

Project Development Phase

Code-Layout, Readability And Reusability

1. Campaign Structure:

- Campaign Name: "AS Travels - Habibi Come to Kanyakumari"
- Campaign Type: Search Network
- Location Targeting: India

2. Ad Groups:

- Ad Group 1: "Flights"
 - Relevant Keywords: "cheap flights," "book airline tickets," "AS Travels flights"
 - Ad Copy:
 - Headline 1: "AS Travels Flights"
 - Description: "Book affordable flights with AS Travels. Fly to your dream destinations hassle-free."
 - Display Path: "AS Travels.com/Flights"
- Ad Group 2: "Hotels"
 - Relevant Keywords: "hotel reservations," "AS Travels accommodations," "best hotels"
 - Ad Copy:
 - Headline 1: "Top Hotel Deals"
 - Description: "Stay in comfort with AS Travels. Book the best hotels at unbeatable prices."
 - Display Path: "AS Travels.com/Hotels"

3. Ad Extensions:

- Sitelink Extensions:
 - "Destinations" - Link to a page featuring popular travel destinations.
 - "Contact Us" - Link to your contact information.
- Callout Extensions:
 - Highlight features like "24/7 Customer Support" and "Best Price Guarantee."

4. Ad Schedule:

- Run ads during peak travel planning times, considering time zones and customer behavior.

5. Budget and Bidding:

- Daily Budget: [Specify your daily budget]
- Bidding Strategy: Manual CPC (Cost-Per-Click) with competitive bidding.

6. Keyword Match Types:

- Use a mix of broad match, phrase match, and exact match keywords to capture different search queries.

7. Negative Keywords:

- Add negative keywords to filter out irrelevant traffic (e.g., "free," "careers").

8. Ad Landing Pages:

- Ensure that ad clicks lead to user-friendly and mobile-responsive landing pages for each ad group.

9. Conversion Tracking:

- Implement conversion tracking to measure the success of your campaign.

10. Ad Rotation:

- Set ad rotation to "Optimize for clicks" to prioritize higher-performing ads.

11. Ad Quality and Readability:

- Ensure that ad copy is clear, concise, and free from grammatical errors.
- Use compelling language to encourage clicks.

12. Usability:

- Optimize your website for mobile devices to provide a seamless experience for users on smartphones and tablets.
- Ensure that the booking process is straightforward and user-friendly.

13. Regular Monitoring:

- Continuously monitor the campaign's performance, making adjustments as needed to improve results.