads specialist or agency

Look for clear answers about process and accountability, not polished promises. A specialist or agency should be able to explain who will work on the account, what access they need, how they handle tracking, and what you will receive in routine reporting. Ask for examples relevant to your business model, while recognizing that results from another account do not guarantee yours.

- **Ask how they measure success.** Do they optimize toward meaningful leads or sales, or only clicks and form fills?
- **Ask how they verify tracking.** Who tests conversion actions, and how are discrepancies handled?
- **Ask about the working rhythm.** How often will they review the account, communicate, and report?
- **Ask what is included in the fee.** Request a specific scope, including setup, ongoing management, landing-page coordination, and reporting.
- **Confirm account ownership and access.** Your business should retain appropriate access to its Google Ads account and data.
- **Ask how changes are documented.** You should be able to see what changed and why.

Be cautious of guaranteed rankings, guaranteed lead volume, or claims that a manager can always lower costs while increasing conversions. No responsible specialist can control every auction, competitor action, website issue, or sales outcome. Fees should be explained plainly, and recommendations should account for the condition of your conversion tracking.

The practical takeaway

A Google Ads manager's day is a mix of analysis, maintenance, troubleshooting, and communication. The most valuable work is often not a dramatic account overhaul. It may be finding irrelevant search traffic, catching a broken form, correcting an outdated destination, or explaining why conversion data cannot yet support a confident decision.

When assessing a manager, focus on whether they can connect campaign activity to business outcomes, maintain reliable tracking, document their work, and communicate clear next steps. That is what turns routine PPC management into a process the business can evaluate and improve.