

Assignment Module - 4

Google Ads Screenshots

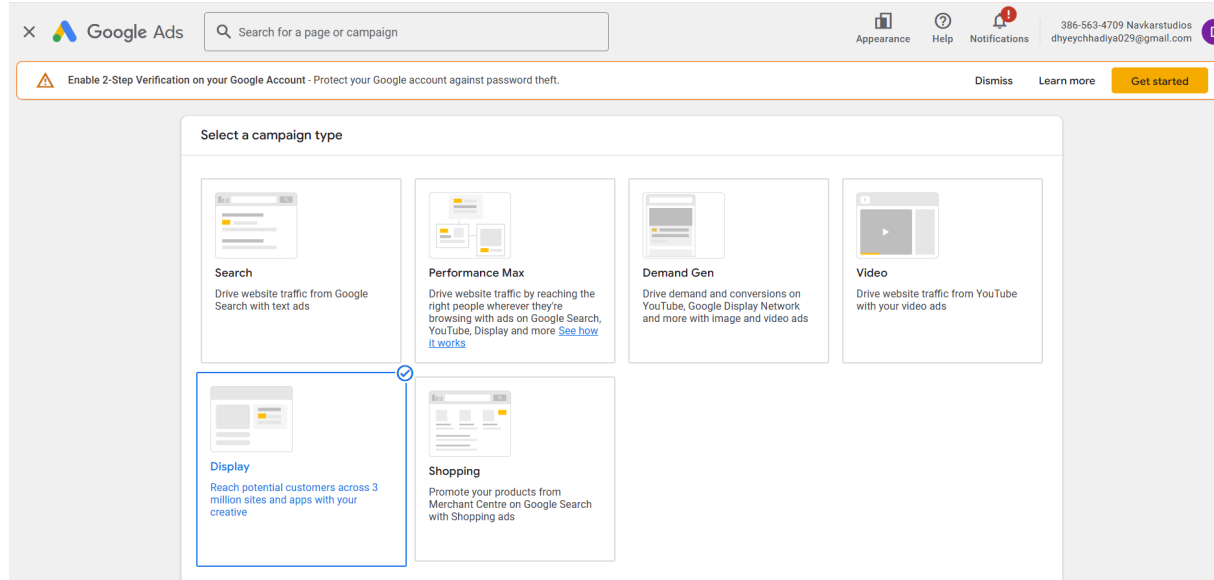
1.

The screenshot shows the Google Ads Overview page. At the top, there is a warning banner: "Enable 2-Step Verification on your Google Account - Protect your Google account against password theft." Below this, the left sidebar contains navigation links: "Create" (with a plus icon), "Campaigns" (with a megaphone icon), "Goals" (with a trophy icon), "Tools" (with a wrench icon), "Billing" (with a wallet icon), and "Admin" (with a gear icon). The main content area has a top bar with "Overview" (selected), "View (2 filters)" (dropdown), and "Campaigns (0) Select a campaign" (dropdown). Below this, there are filters for "Campaign status: Enabled, Paused" and "Ad group status: Enabled, Paused". The main content area is titled "Overview" and features a "New campaign" button and a "Resume campaign draft" button. Below these buttons, there is a welcome message: "Welcome to Google Ads! Finish your draft campaigns or create a new one. With a campaign built around your business goals, you'll find new leads and customers, create your creative assets and run ads across Search, YouTube, Display and more." A "Create a campaign" button is visible. At the bottom left, there is a QR code and text: "Get the Google Ads app. Scan to download the mobile app and get updates for your campaigns on the go." The URL at the bottom is: https://ads.google.com/aw/overview?ocid=7629307180&workspaceId=0&authuser=0&_u=...

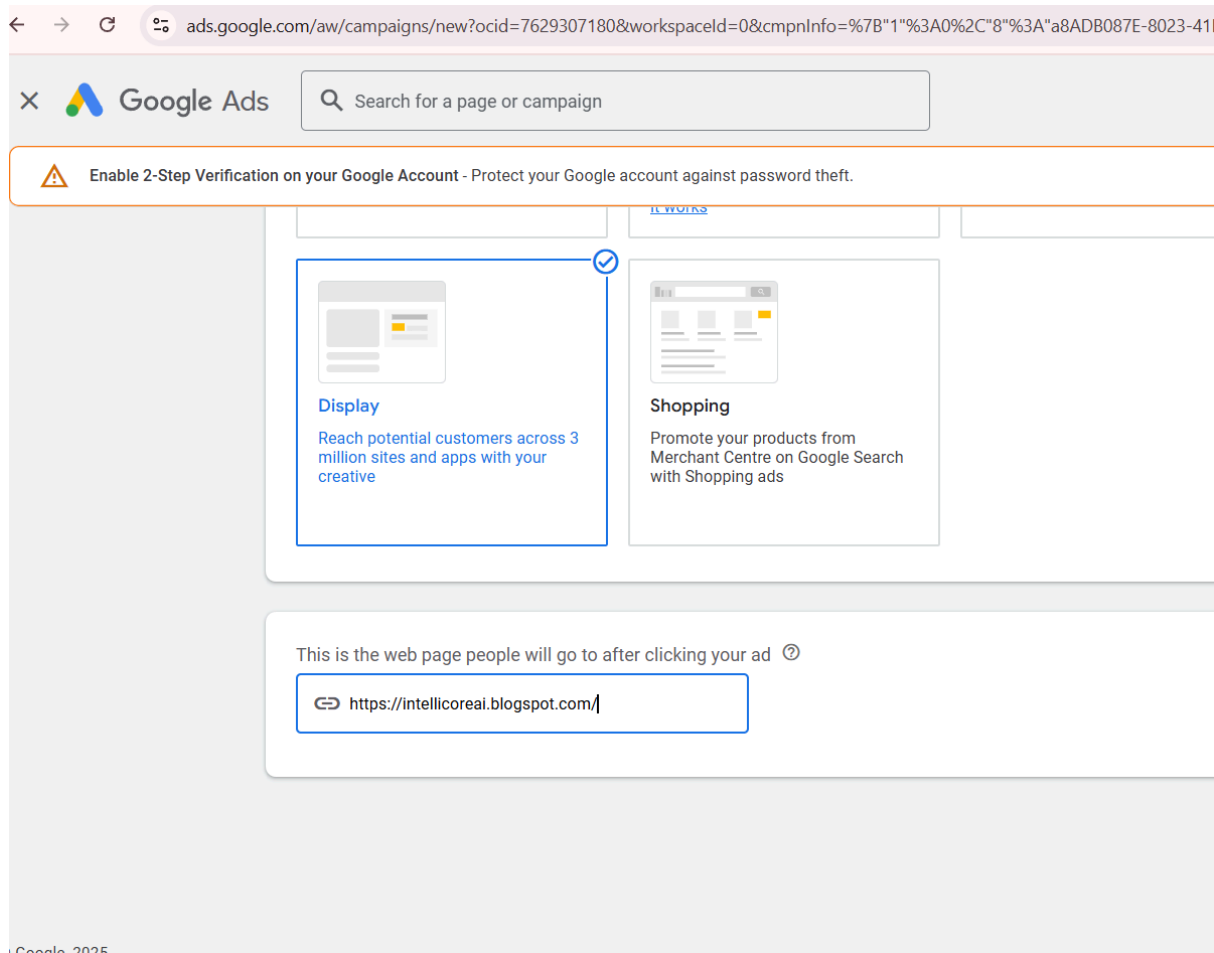
2.

The screenshot shows the Google Ads "What's your campaign objective?" page. At the top, there is a search bar with the text "Search for a page or campaign". Below this, there is a warning banner: "Enable 2-Step Verification on your Google Account - Protect your Google account against password theft." The main content area is titled "What's your campaign objective?" and features a "Choose your objective" section. This section contains seven cards, each with an icon and a description: "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), and "Create a campaign without guidance" (You'll choose a campaign next). The "Website traffic" card is highlighted with a blue border.

3.



4.



5.

Languages

Select the languages that your customers speak. ⓘ

Q Gujarat

English X

Hindi X

Gujarati X

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](#)

⚙ More settings

Next

6.

Campaign settings

Locations

Select locations for this campaign ⓘ

☐ All countries and territories

☐ India

☒ Enter another location

Locations (4)

Gondal, Gujarat, India city

Jamnagar, Gujarat, India city

Junagadh, Gujarat, India city

Rajkot, Gujarat, India city

Q Enter a location to include or exclude

Advanced search

▼ Location options

7.

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

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? ⓘ

Conversions ▼

Recommended for your campaign goal

How do you want to get conversions? ⓘ

Manually set bids ▼



Based on the selections, this campaign will use the **Manual CPC** bid strategy

[Or, select a bid strategy directly \(not recommended\)](#)

Next