

Project Development Phase

No. of Functional Features Included in the Solution

1. **Keyword Research:** Identify relevant keywords and phrases that potential customers might use to find your products or services.
2. **Ad Copywriting:** Craft compelling and relevant ad copy that encourages users to click on your ads.
3. **Ad Extensions:** Use ad extensions to provide additional information, such as site links, callout extensions, and location extensions.
4. **Targeting Options:** Set specific targeting options, including location, demographics, and device type, to reach your desired audience.
5. **Bid Strategy:** Choose a bidding strategy, such as manual bidding or automated bidding, to control how you pay for clicks.
6. **Budget Management:** Set a daily or monthly budget to control your ad spend.
7. **Ad Scheduling:** Determine when your ads will run during the day or week to reach your audience at the most effective times.
8. **Conversion Tracking:** Implement conversion tracking to measure the success of your campaign and optimize it for better results.
9. **Negative Keywords:** Exclude keywords that are not relevant to your business to avoid wasted ad spend.

10. **A/B Testing:** Continuously test different ad variations to improve click-through rates and conversions.

11. **Quality Score Optimization:** Work on improving the quality score of your ads by ensuring relevance and providing a good user experience.

12. **Remarketing:** Create remarketing campaigns to target users who have previously interacted with your brand.

13. **Geotargeting:** Narrow down your audience by location to reach customers in specific areas.

14. **Ad Positioning:** Monitor and adjust the position of your ads on search engine results pages (SERPs).

15. **Ad Performance Analysis:** Regularly review performance metrics and adjust your campaign based on the data.

16. **Competitor Analysis:** Keep an eye on what your competitors are doing and adapt your strategy accordingly.

17. **Ad Creative Testing:** Experiment with different ad creatives to find the most effective messaging.

18. **Ad Group Structuring:** Organize your ads into well-structured ad groups for better targeting.

19. **Ad Landing Page Optimization:** Ensure that the landing page your ads lead to is relevant, user-friendly, and optimized for conversions.

20. **Reporting and Analytics:** Use Google Ads reporting tools to track campaign performance and make data-driven decisions.