

Setting up Google Ads Campaigns -A Step by Step Guide

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Initial Setup

Go to the Google Ads Website - https://ads.google.com/home/



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Google Ads Overview How It works Cost FAQ Resources Advanced Contact	Sign in Get started
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Signing In

Sign In or Get Started (If you don't have a Google Ad account - some additional steps - you may have to provide credit/debit card details)



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None of your ads are running -	Your campaigns and ad groups ar	re paused or removed. Enable	e them to begin showing your ads	i.				LEARN MORE
Overview 🏫 Overv	view						All time A	pr 26 – Aug 17, 2020 👻 < >
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After Sign In you'll see a page with all your campaigns (initially none)

Creating a Campaign



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None of your ads	are running - Your campaigns and ad groups	are paused or removed. Enable t	eem to begin showing your a	ds.					LEARN MORE
Overview 🛖	Overview							All time	Apr 26 – Aug 17, 2020 👻 < >
Campaigns 🛖	Campaign status: All; Ad group sta	atus: All ADD FILTER							
Settings — Less		+ NEW CAMPAIGN						FEEDBACK	
 Locations Change history 		clicks - 197	Impressions - 21.6K	^{Avg.CPC} ₹14.47	^{cost} ₹2.85K			:	
Performance targets Campaign groups		70	\wedge					8K	
>		35						4K	
		0 Apr 20, 2020					Aug 17, 2020	0	
		Campaigns Collect Orders Online	Cost ▼ Clicks ₹2,850.70	CTR 197 0.91%					

Click on New Campaign





Select your goal for the campaign

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None of your ads are running - Your campaigns	and ad groups are paused or removed. Er	able them to begin showing your ads.			LEARN MORE
	Sales	Leads	Website traffic	Product and brand consideration	
	Brand awareness and reach	App promotion	Create a campaign without a goal's guidance		
	Select a campaign type ① Search Search Reach customers interested in your product or service with toxt ads	Drive new customers to your website and build your site visitor list with ads that show across the web, and optimize your compaigns optimize your compaigns of the provided optimize your provided optimize your compaigns of the provided optimized optimized provided optimized optimized optimized provided optimized optimized optimized provided optimized optimized provided optimized optimized provided optimized optimized optimized provided optimized optimized optimized provided optimized optimized provided optimized optimized optimized provided optimized optimized optimized provided optimized optimized optimized provided optimized optimized optimized optimized provided optimized optimized optimized optimized optimized provided optimized optities optimized opt	Shopping	Video	
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Select the type of campaign

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None of your ads are running - Your campaig	gns and ad groups are paused or remov	ed. Enable them to begin show	ing your ads.		LEARN MORE
Select campaign settings	2 Set up ad groups ———	3 Create ads	- G Confirmation		
	General settings				
	Type: Search Goal: Web	osite traffic	*	1	
	Campaign name	Website traffic-Search-1		^	
	Networks		Search Network Ada can appear near Google Search results and other Google sites when people search if terms that are relevant to your keywords Include Google search partners Display Network Expand your reach by showing ads to relevant customers as they browse sites, videos, a apps across the internet Include Google Display Network	or nd	
	✓ Show more settings				
	Targeting and audiences Choose who you want to reach				
	Locations	Select locations to targe	t ()	^	

Add the required details



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None of your ads are running - Your cam	paigns and ad groups are paused or r	emoved. Enable them to begin showing your ads.		SETTINOS	LEARN MORE
Select campaign settings	Set up ad groups Targeting and audiences Choose who you want to reach	 G Create ads 4 Confirmation 			
	Locations	Select locations to target ① All countries and territories India Enter another location Location options	*	^	
	Languages	Select the languages your customers speak (*) Q Start typing or select a language		^	
	Audiences	Select audiences to add to your campaign		~	
	Budget and bidding Define how much you want to s	spend and how you want to spend it			
	Budget	Enter the average you want to spend each day R	For the month, you wor than your daily budget average number of day month. Some days you spend less than your di and on others you migh to twice as much. Leas	t pay more mes the in a might ily budget, t spend up more	

You can also select which country you want the ad to be shown in. Edit target audience and set a budget



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None of your ads are running - Your campaigns and a Select campaign settings	et up ad groups	Create ads Confirmation						LEARN MORE
A	udiences	Select audiences to add to your campaign. You ca	n create r	new audiences in Audience Manager.	©	^		
		Who they are (Detailed demographics)	>	Affinity audiences	CLEAR ALL			
		What their interests and habits are (Affinity and custom affinity)	>	Food & Dining Foodies Lifestyles & Hobbies	8			
		What they are actively researching or planning (In-market)	>	Travel Sports & Fitness	8			
		How they have interacted with your business (Remarketing and similar audiences)	>	Food & Dining	8			
		Combined audiences (Your audience combinations)	>	In-market audiences Gifts & Occasions Wedding Planning	Ø			
				Business Services Corporate Event Planning	8			
		Audiences targeting setting for this campaign ③ O Targeting Narrow the reach of your campaign to the selected as	udiences, v	with the option to adjust the bids				
		Observation (recommended) Don't narrow the reach of your campaign, with the opt	tion to adju	ust the bids on the selected audiences				

Select the target audience. Keep the selection as Target - so that the audience is narrowed down.

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1 Select campaign settings 2 Set up ad groups	Create ads Confirmation		
Bidding Show more settings Ad extensions	What do you want to focus on? Conversions Recommended for your campaign Conversions bid strategy to help you get the most conversions for your budget Oc, select a bid strategy directly (not recommended)	^	
Get up to 15% higher clickthroug	h rate by showing additional information on your ads		
Sitelink extensions	Add additional links to your ad	~	
Callout extensions	Add more business information to your ad	~	
Call extensions	Add a phone number to your ad	×	
Ad extension			
SAVE AND CONTINUE C	ANCEL		



Edit additional details if required, and click on Save and Continue.

Creating an Ad Group

Select campaign sett	tings — 2 Set up	ad groups ③ Create ads ④ Confirmation	ronsa 🦉 🧎 Indira pimpaikhare@gmail.com 🌘
	Set up ad groups Ad group type ③: Standard An ad group contains one or m	ore ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.	Daily estimates Estimates are based on your keyword daily budget ⊙
	Keywords	Ad group 1] Find relevant keywords by describing what you're advertising in this ad group GD Enter related web page URI	daily clicks, cost, and cost-per-clic Daily budget ₹100.00/day _#*
		Enter products or services GET KEYWORDS ENTER KEYWORDS MANUALLY	
	NEW AD GROUP	v	
	SAVE AND CONTINUE	CANCEL	

Create one or more Ad Groups



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		Keywords are words or phrases that are used to match your ads with the terms people are searching for wedding rayp cards wedding rayp and wedding rayp the seponse cards wedding invitations with rayp response cards dec cards wedding invitations cheap trip points online affordable wedding invitations response card wording wedding sationery wedding sationery wedding invitations the seponse card wording in expensive wedding invitations wedding response and wording in expensive wedding invitations wedding rayp cards wedding ray		

Set keywords. Click on Get Keywords for keyword suggestions



Creating your Ad Preview

Ten page New campaign settings Image: Set up ad groups Image: Campaign settings Center add Center add For each ad groups	 ▲ Search adgroup - 243-096 ← → C ① ⓐ ads.goog 	C 2-Step Verification x + le.com/aw/adgroups/new/search?campaignId=10868308	319&ocid=473839822&cmpnInfo=9	678°1°%3A1%2C°8°%3A°a14882422-54894275-8480-E966E08D8AC9-27° 🚖 👍 😉 🤕 🖉 🔰 🖉	_ @ ×
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Set what your ad should look like



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Description 2	0/90 @								
✓ Ad URL options	0/90								
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A preview of the ad is seen to your right.

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Select campaign settings	——— 🧭 Set up ad	d groups	Create ads	Confirmation				
	Congratulations Review your campaign sun	s! Your camp	aign is ready.					
	 Aug 17, 2020 - India ズ_A English, Marathi 	No end date	Campaign budç ₹100.00/day Campaign goal Website traffic	jet	Bid strategy Maximize conversions			
	Ad Groups	24 Keywords	1 Ads				~	
	Now, get your campaign ru	nning						
	To start tracking W	/ebsite traffic, add the	tracking code to your web	site		INS	TALLATION OPTIONS	
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Final message will look like this. Click on Continue.

Viewing Ad Statistics

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Statistics on campaign (No. of clicks, etc)



Overview

Recommendations

A

- Campaigns
- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Demographics

Age

<

Gender

Household income

Combinations

Exclusions

- Placements
- Settings
- Less
- Locations
- Ad schedule
- Devices
- Advanced bid adj.

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Menu bar - various attributes to view ad stats.

 ▲ Campaign details - 243-09 × ← → C △ a ads.google.x Ⅲ Apps ★ Bookmarks ■ Yo 	G 2-Step Verification × + com/aw/express/dashboard?campaignid-9961347544&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=47383982 Notice ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839822&ocid=473839820 Notice ocid=473839822&ocid=473839822&ocid=473839822&ocid=47383982&ocid=47383982&ocid=47383982&ocid=47383982&ocid=47383982&ocid=47383982&ocid=47383982&ocid=4738398&ocid=4738398&ocid=4738398&ocid=4738398&ocid=4738839&ocid=473839&ocid=473839&ocid=4738	2uid=4036451208_u=38963068808.uscid=4738398228_c=6399718878 S Skype 🖸 Carousel·Boo 🎤 Log in 🙀 How Brain-Co	_ 19 × B&authuser=0&subi 🛠 🔏 😨 🤐 🛱 NP 🛸 🃚 : 🗞 Laravel 5 Chea » 🖿 Other bookmarks					
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All campaigns : O None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.								
Enabled, Paused, and Removed								
Website traffic Search-1 Website traffic Search-2	Collect Orders Online Campaign for RSVP Shown across Google Search, Maps, and partner websites on all device Campaign goal Take an action on your website REMOVED	Ad preview : Collect Orders Online Free RSVP tool Manage Events Better Ø yepimin* Attendee dashboard Get event reminders						
https://ads.google.com/aw/expres	Overall performance Impressions 21,581 18. 905 Apr 26, 2020 Aug 17, 2020 Verified calls /dashboard/campaignd=99613475448oci	Clicks © 197 28 14 Apr 26, 2020 Aug 17, 2020 Map actions ©	Amount spent ₹2,850.70 299 145 					

Click on the menu bar to the left, select a particular campaign, and you can view overall performance.