




**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

**Product and brand consideration**  
Encourage people to explore your products or services

**Brand awareness and reach**  
Reach a broad audience and build awareness

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

**Local store visits and promotions**  
Drive visits to local stores, including restaurants and dealerships.



**Create a campaign without a goal's guidance**  
Choose a campaign type first, without a recommendation based on your objective.

Select a campaign type


**Enter keywords**  
Keywords are words or phrases that are used to match your ads with the terms people are searching for

landing page  
seo marketing  
search engine optimization  
seo search engine optimization  
seo optimization  
learn seo  
web search optimization  
search optimization  
website optimization  
seo course  
website seo  
online search engine optimization  
engine optimization  
seo optimisation


Match types help control which searches can trigger your ads  
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

 **Add more keywords:** Show your ads more often to people searching for what your business offers  +8.8% [View](#) [Apply all](#)

88.1%

Campaign optimization score 

#### Weekly estimates

Estimates are based on your keywords and daily budget 

#### Ad group 1

Weekly clicks	Weekly cost
865	₹2,541.35
Avg. CPC	
₹2.94	

Ads

## Keywords and ads


Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.


Ad group 1 

Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

 https://mehtaharsh76700.wixsite.com/digitalmarkeing

 Enter products or services to advertise

Update keyword suggestions

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

landing page

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