

# **DESIGN PHASE PART 2**

## **Technical architecture**

### **How to create google ads campaign**

The technical architecture for creating a Google Ads campaign for your brand involves setting up the necessary infrastructure, tools, and systems to manage and optimize your advertising efforts effectively. Here's a high-level technical architecture for such a project:

#### **1. Web Hosting and Infrastructure:**

- Your website and landing pages should be hosted on a reliable web server.
- Ensure server uptime and scalability to handle increased traffic from your ads.

#### **2. Google Ads Account:**

- Create and configure your Google Ads account. This includes setting up billing and payment information.

#### **3. Keyword Research Tools:**

- Use keyword research tools like Google Keyword Planner, SEMrush, or Ahrefs to identify relevant keywords and search terms.

#### **4. Ad Creation Tools:**

- Utilize tools like Google Ads Editor, Adobe Creative Cloud, or other design software to create ad copy, banners, and videos.

#### **5. Conversion Tracking:**

- Implement conversion tracking on your website using Google Analytics or Google Tag Manager.

- Set up custom conversion goals to track specific actions (e.g., form submissions, product purchases).

#### 6. Bid Management Software:

- Consider using bid management software or platforms like WordStream, Marin Software, or Optmyzr to automate and optimize your bidding strategy.

#### 7. Ad Scheduling and Timing:

- Configure ad scheduling settings within your Google Ads account to control when and where your ads appear.

#### 8. Ad Extensions:

- Utilize Google Ads extensions (e.g., site link extensions, callout extensions) to provide additional information in your ads.

#### 9. Analytics and Reporting:

- Integrate your Google Ads account with Google Analytics for in-depth performance tracking.

- Set up custom reports and dashboards to visualize campaign data.

#### 10. Security and Data Protection:

- Ensure the security of customer data and payment information.

- Comply with data protection regulations like GDPR or CCPA.

#### 11. Content Delivery Network (CDN):

- Use a CDN to deliver web content faster and more reliably to users across different geographical regions.

#### 12. A/B Testing Tools:

- Implement A/B testing tools to optimize landing pages, ad copy, and creatives.
- Tools like Optimizely or Google Optimize can be helpful.

#### 13. CRM and Marketing Automation:

- Integrate CRM and marketing automation platforms to capture leads and nurture them through email marketing and other channels.

#### 14. Mobile Optimization:

- Ensure your website and landing pages are mobile-friendly to accommodate users on various devices.

#### 15. API Integrations:

- Explore third-party APIs for data integration with other systems (e.g., inventory management, e-commerce platforms).

#### 16. Data Warehousing and Backup:

- Set up data warehousing and regular backups to safeguard critical campaign and customer data.

#### 17. Ad Fraud Prevention:

- Implement ad fraud detection and prevention solutions to protect your campaign from click fraud.

## 18. Compliance and Legal:

- Ensure compliance with advertising regulations and guidelines in your target markets.

This technical architecture provides the foundation for creating and managing a Google Ads campaign for your brand. It covers infrastructure, tools, analytics, security, and optimization components to help you achieve your advertising goals efficiently and effectively. Keep in mind that the specific tools and technologies you choose may vary based on your brand's unique requirements and objectives.