PERFORMANCE AND FINAL SUBMISSION PHASE

PROJECT DEMONSTRATION

Project Title : How to Create a Google Ads Campaign for your brand

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Project Overview

1.1 Project Objective

State the primary goal of your Google Ads campaign, such as increasing brand awareness, driving website traffic, or generating leads.

1.2 Project Scope

Define the boundaries of the project, including which platforms and ad types will be used (e.g., Search Ads, Display Ads, YouTube Ads, etc.).

1.3 Project Stakeholders

List the team members and external partners involved in the project and their respective roles.

1.4 Project Timeline

Provide a timeline outlining key milestones and deadlines for the campaign.

Campaign Strategy

2.1 Target Audience

Describe the characteristics and demographics of your target audience.

2.2 Advertising Goals

Define specific, measurable goals for your campaign, such as click-through rates, conversion rates, or sales targets.

2.3 Budget and Resources

Detail the budget allocated to the campaign and the resources available.

2.4 Competitive Analysis

Summarize your research on competitors' Google Ads strategies and identify opportunities or challenges.

Keyword Research

3.1 Keyword List

List the keywords selected for the campaign.

3.2 Negative Keywords

Identify negative keywords to exclude from your campaign to improve ad relevance.

3.3 Keyword Match Types

Explain the use of different keyword match types (broad match, phrase match, exact match).

3.4 Keyword Tools Used

List the tools or platforms used for keyword research.

Ad Copy and Creatives

4.1 Ad Copy

Provide examples of ad copy for different ad groups.

4.2 Ad Extensions

List and describe the ad extensions used.

4.3 Image and Video Assets

Include image and video assets used in the campaign.

4.4 Landing Page(s)

Specify the landing pages associated with different ads.

Campaign Setup

5.1 Google Ads Account

Explain how the Google Ads account is set up, including account structure and access permissions.

5.2 Campaign Structure

Detail the structure of your campaigns, ad groups, and keywords.

5.3 Ad Groups

Explain how ad groups are organized and themed.

5.4 Bidding Strategy

Describe the chosen bidding strategy (e.g., manual CPC, automated bidding).

5.5 Ad Scheduling

If applicable, outline the ad scheduling settings.

5.6 Geo-Targeting

Explain the geographical targeting settings.

5.7 Ad Rotation Settings

Describe ad rotation preferences (e.g., optimized or evenly rotated).

Ad Tracking and Conversions

6.1 Conversion Tracking Setup

Explain how conversion tracking is set up in Google Ads.

6.2 UTM Parameters

Detail the use of UTM parameters for tracking campaign performance.

6.3 Goal Tracking

Define specific goals and actions you want users to take on your website.

6.4 Event Tracking

Describe any event tracking (e.g., form submissions, video views) implemented.

Ad Budget Management

7.1 Daily/Weekly/Monthly Budget Allocation

Specify how the budget is allocated over time.

7.2 Bid Adjustments

Explain any bid adjustments made during the campaign.

7.3 Monitoring and Adjustments

Outline the process for monitoring and making adjustments to the campaign based on performance.

Ad Schedule

8.1 Campaign Launch Date

Indicate the date when the campaign will be launched.

8.2 Ongoing Management Schedule

Detail the ongoing schedule for monitoring and managing the campaign.

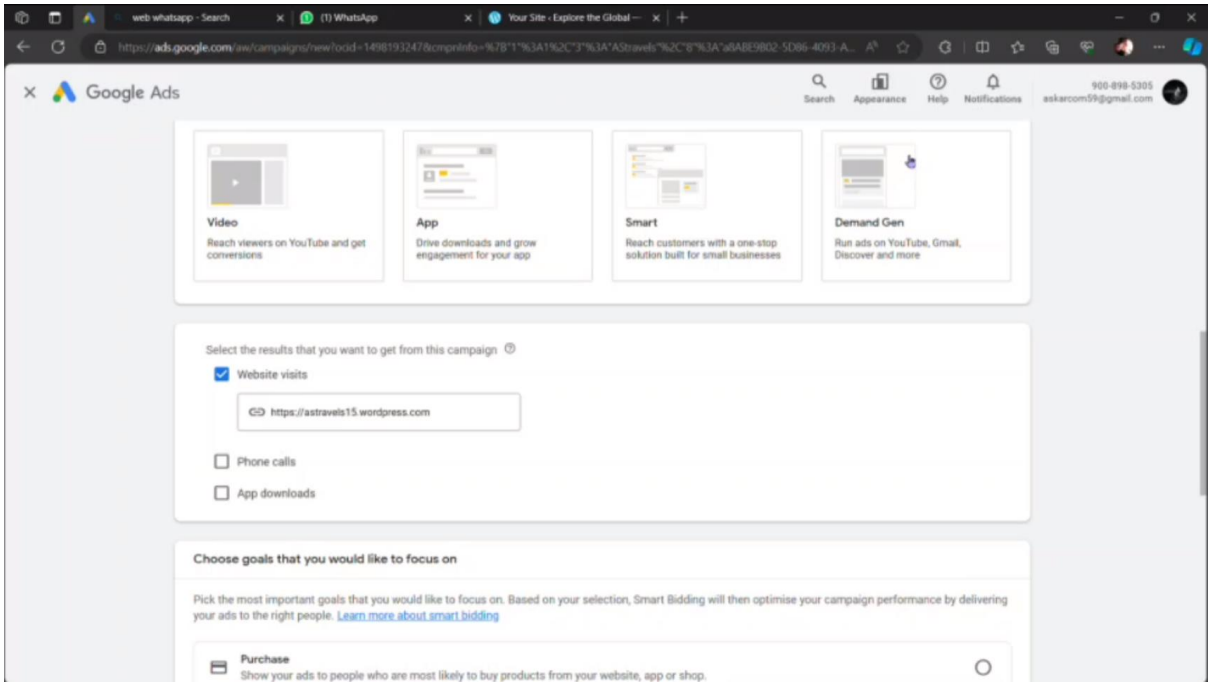
8.3 Reporting Schedule

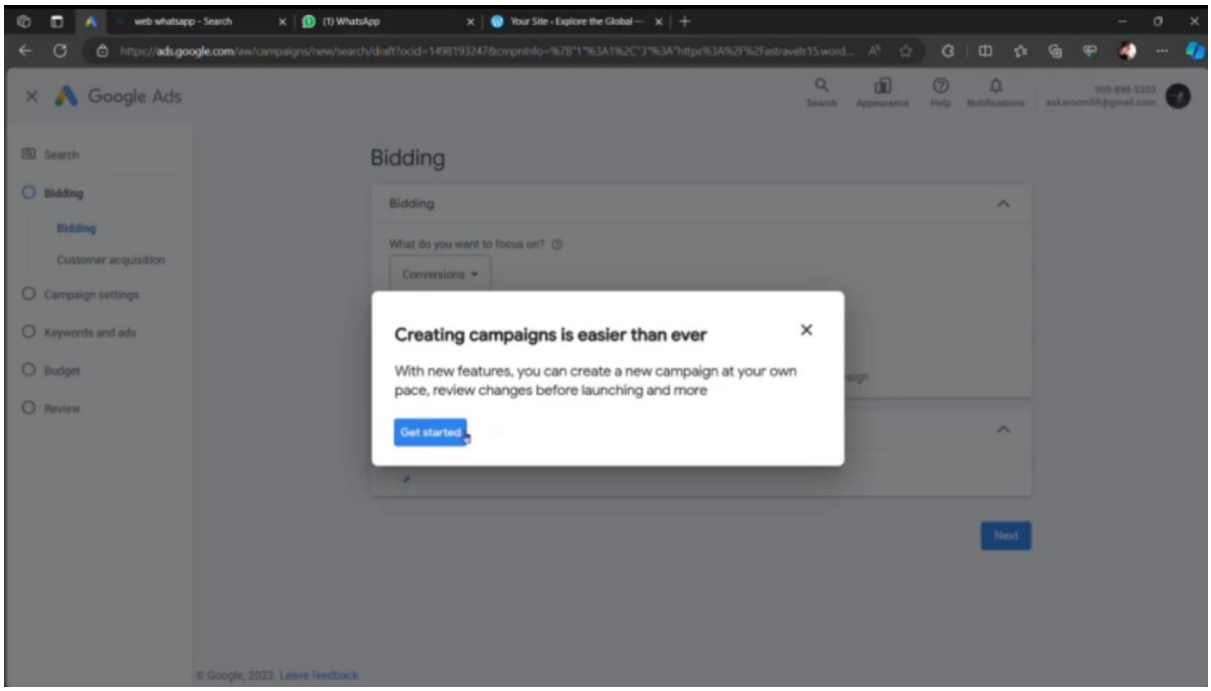
Outline the schedule for generating and sharing performance reports.

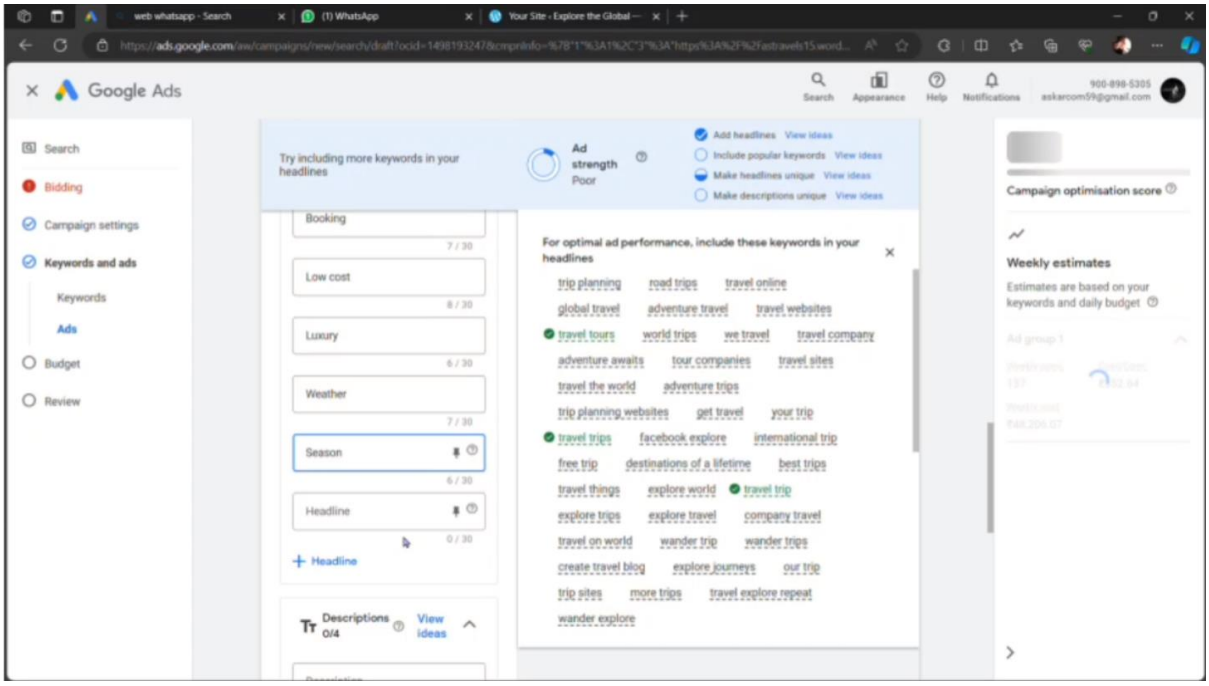
Quality Score and Ad Rank

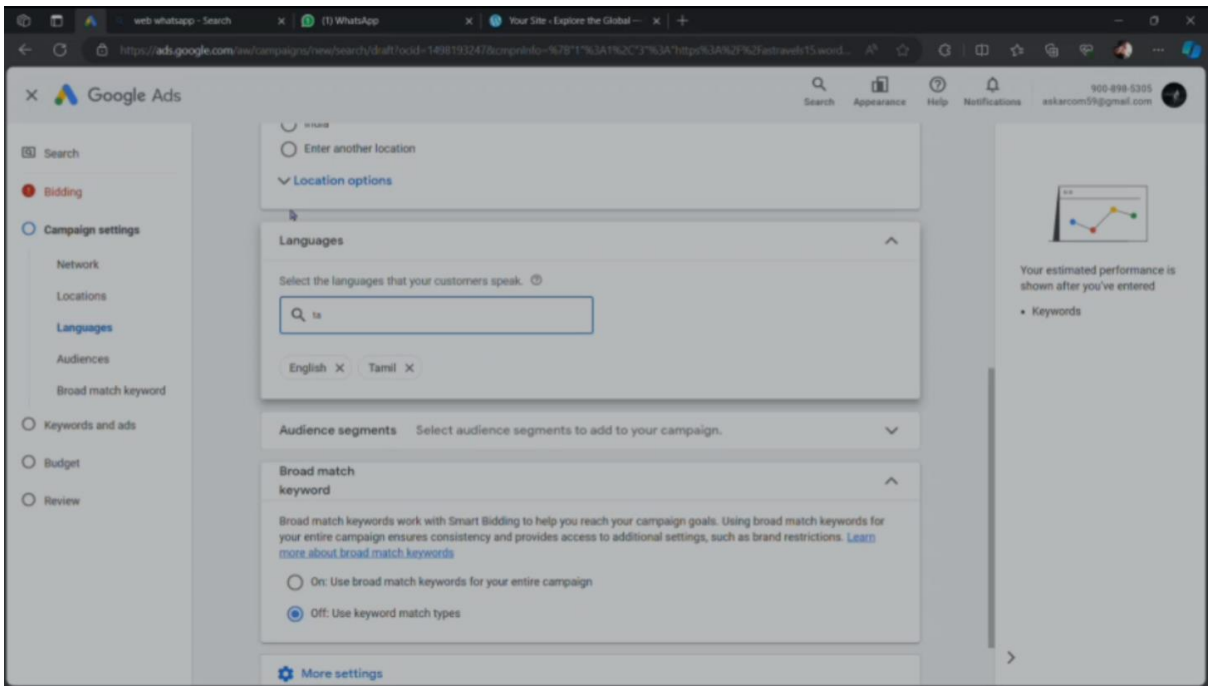
9.1 Strategies for Improving Quality Score

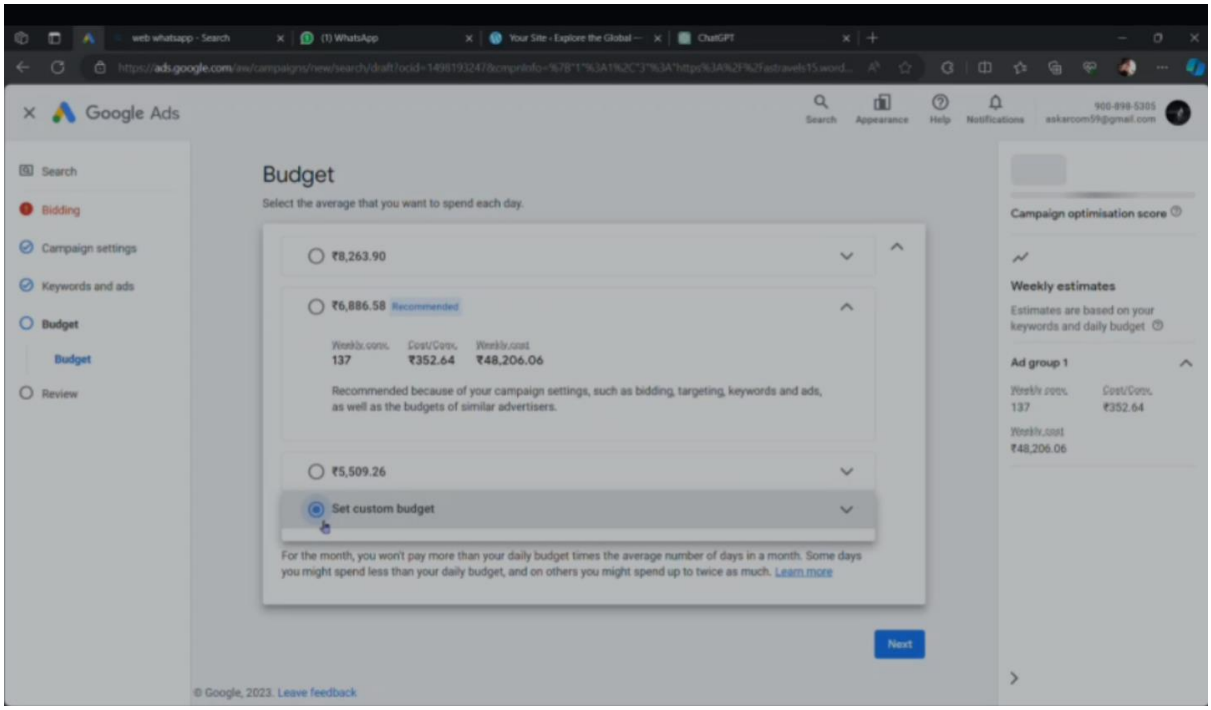
List strategies for improving the Quality Score of your ads.


Google Ads
Search
Appearance
Help
Notifications
Video
Reach viewers on YouTube and get conversions
App
Drive downloads and grow engagement for your app
Smart
Reach customers with a one-stop solution built for small businesses
Demand Gen
Run ads on YouTube, Gmail, Discover and more
Select the results that you want to get from this campaign
Website visits
https://astravels15.wordpress.com
Phone calls
App downloads
Choose goals that you would like to focus on
Pick the most important goals that you would like to focus on. Based on your selection, Smart Bidding will then optimise your campaign performance by delivering your ads to the right people. Learn more about smart bidding
Purchase
Show your ads to people who are most likely to buy products from your website, app or shop.


Google Ads
Search
Bidding
Campaign settings
Keywords and ads
Budget
Review
Bidding
Bidding
What do you want to focus on?
Conversions
Creating campaigns is easier than ever
With new features, you can create a new campaign at your own pace, review changes before launching and more
Get started
Next
© Google, 2023. Leave feedback


Google Ads
Search
Bidding
Campaign settings
Keywords and ads
Keywords
Ads
Budget
Review
Try including more keywords in your headlines
Ad strength
Poor
Add headlines View ideas
Include popular keywords View ideas
Make headlines unique View ideas
Make descriptions unique View ideas
Booking
7 / 30
Low cost
8 / 30
Luxury
6 / 30
Weather
7 / 30
Season
6 / 30
Headline
0 / 30
Headline
Descriptions 0/4
View ideas
For optimal ad performance, include these keywords in your headlines
trip planning
road trips
travel online
global travel
adventure travel
travel websites
travel tours
world trips
we travel
travel company
adventure awaits
tour companies
travel sites
travel the world
adventure trips
trip planning websites
get travel
your trip
travel trips
facebook explore
international trip
free trip
destinations of a lifetime
best trips
travel things
explore world
travel trip
explore trips
explore travel
company travel
travel on world
wander trip
wander trips
create travel blog
explore journeys
our trip
trip sites
more trips
travel explore repeat
wander explore
Campaign optimisation score
Weekly estimates
Estimates are based on your keywords and daily budget


Google Ads
Search
Bidding
Campaign settings
Network
Locations
Languages
Audiences
Broad match keyword
Keywords and ads
Budget
Review
Enter another location
Location options
Languages
Select the languages that your customers speak.
ta
English
Tamil
Audience segments
Select audience segments to add to your campaign.
Broad match keyword
Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand restrictions. Learn more about broad match keywords
On: Use broad match keywords for your entire campaign
Off: Use keyword match types
More settings
Your estimated performance is shown after you've entered
Keywords


Google Ads
Search
Bidding
Campaign settings
Keywords and ads
Budget
Budget
Review
Budget
Select the average that you want to spend each day.
₹8,263.90
₹6,886.58 Recommended
Weekly conv. 137
Cost/Conv. ₹352.64
Weekly cost ₹48,206.06
Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.
₹5,509.26
Set custom budget
For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. Learn more
Next
Campaign optimisation score
Weekly estimates
Estimates are based on your keywords and daily budget
Ad group 1
Weekly conv. 137
Cost/Conv. ₹352.64
Weekly cost ₹48,206.06
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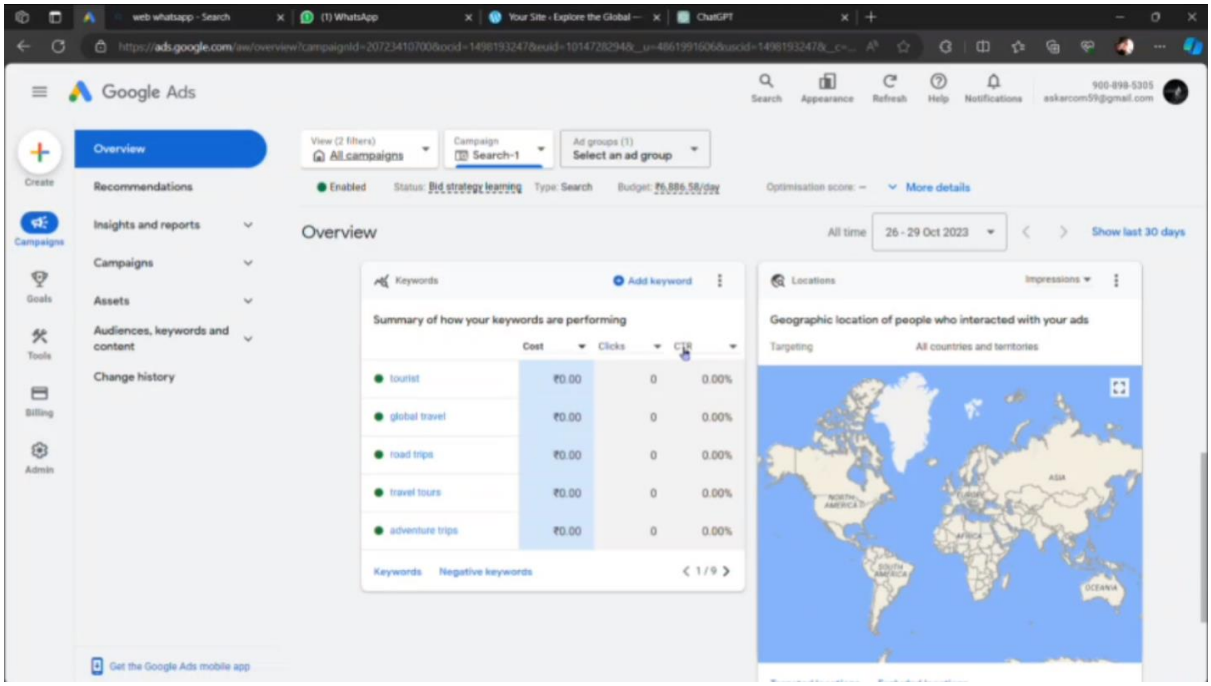
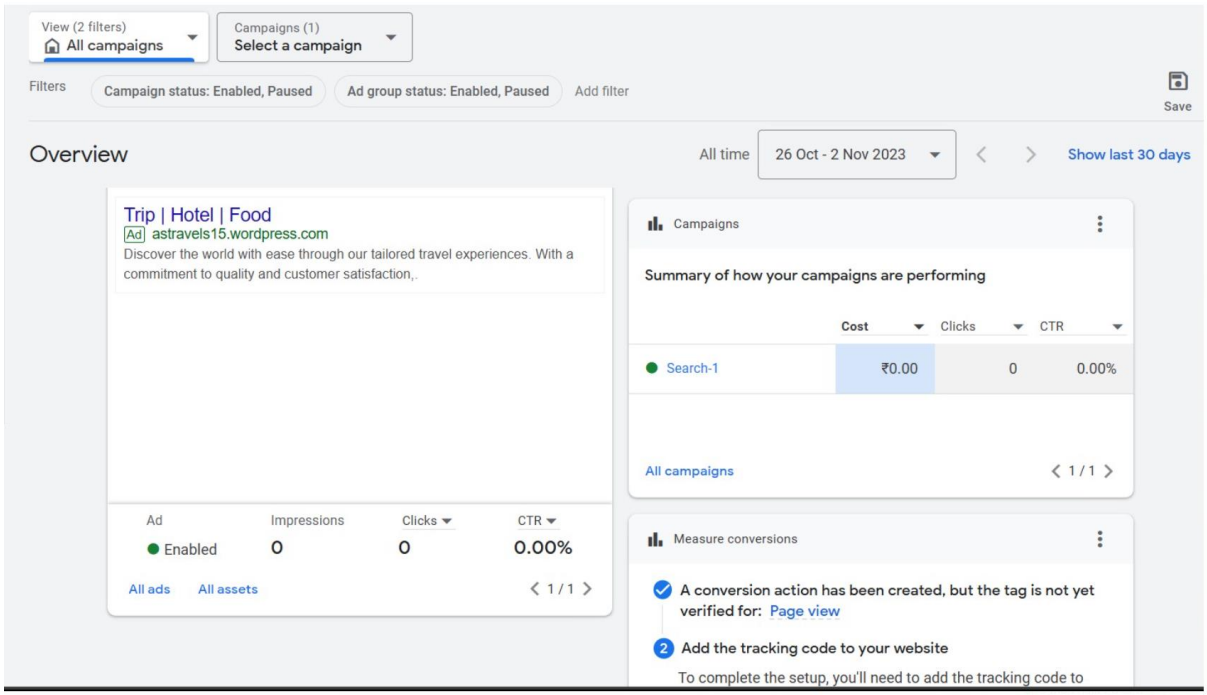

Google Ads
Overview
Recommendations
Insights and reports
Campaigns
Assets
Audiences, keywords and content
Change history
Create
Campaigns
Goals
Tools
Billing
Admin
Get the Google Ads mobile app
All campaigns
Search-1
Select an ad group
Enabled
Overview
All time
26 - 29 Oct 2023
Show last 30 days
Keywords
Add keyword
Summary of how your keywords are performing
Cost
Clicks
CTR
tourist ₹0.00 0 0.00%
global travel ₹0.00 0 0.00%
road trips ₹0.00 0 0.00%
travel tours ₹0.00 0 0.00%
adventure trips ₹0.00 0 0.00%
Keywords
Negative keywords
1 / 9
Locations
Impressions
Geographic location of people who interacted with your ads
Targeting
All countries and territories


View (2 filters)
All campaigns
Campaigns (1)
Select a campaign
Filters
Campaign status: Enabled, Paused
Ad group status: Enabled, Paused
Add filter
Save
Overview
All time
26 Oct - 2 Nov 2023
Show last 30 days
Trip | Hotel | Food
Ad astravels15.wordpress.com
Discover the world with ease through our tailored travel experiences. With a commitment to quality and customer satisfaction,.
Ad
Impressions
Clicks
CTR
Enabled
0
0
0.00%
All ads
All assets
1 / 1
Campaigns
Summary of how your campaigns are performing
Cost
Clicks
CTR
Search-1
₹0.00
0
0.00%
All campaigns
1 / 1
Measure conversions
A conversion action has been created, but the tag is not yet verified for: Page view
2
Add the tracking code to your website
To complete the setup, you'll need to add the tracking code to