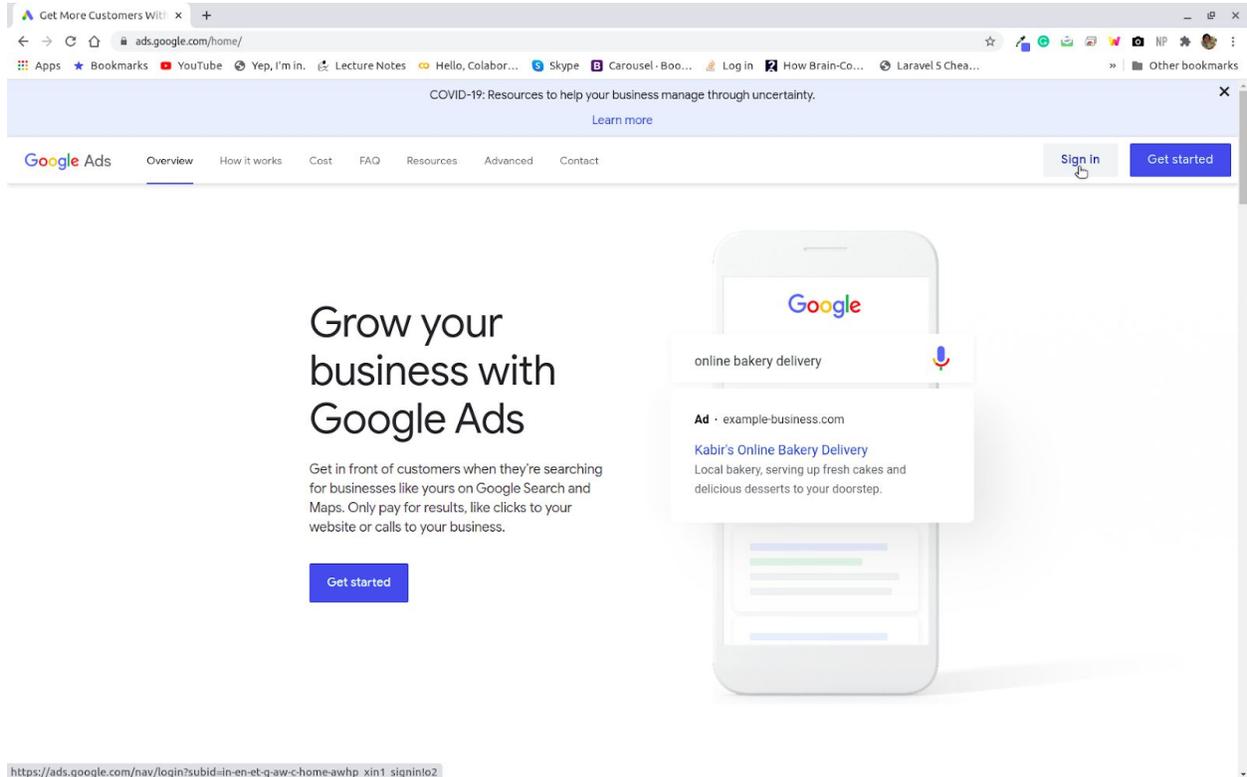


Setting up Google Ads Campaigns - A Step by Step Guide

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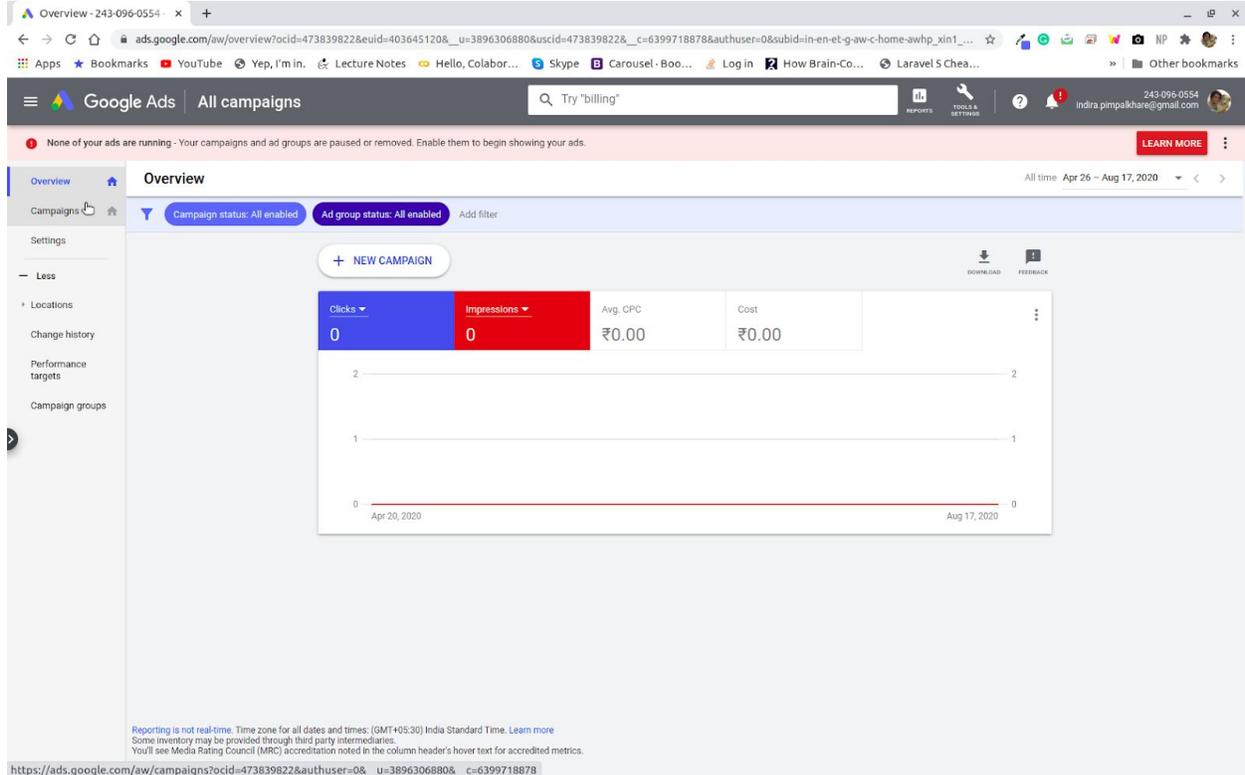
Initial Setup

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



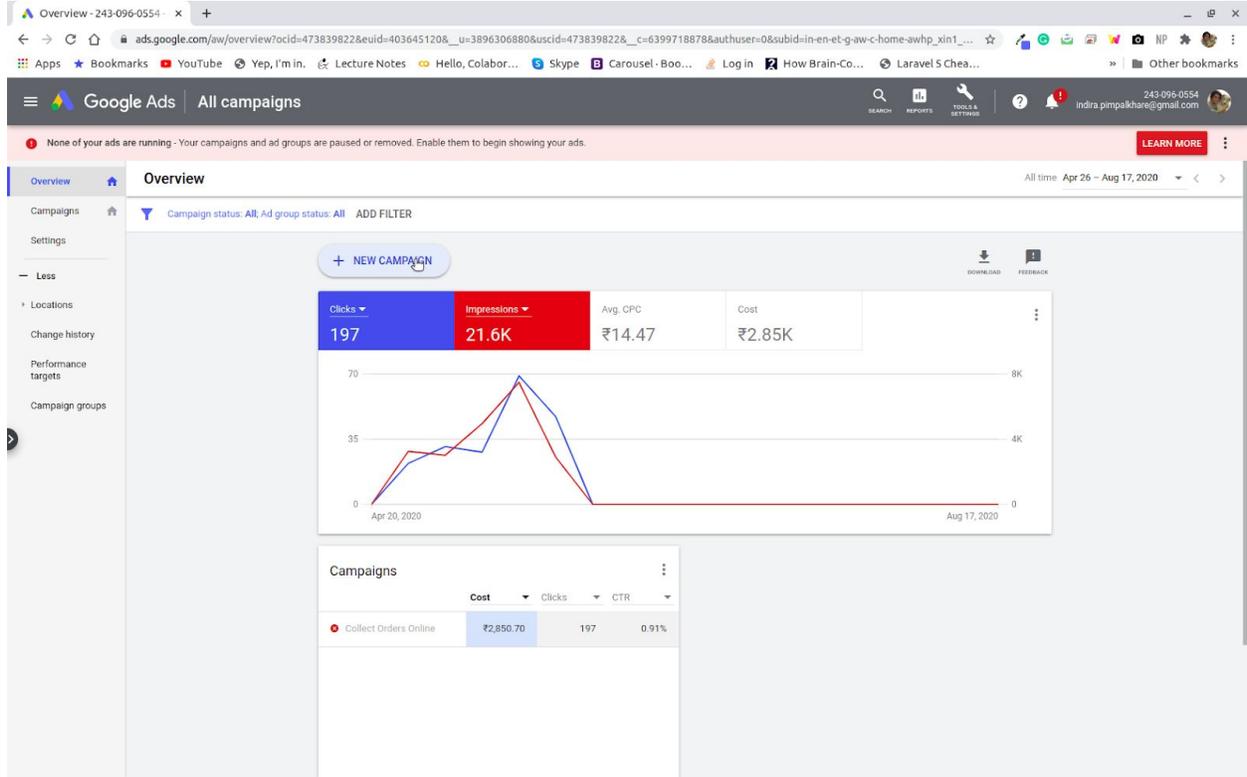
Signing In

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)



After Sign In you'll see a page with all your campaigns (initially none)

Creating a Campaign



The screenshot shows the Google Ads Overview page. At the top, a notification states: "None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads." Below this, the "Overview" section displays a summary of campaign performance for the period "Apr 26 - Aug 17, 2020".

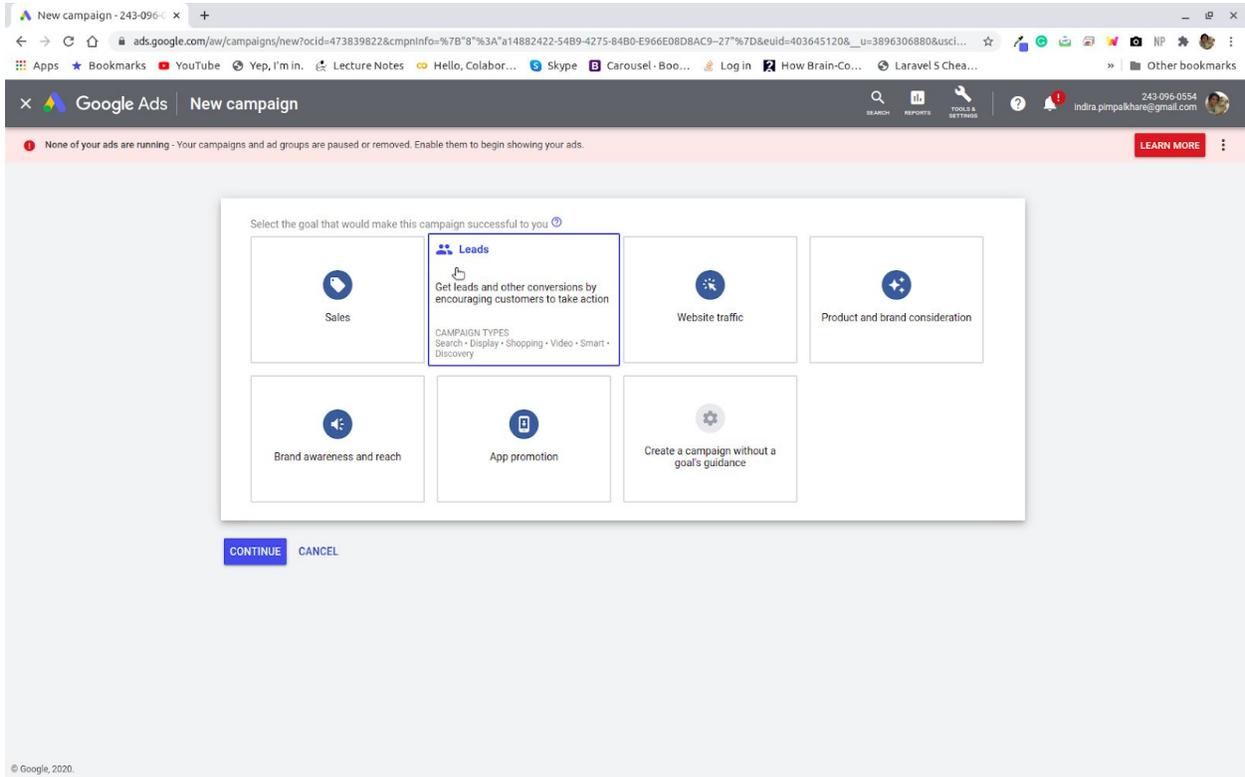
Clicks	Impressions	Avg. CPC	Cost
197	21.6K	₹14.47	₹2.85K

A line chart below the summary shows performance trends from April 20, 2020, to August 17, 2020. The chart has two y-axes: the left axis represents Clicks (0 to 70) and the right axis represents Impressions (0 to 8K). Two lines are plotted: a blue line for Clicks and a red line for Impressions. Both metrics show a significant peak in late July/early August before dropping to zero.

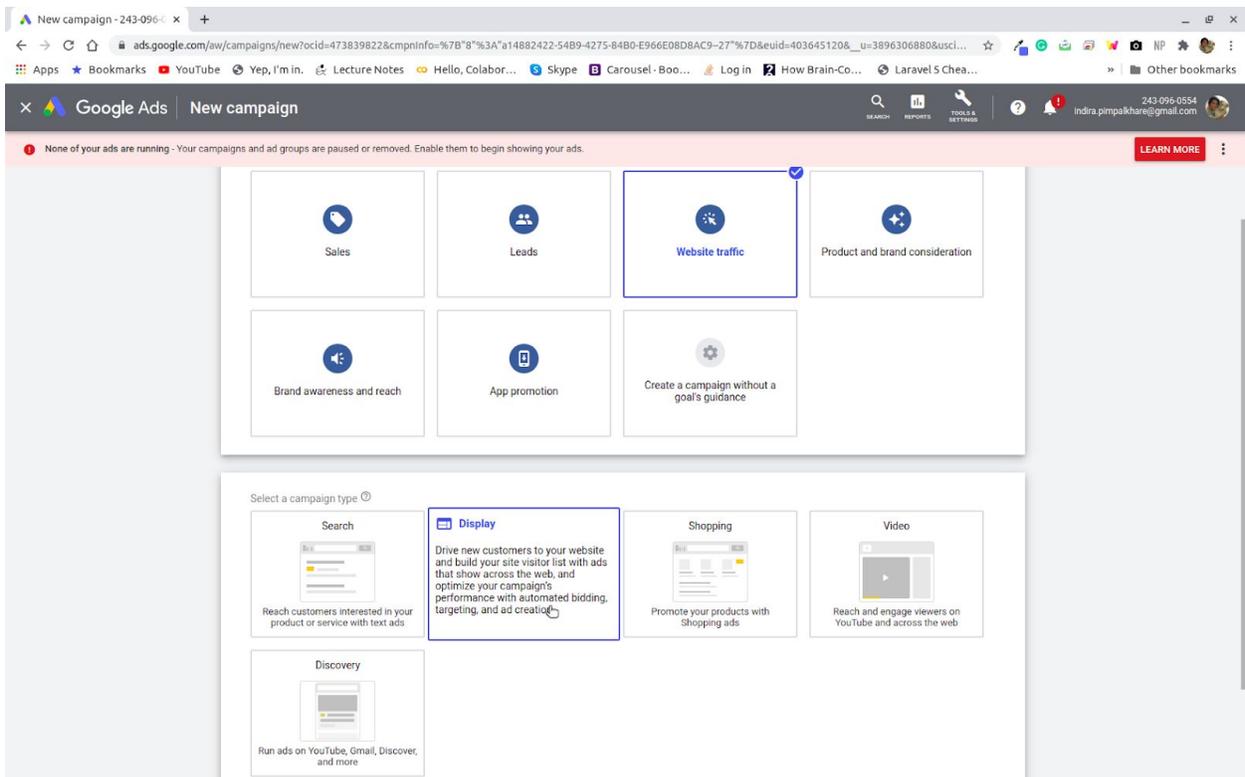
Below the chart is a "Campaigns" table with columns for Cost, Clicks, and CTR. The table lists one active campaign:

Campaign	Cost	Clicks	CTR
Collect Orders Online	₹2,850.70	197	0.91%

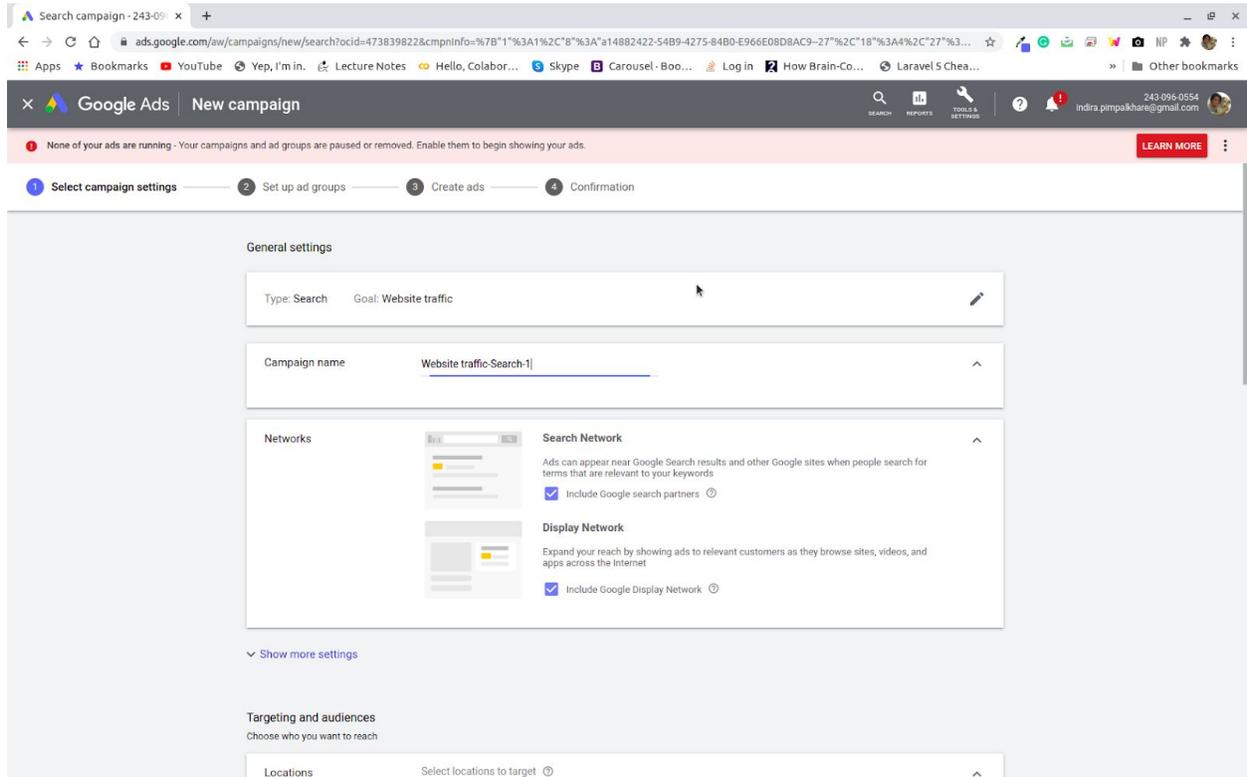
Click on New Campaign



Select your goal for the campaign



Select the type of campaign

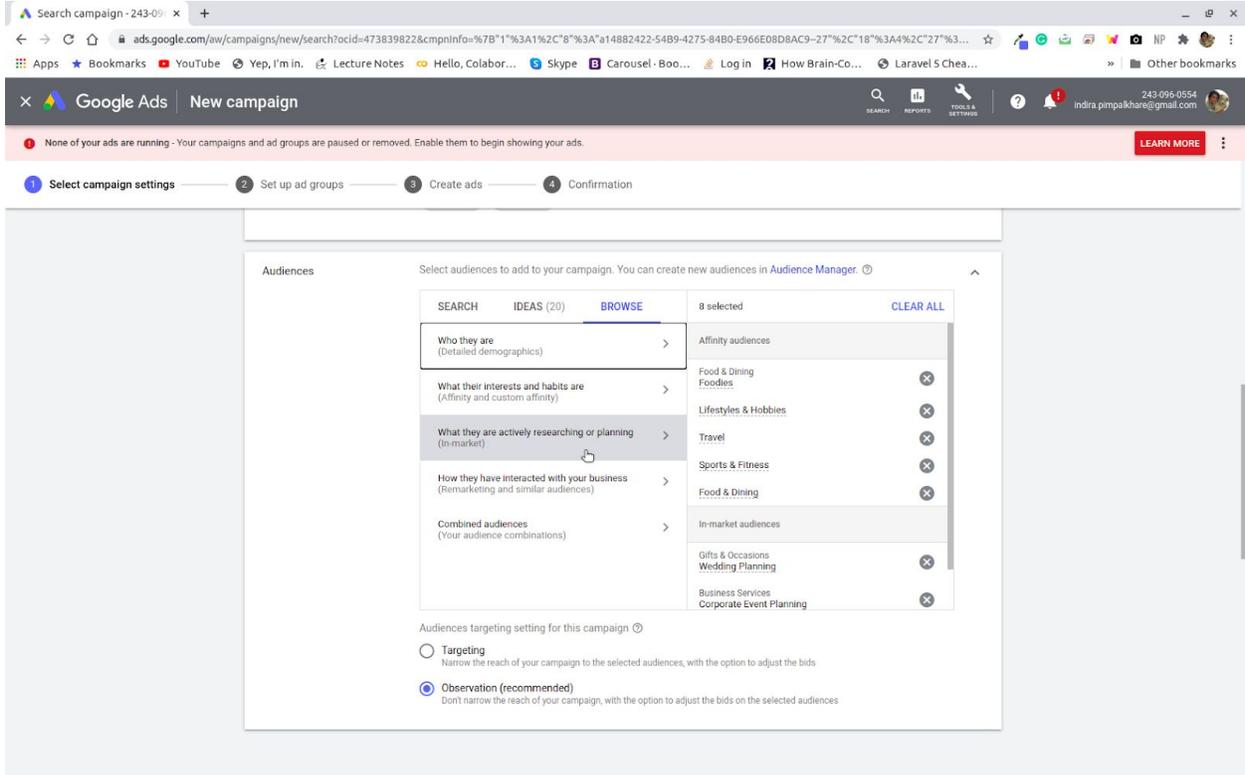


The screenshot shows the Google Ads 'New campaign' setup interface. At the top, there's a progress bar with four steps: 1. Select campaign settings (active), 2. Set up ad groups, 3. Create ads, and 4. Confirmation. Below this, the 'General settings' section is visible, containing:

- Type:** Search
- Goal:** Website traffic
- Campaign name:** Website traffic-Search-1
- Networks:** Search Network and Display Network are both selected with checkboxes.

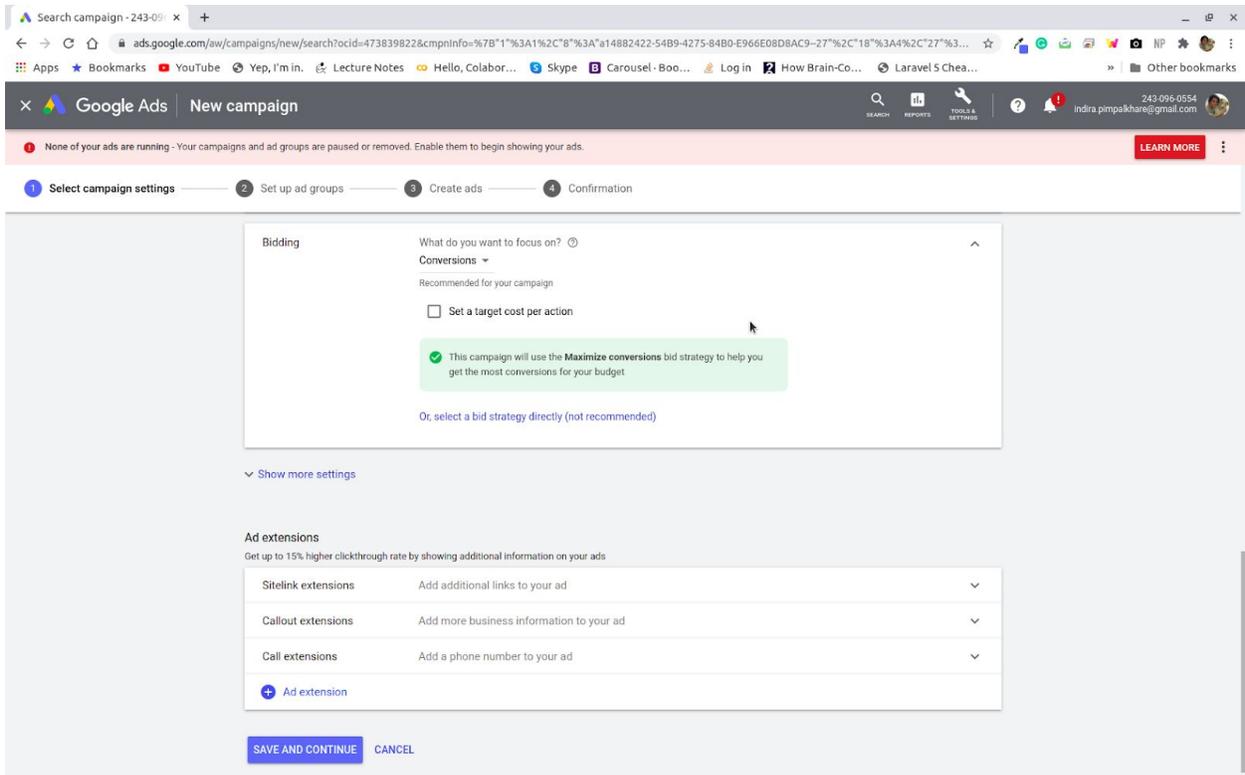
Below the networks section, there's a 'Show more settings' link. The 'Targeting and audiences' section is partially visible at the bottom, with a 'Locations' field and a 'Select locations to target' button.

Add the required details



The screenshot shows the 'Audiences' selection interface in Google Ads. On the left, there are four categories: 'Who they are', 'What their interests and habits are', 'What they are actively researching or planning', and 'How they have interacted with your business'. The 'What they are actively researching or planning' category is selected. On the right, a list of 8 selected affinity audiences is shown, including 'Food & Dining', 'Foodies', 'Lifestyles & Hobbies', 'Travel', 'Sports & Fitness', 'Food & Dining', 'In-market audiences', 'Gifts & Occasions', 'Wedding Planning', 'Business Services', and 'Corporate Event Planning'. Below the list, the 'Observation (recommended)' targeting setting is selected.

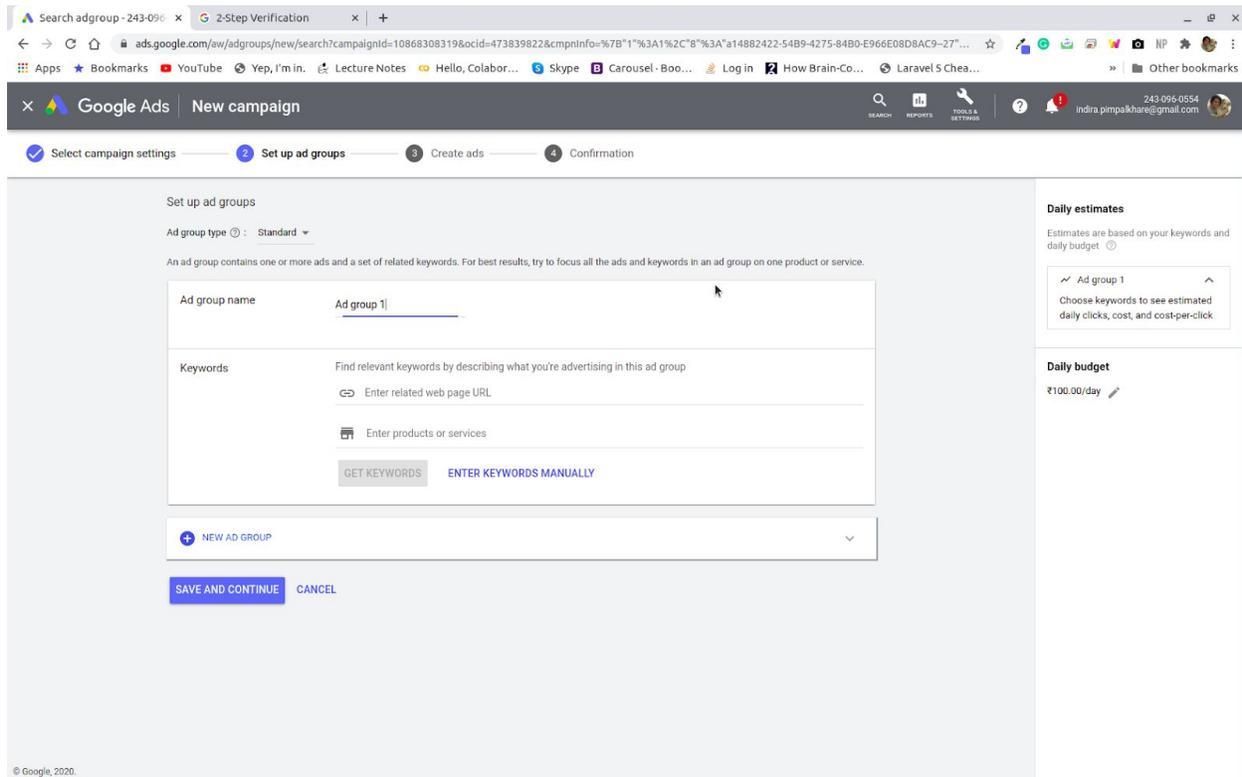
Select the target audience. Keep the selection as Target - so that the audience is narrowed down.



The screenshot shows the 'Bidding' and 'Ad extensions' settings in Google Ads. Under 'Bidding', the 'Conversions' strategy is recommended. A green notification box states: 'This campaign will use the Maximize conversions bid strategy to help you get the most conversions for your budget'. Below this, there is a 'Show more settings' link. Under 'Ad extensions', there are four options: 'Sitelink extensions', 'Callout extensions', 'Call extensions', and 'Ad extension', each with a dropdown arrow. At the bottom, there are 'SAVE AND CONTINUE' and 'CANCEL' buttons.

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

Creating an Ad Group



The screenshot shows the Google Ads 'Set up ad groups' interface. The page title is 'New campaign' and the current step is 'Set up ad groups'. The interface includes a progress bar with four steps: 'Select campaign settings', 'Set up ad groups', 'Create ads', and 'Confirmation'. The main content area is titled 'Set up ad groups' and contains the following elements:

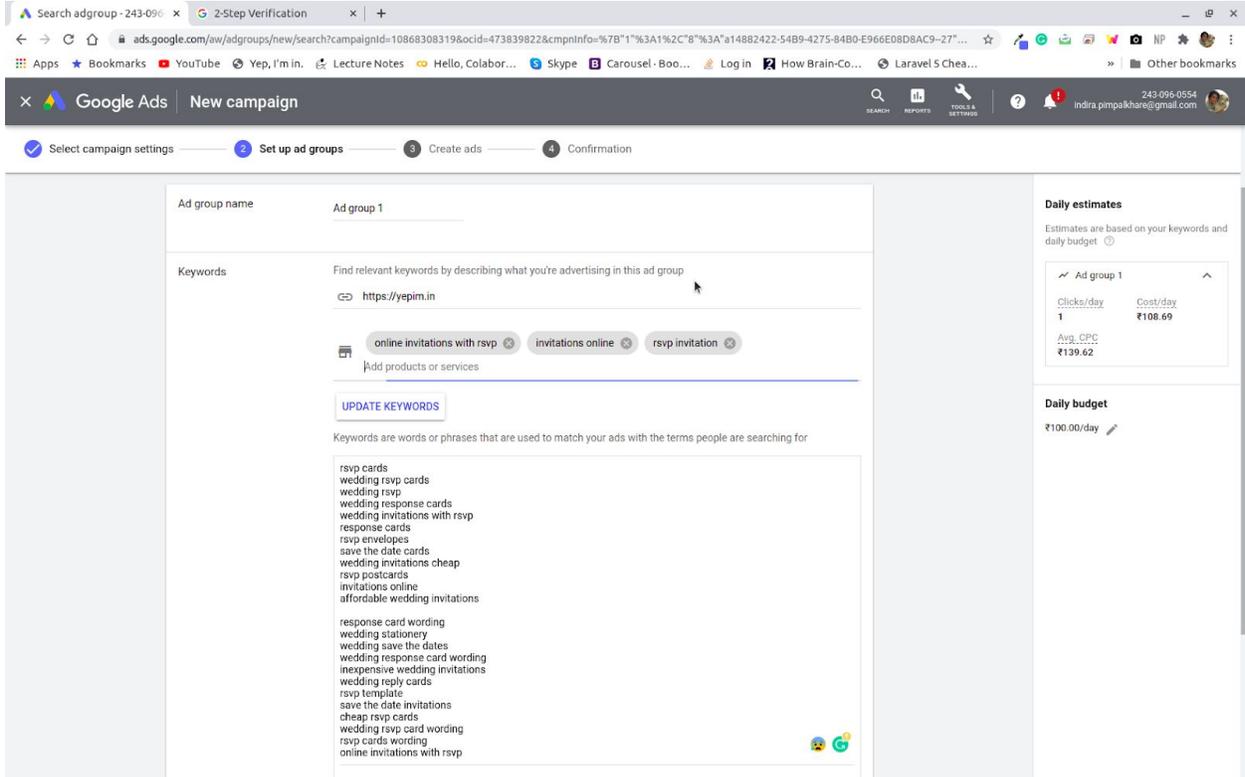
- Ad group type:** Standard (dropdown menu).
- Ad group name:** Ad group 1 (text input field).
- Keywords:** Find relevant keywords by describing what you're advertising in this ad group. Below this are two input fields: 'Enter related web page URL' and 'Enter products or services'. There are two buttons: 'GET KEYWORDS' and 'ENTER KEYWORDS MANUALLY'.
- NEW AD GROUP:** A button with a plus icon and a dropdown arrow.
- SAVE AND CONTINUE:** A blue button.
- CANCEL:** A text link.

On the right side, there are two sections:

- Daily estimates:** Estimates are based on your keywords and daily budget. Below this is a box for 'Ad group 1' with the text 'Choose keywords to see estimated daily clicks, cost, and cost-per-click'.
- Daily budget:** ₹100.00/day (with an edit icon).

© Google, 2020.

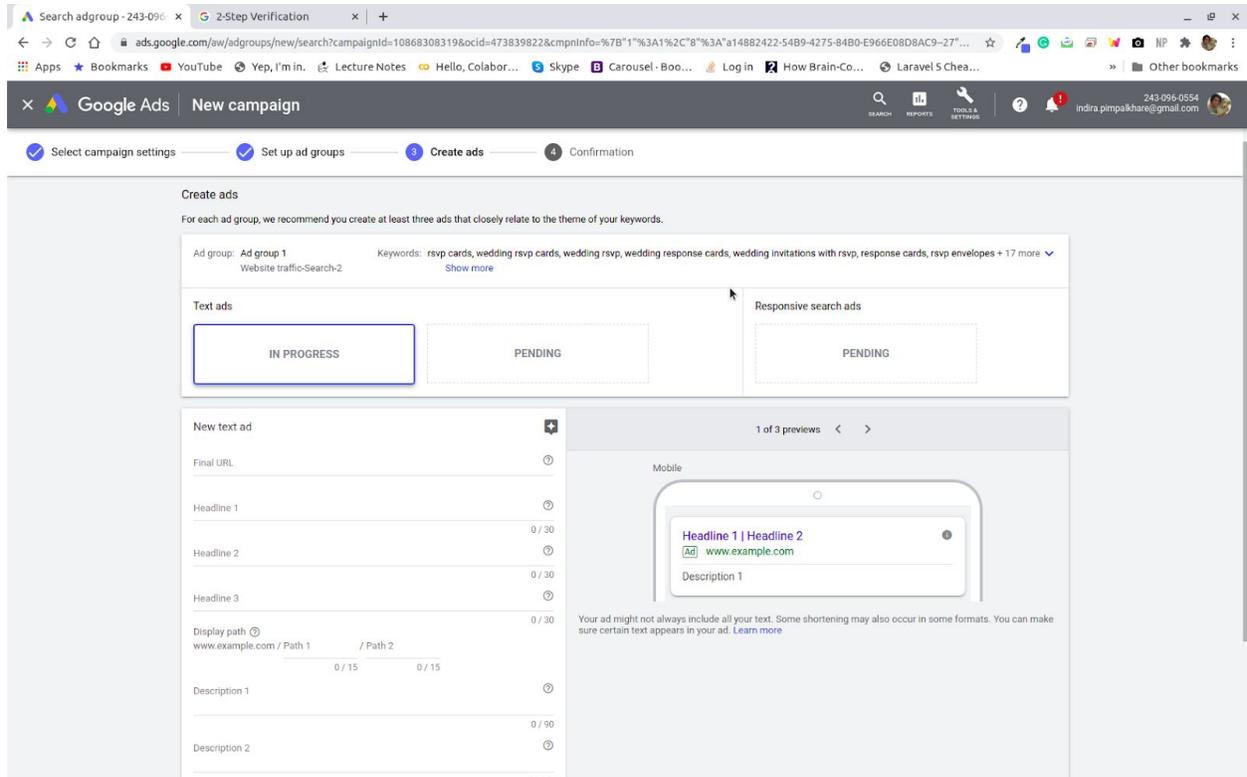
Create one or more Ad Groups



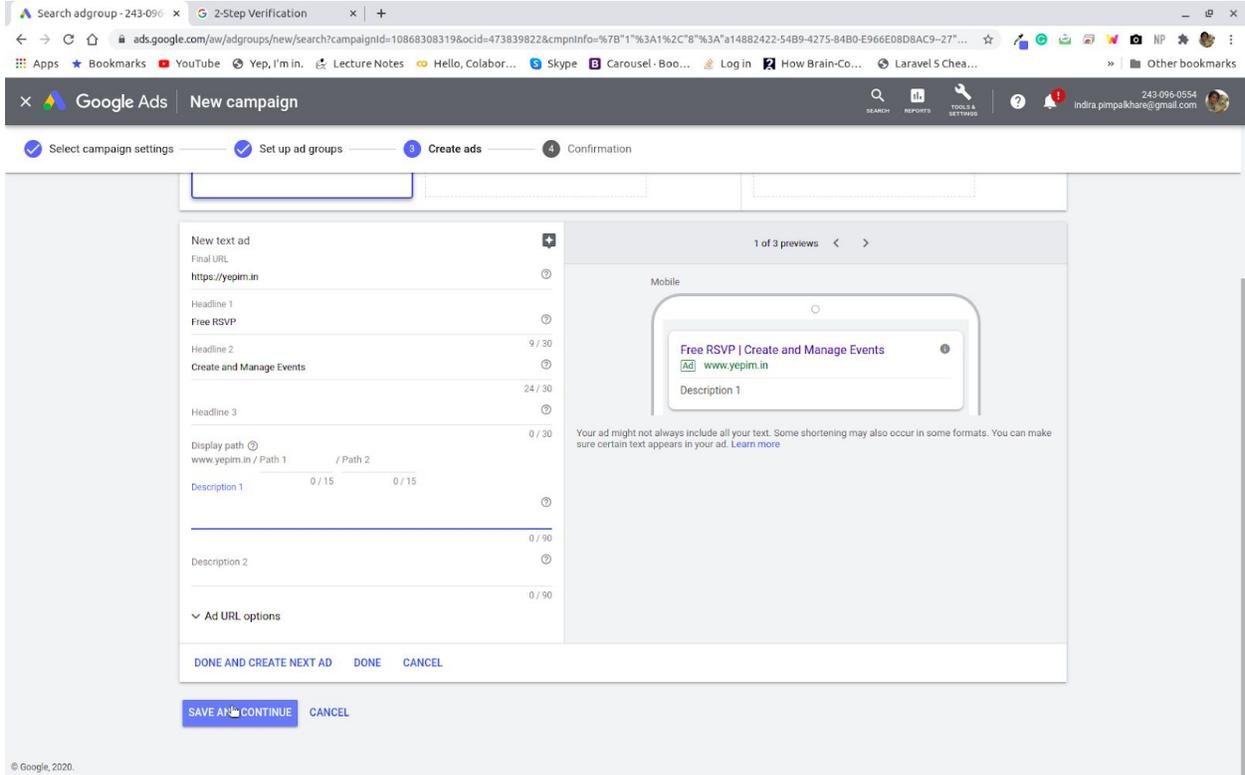
The screenshot shows the Google Ads interface during the 'Set up ad groups' step. The 'Ad group name' is 'Ad group 1'. The 'Keywords' section shows the URL 'https://yepim.in' and three suggested keywords: 'online invitations with rsvp', 'invitations online', and 'rsvp invitation'. A list of keyword suggestions is displayed below, including 'rsvp cards', 'wedding rsvp cards', 'wedding rsvp', 'wedding response cards', 'wedding invitations with rsvp', 'response cards', 'rsvp envelopes', 'save the date cards', 'wedding invitations cheap', 'rsvp postcards', 'invitations online', 'affordable wedding invitations', 'response card wording', 'wedding stationery', 'wedding save the dates', 'wedding response card wording', 'inexpensive wedding invitations', 'wedding reply cards', 'rsvp template', 'cheap rsvp cards', 'save the date invitations', 'cheap rsvp cards', 'wedding rsvp card wording', 'rsvp cards wording', and 'online invitations with rsvp'. On the right, 'Daily estimates' show 1 Clicks/day, ₹108.69 Cost/day, and ₹139.62 Avg. CPC. The 'Daily budget' is set to ₹100.00/day.

Set keywords. Click on Get Keywords for keyword suggestions

Creating your Ad Preview

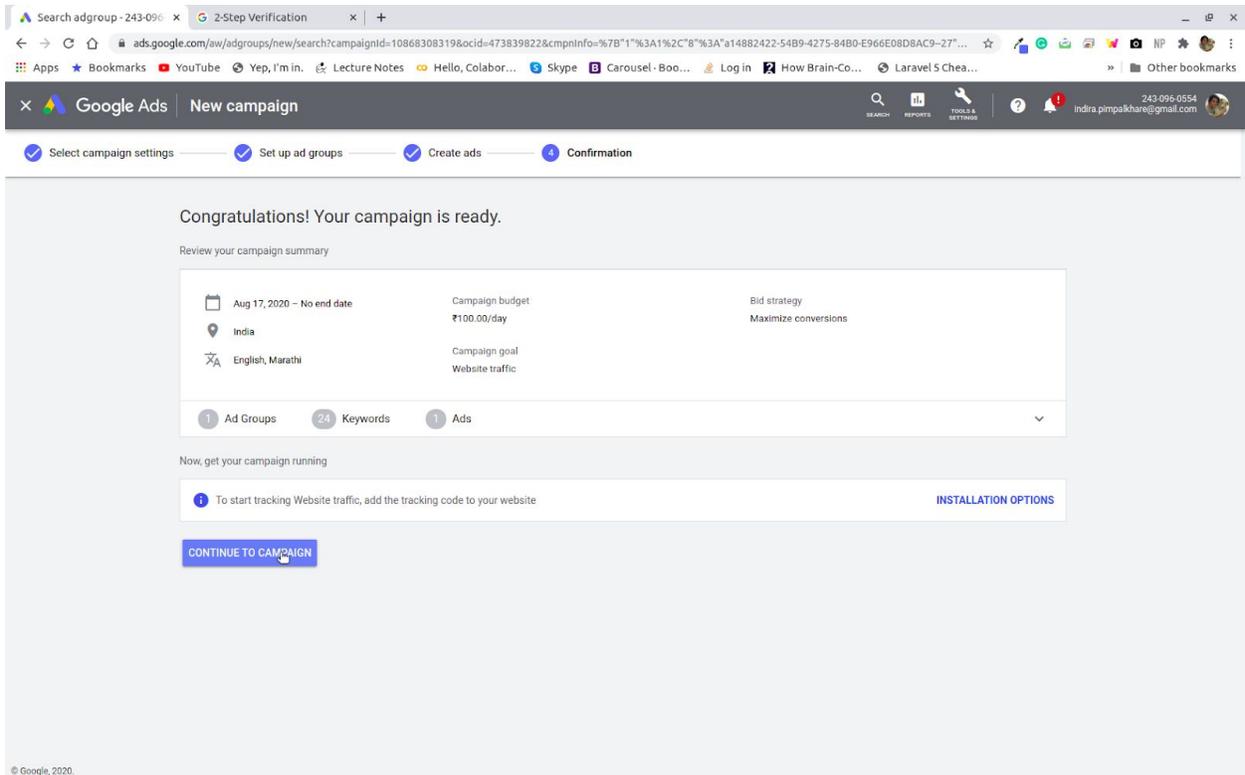


Set what your ad should look like



The screenshot shows the 'Create ads' step in the Google Ads 'New campaign' wizard. The interface is divided into two main sections. On the left, there is a form for creating a new text ad. The 'Final URL' is set to 'https://yepim.in'. The 'Headline 1' is 'Free RSVP'. The 'Headline 2' is 'Create and Manage Events'. The 'Description 1' is 'Description 1'. Below the form, there are buttons for 'DONE AND CREATE NEXT AD', 'DONE', and 'CANCEL'. On the right, there is a preview of the ad on a mobile device. The preview shows the ad with the headline 'Free RSVP | Create and Manage Events' and the URL 'www.yepim.in'. Below the preview, there is a note: 'Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more'. At the bottom of the screen, there are buttons for 'SAVE AND CONTINUE' and 'CANCEL'.

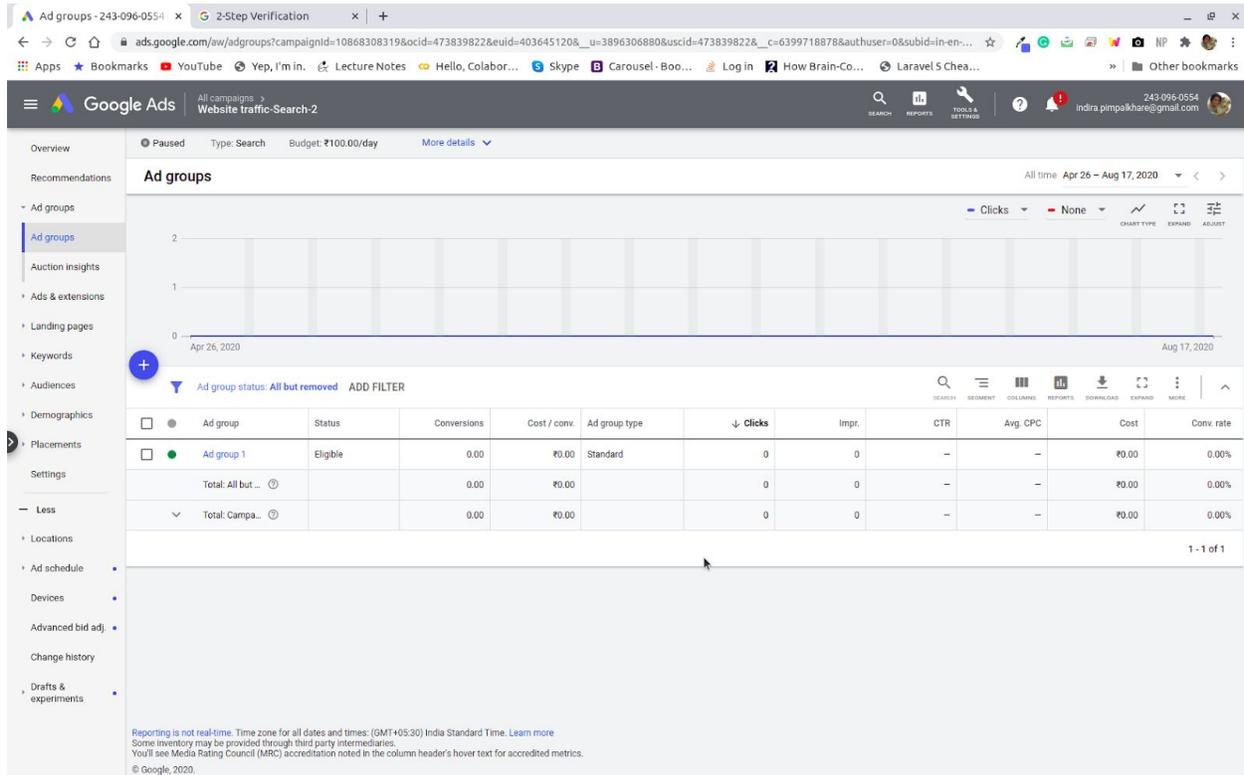
A preview of the ad is seen to your right.



The screenshot shows the 'Confirmation' step in the Google Ads 'New campaign' wizard. The interface displays a congratulatory message: 'Congratulations! Your campaign is ready.' Below this, there is a section for reviewing the campaign summary. The summary includes: 'Aug 17, 2020 - No end date', 'India', 'English, Marathi', 'Campaign budget ₹100.00/day', 'Campaign goal Website traffic', and 'Bid strategy Maximize conversions'. Below the summary, there are buttons for '1 Ad Groups', '24 Keywords', and '1 Ads'. At the bottom, there is a section for 'Now, get your campaign running' with a note: 'To start tracking Website traffic, add the tracking code to your website' and a button for 'INSTALLATION OPTIONS'. At the very bottom, there is a button for 'CONTINUE TO CAMPAIGN'.

Final message will look like this. Click on Continue.

Viewing Ad Statistics



The screenshot shows the Google Ads interface for a campaign named "Website traffic-Search-2". The campaign is paused and has a budget of ₹100.00/day. The "Ad groups" section is selected, showing a table with the following data:

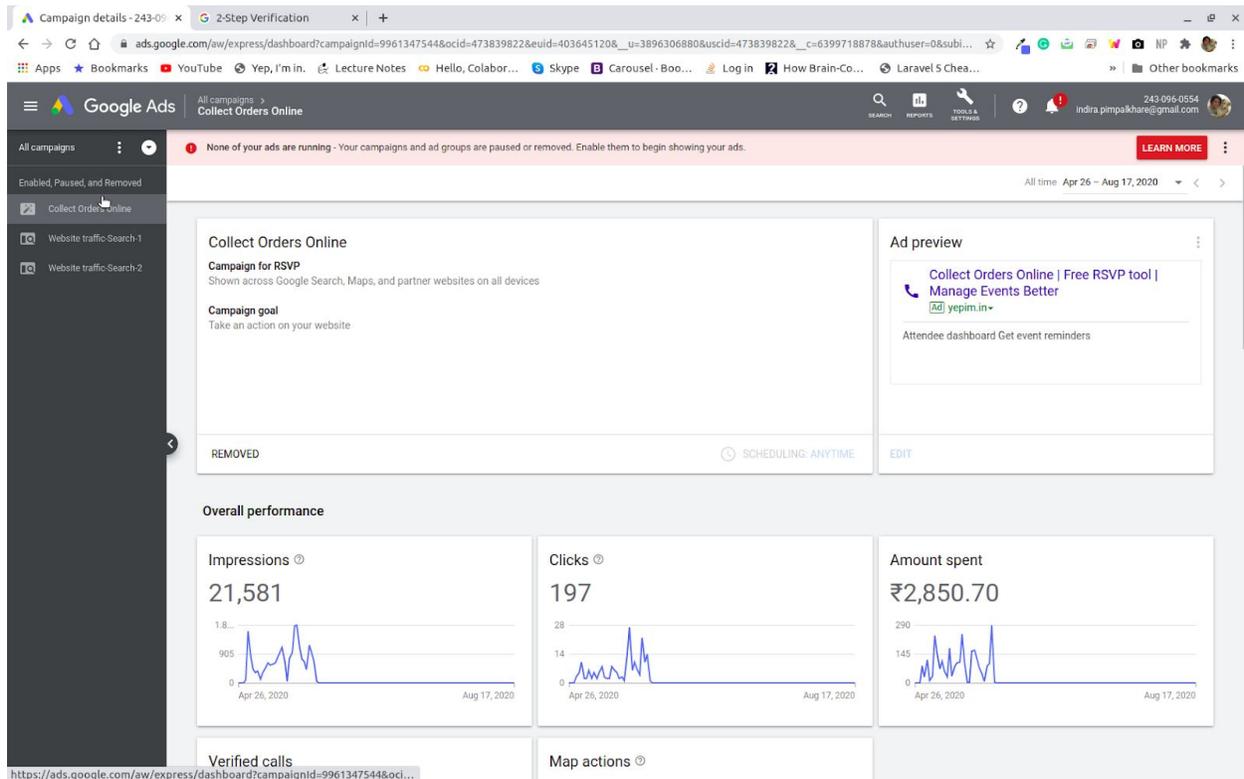
Ad group	Status	Conversions	Cost / conv.	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
Ad group 1	Eligible	0.00	₹0.00	Standard	0	0	—	—	₹0.00	0.00%
Total: All but...		0.00	₹0.00		0	0	—	—	₹0.00	0.00%
Total: Campa...		0.00	₹0.00		0	0	—	—	₹0.00	0.00%

Reporting is not real-time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2020.

Statistics on campaign (No. of clicks, etc)

- Overview 
- Recommendations
- 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. 

Menu bar - various attributes to view ad stats.



The screenshot shows the Google Ads interface for a campaign named "Collect Orders Online". The left sidebar contains a menu bar with options like "All campaigns", "Enabled, Paused, and Removed", "Collect Orders Online", "Website traffic-Search-1", and "Website traffic-Search-2". The main content area displays the campaign details, including the campaign goal "Take an action on your website" and an "Ad preview" for "Collect Orders Online | Free RSVP tool | Manage Events Better". Below this, the "Overall performance" section shows three charts: "Impressions" (21,581), "Clicks" (197), and "Amount spent" (₹2,850.70). The charts show data from April 26, 2020, to August 17, 2020. At the bottom, there are sections for "Verified calls" and "Map actions".

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