**Project Design Phase-||**

**Determine the Requirements (Customer Journey Maps)**

**--------------------------------------------------------------------------------------------**

|  |  |
| --- | --- |
| NAME | NAVEEN. V |
| NM ID | C259747173E9454BEE44375156B7964E |
| PROJECT | SEARCH ENGINE OPTIMIZATION |

**REQUIRMENTS:**

|  |  |
| --- | --- |
| **Stage** | **Description** |
| Awareness | - The user becomes aware of the need for online advertising. - Learns about Google Ads as a potential platform. |
| Consideration | - Researches Google Ads and its capabilities. - Explores campaign objectives and budget requirements. - Identifies the need for effective ad copy and keyword research. |
| Decision | - Decides to create a Google Ads campaign. - Defines specific campaign goals (e.g., website traffic, sales, and leads). - Determines campaign budget and bidding strategy. - Plans ad group structure and selects relevant keywords. |
| Action (Campaign Creation) | - Accesses the Google Ads platform or campaign management system. - Creates a new campaign with name, objectives, and budget. - Sets up ad groups with names and targeting options. - Crafts ad copies (headlines, descriptions, display URLs). - Selects relevant landing pages. - Manages keyword bids and bidding strategies. - Chooses audience targeting options (e.g., demographics, interests). - Establishes ad scheduling for display times. |
| Monitoring and Optimization | - Continuously monitors campaign performance. - Makes bid adjustments based on performance data. - Optimizes ad copy and keywords for better results. - Adds negative keywords for ad relevance. - Implements conversion tracking for measurement. |
| Results and Reporting | - Generates reports with key performance metrics (CTR, conversion rates, ROAS). - Provides insights and recommendations for optimization. - Ensures compliance with Google Ads policies and guidelines. |