

**Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience**



Google Ads



Search for a page or campaign



Appearance



Help



Notifications

195-283-7244 SpotVoyage  
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## Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



### Sales

Drive sales online, in app, by phone or in store



### Leads

Get leads and other conversions by encouraging customers to take action



### Website traffic

Get the right people to visit your website



### App promotion

Get more installs, engagement and pre-registration for your app



### Awareness and consideration

Reach a broad audience and build interest in your products or brand



### Local shop visits and promotions

Drive visits to local shops, including restaurants and dealerships.



### Create a campaign without guidance

You'll choose a campaign next

## Choose an awareness and consideration goal

Different campaigns are optimised for different goals. Select the goal that's most important for the success of your campaign.



Reach

### Choose an awareness and consideration goal

Different campaigns are optimised for different goals. Select the goal that's most important for the success of your campaign.

- ☒ **Reach**  
Reach the maximum number of people
- ☐ **Video views**  
Get people to watch your video ads

#### Good for

- 🔊 Getting more people familiar with your product or brand
- 👥 Reaching the maximum number of unique users at your desired frequency

#### Optimised to get more

- Unique users
- Impressions

 To optimise Demand Gen campaigns for clicks (or conversions), use the sales, leads or website traffic campaign objective

Optimised to get more

- Unique users
- Impressions



To optimise Demand Gen campaigns for clicks (or conversions), use the sales, leads or website traffic campaign objective

### Select a campaign type



#### Video

Reach viewers on YouTube and get conversions



#### Display

Reach potential customers across 3 million sites and apps with your creative



Cancel

Continue

Display

Campaign settings

Locations

Languages

EU political ads

Budget and bidding

Targeting

Ads

Review

Locations

Select locations for this campaign ?

All countries and territories

India

Enter another location

Location options

Include ?

Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)

Presence: People in or regularly in your included locations

Languages

Select the languages that your customers speak. ?

Start typing or select a language

English X

EU political ads

Weekly estimates

Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions

10B+ +

-10B+ since last update

Your estimated performance ^

To see estimated performance, enter the following settings:

Bid

Budget

Leave feedback

Display

Campaign settings

Locations

Languages

EU political ads

Ad rotation

Budget and bidding

Targeting

Ads

Review

English

EU political ads

Does your campaign have European Union political ads?

Required

- ☐ Yes, this campaign has EU political ads
- ☒ No, this campaign doesn't have EU political ads

EU regulation requires Google to ask this question  
[Learn how an EU political ad is defined](#)

Ad rotation

- ☒ Optimise: Prefer best performing ads
- ☐ Do not optimise: Rotate ads indefinitely
- ☐ Optimise for conversions (Not supported)
- ☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions.  
Recommended for most advertisers.

More settings

Next

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
10B+  
-10B+ since last update

Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget

[Leave feedback](#)

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Display

Campaign settings

Locations

Languages

EU political ads

Ad rotation

Ad Schedule

Devices

Campaign URL options

Budget and bidding

Targeting

Ads

Review

Do not optimise: Rotate ads indefinitely

Optimise for conversions (Not supported)

Rotate evenly (Not supported)

Recommended for most advertisers.

Ad schedule

Saturdays - Sundays

13:00

to

23:45

×

Add

Based on account time zone: (GMT+05:30) India Standard Time

Saving this removes the settings that you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Devices

Show on all devices

Set specific targeting for devices

Device targeting lets you choose the types of devices where your ad can appear

Campaign URL options

No options set

More settings

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions

10B+

0 since last update

Your estimated performance

To see estimated performance, enter the following settings:

Bid

Budget

Leave feedback



Display

Campaign settings

Locations

Languages

EU political ads

Ad rotation

Ad Schedule

Devices

Campaign URL options

Start and end dates

Dynamic ads

Content exclusions

Budget and bidding

Targeting

## Devices

- ☒ Show on all devices
- ☐ Set specific targeting for devices

Device targeting lets you choose the types of devices where your ad can appear

## Campaign URL options

No options set

## Start and end dates

Start date

9 Sept 2025

End date

☐ None

☒ 16 Sept 2025

Your ads will continue to run unless you specify an end date.

## Dynamic ads

## Weekly estimates

### Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
10B+  
0 since last update

### Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget

[Leave feedback](#)



- Display
- Campaign settings
- Budget and bidding
  - Budget
  - Bidding
- Targeting
- Ads
- Review

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 2,000.00

The most that you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days, you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on?

Viewable impressions

Recommended for your campaign goal

Enter your viewable CPM bid for this ad group

₹

Enter a CPM bid

This campaign will use the Viewable CPM bid strategy to help you get the most impressions for your bid

Or, select a bid strategy directly (not recommended)

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions 10B+ 0 since last update

Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget

Leave feedback

Display

Campaign settings

Budget and bidding

Targeting

Ads

Review

## Targeting

### Optimised targeting is set up for you

Optimised targeting helps you get more viewable impressions by using information such as your landing page and assets. You can opt out or speed up optimisation by adding targeting first.

[Learn more](#)



 Add targeting

Next

### Weekly estimates

#### Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions

10B+

0 since last update

#### Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget ✓

[Leave feedback](#)

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

< > Add some headlines

Set up conversion tracking [View](#)

1 campaign ending soon [Fix it](#) X

Incomplete

Video

Descriptions

Final URL ?

https://theseopriyanka.blogspot.com/

Required

Business name ?

The SEO Priyanka

Required

16 / 25

Images ?

Add up to 15 images [Learn more](#)

At least 1 landscape image is required

At least 1 square image is required



SEO

SEO

Edit

Couldn't find any images to suggest

Dismiss

Logos ?

Add up to 5 logos

Preview

[Share preview](#)

[Preview ads](#)



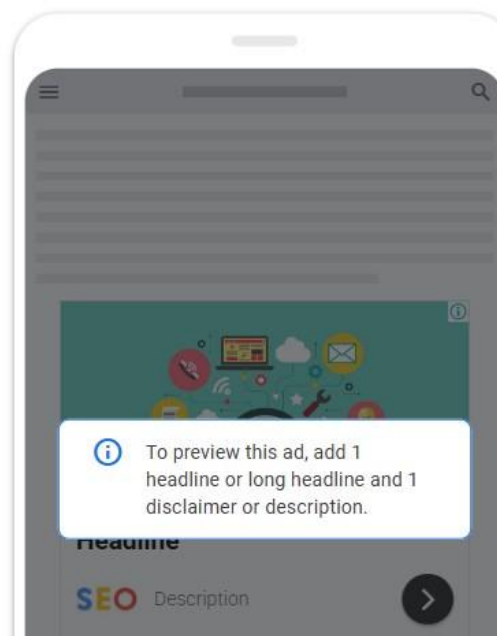
Display



Gmail



YouTube



To preview this ad, add 1 headline or long headline and 1 disclaimer or description.

Weekly estimates

Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions

10B+

0 since last update

Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget ✓

[Leave feedback](#)

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P

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

SEO

Edit

Videos

Optional (portrait and landscape around 30 seconds work best)

+ Videos

Headlines

Add up to 5 headlines

Suggested headlines

We don't have any suggestions at the moment.

Boost Traffic with SEO

Required22 / 30

SEO That Gets Results

21 / 30

Increase Sales with SEO

23 / 30

Preview

Share preview

Preview ads

Display

Gmail

YouTube

SEO That Gets Results

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions

10B+

0 since last update

Your estimated performance

To see estimated performance, enter the following settings:

Bid

Budget

Leave feedback

Display

Campaign settings

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Targeting

Ads

Ad creation

Review

To show your ad in more places, add a video or add more images and logos to create an auto-generated video. [Learn more](#)

Set up conversion tracking [View](#)

1 campaign ending soon [Fix it](#)



Ad strength  
Good

Video

Descriptions

### + Headline

#### Long headline

Boost your website traffic with expert SEO services designed to rank you on top of Google

Required

89 / 90

#### Descriptions

Add up to 5 descriptions

Suggested descriptions

[More ideas](#)

We don't have any suggestions at the moment.

Rank higher on Google with affordable SEO that drives traffic & c

Required

75 / 90

Boost leads and sales with expert SEO services tailored to your

78 / 90

Description

0 / 90

### + Description



### Weekly estimates

#### Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
10B+  
0 since last update

#### Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget ✓

[Leave feedback](#)



Display

Campaign settings

Budget and bidding

Targeting

Ads

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Review



To show your ad in more places, add a video or add more images and logos to create an auto-generated video. [Learn more](#)



Ad strength <sup>?</sup>  
Good

Video

Descriptions

### Test

☐ Use a different final URL for mobile

More options ▾

Call to action text <sup>?</sup>

Learn more ▾

English (United Kingd... ▾

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colours may be used.

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Create ad

Cancel



Set up conversion tracking [View](#)



1 campaign ending soon [Fix it](#)



### Weekly estimates

#### Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions  
10B+  
0 since last update

#### Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget ✓

[Leave feedback](#)

Next

- Display
- Campaign settings
- Budget and bidding
- Targeting
- Ads
- Ad creation
- Review

Ads

Ad creation

+ New ad



Next

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
10B+  
-3B since last update

Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget

Leave feedback



- Display
- Campaign settings
- Budget and bidding
- Targeting
- Ads
- Review

## Campaign review

Campaign name	The SEO Priyanka
Campaign type	Display
Objective	Awareness and consideration

### Campaign settings

Locations	India
Languages	English
EU political ads	Doesn't have EU political ads
Ad schedule	Sat - Sun, 13:00 - 23:45
Start and end dates	9 September 2025 - 16 September 2025

### Weekly estimates

#### Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
10B+   
+10B+ since last update

#### Your estimated performance

Estimates aren't available because Maximise clicks isn't supported yet

[Leave feedback](#)

Display

Campaign settings

Budget and bidding

Targeting

Ads

Review

Budget and bidding

Budget ₹2,000.00/day

Bidding Maximise clicks

Ad group 1

Targeting

Optimised targeting On

Ads

Ad creation 1 responsive display ad

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
10B+  
+10B+ since last update

Your estimated performance

Estimates aren't available because Maximise clicks isn't supported yet

Leave feedback