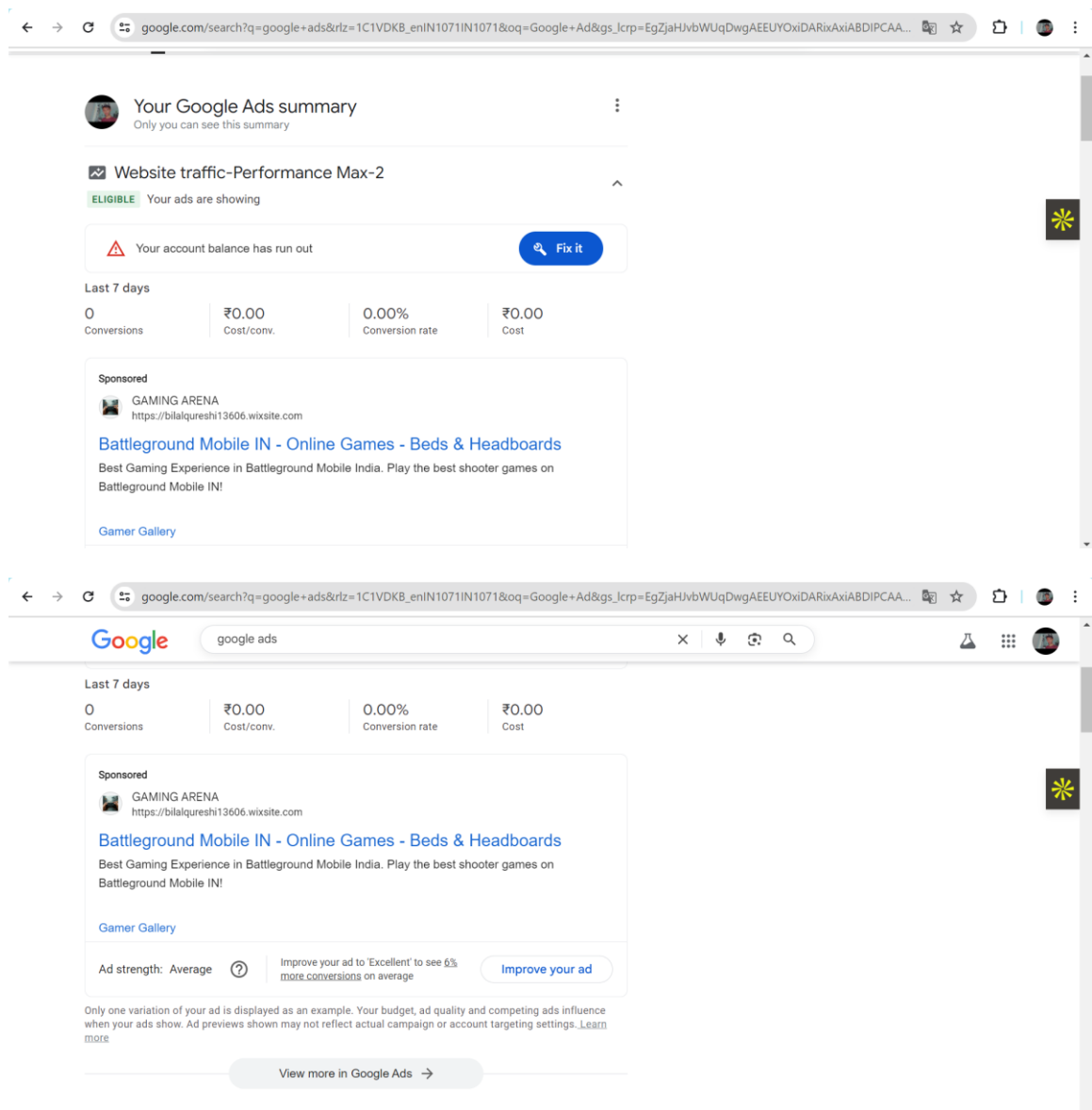


# Google Ads Creation Process

## Step By Step:



The image shows two screenshots of the Google Ads interface. The top screenshot displays the 'Your Google Ads summary' page, which includes a warning that the account balance has run out and a table showing performance metrics for the last 7 days. The bottom screenshot shows a search for 'google ads' with a sponsored ad for 'GAMING ARENA' and a section for improving the ad strength.

**Top Screenshot: Your Google Ads summary**

Only you can see this summary

**Website traffic-Performance Max-2**

ELIGIBLE Your ads are showing

**Your account balance has run out** [Fix it](#)

**Last 7 days**

	0	₹0.00	0.00%	₹0.00
Conversions		Cost/conv.	Conversion rate	Cost

**Sponsored**

**GAMING ARENA**  
<https://bilalqureshi13606.wixsite.com>

**Battleground Mobile IN - Online Games - Beds & Headboards**

Best Gaming Experience in Battleground Mobile India. Play the best shooter games on Battleground Mobile IN!

[Gamer Gallery](#)

**Bottom Screenshot: Search results for 'google ads'**

**Last 7 days**

	0	₹0.00	0.00%	₹0.00
Conversions		Cost/conv.	Conversion rate	Cost

**Sponsored**

**GAMING ARENA**  
<https://bilalqureshi13606.wixsite.com>

**Battleground Mobile IN - Online Games - Beds & Headboards**

Best Gaming Experience in Battleground Mobile India. Play the best shooter games on Battleground Mobile IN!

[Gamer Gallery](#)

**Ad strength: Average** [?](#) Improve your ad to 'Excellent' to see 6% more conversions on average [Improve your ad](#)

Only one variation of your ad is displayed as an example. Your budget, ad quality and competing ads influence when your ads show. Ad previews shown may not reflect actual campaign or account targeting settings. [Learn more](#)

[View more in Google Ads](#) →

# Step-by-Step: How to Create a Google Ad

## Step 1: Sign in to Google Ads

Visit <https://ads.google.com> and sign in with your Google account. If it's your first time, follow the prompts to set up your account.

## Step 2: Create a New Campaign

Click on 'New Campaign'. Choose your goal like Sales, Leads, or Website Traffic. Then select the campaign type, e.g., 'Search' or 'Display'.

## Step 3: Configure Campaign Settings

Set your campaign name, target locations, language, and daily budget. Choose a bidding strategy such as Maximize Clicks or Conversions.

## Step 4: Create Ad Groups

Name your ad group and add relevant keywords. You can use Google Keyword Planner for help.

## Step 5: Write the Ad

Add the Final URL (your website). Write compelling headlines and descriptions. Example:

Headline: 'Play BGMI & Win Rewards'

Description: 'Join the ultimate Battleground Mobile gaming experience.'

## Step 6: Add Ad Extensions (Optional)

You can add sitelinks, callouts, or call extensions to improve ad performance.

## Step 7: Review and Publish

Review all settings and click 'Publish'. Google will review your ad, which may take up to 24 hours.

## Step 8: Monitor Performance

Check metrics like Clicks, Impressions, and Conversions in your dashboard. Optimize as needed.