Project Development Phase

**No. Of Functional Features Included In the Solution**

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

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| **Functional Feature** | **Description** |
| User Authentication and Authorization | - User registration and login. - Role-based access control to manage user permissions. |
| Campaign Management | - Create, edit, and delete campaigns. - Specify campaign name, objectives, and budget. - Choose bidding strategies. - Manage multiple campaigns. |
| Ad Group Management | - Create, edit, and delete ad groups. - Define ad group names and targeting options. - Organize ad groups within campaigns. |
| Ad Copy Creation and Management | - Create ad copies with headlines, descriptions, and display URLs. - Enable A/B testing for ad variations. - Schedule ad copy changes. |
| Keyword Management | - Research and select relevant keywords. - Organize keywords into ad groups. - Define negative keywords to enhance ad relevance. |
| Landing Page Management | - Specify landing pages for ads. - Ensure landing page quality and relevance to ad content. |
| Bid Management | - Set keyword bids and bidding strategies. - Adjust bids based on performance data. |
| Audience Targeting | - Define audience targeting options, such as demographics and interests. - Implement remarketing strategies. |
| Ad Scheduling | - Schedule ad display times and dates. - Define ad rotation settings. |
| Conversion Tracking | - Set up conversion tracking to measure campaign success. - Define conversion actions and values. |
| Real-Time Notifications | - Send real-time alerts and notifications for campaign-related events (e.g., budget changes, policy violations). |
| Performance Reporting and Analytics | - Generate custom reports with key performance metrics (e.g., CTR, conversion rates, ROAS). - Provide data visualizations for campaign analysis. |
| Data Storage and Management | - Store campaign data, user profiles, and performance metrics securely. - Implement data encryption and regular backups. |
| Google Ads API Integration | - Communicate with the Google Ads API for campaign creation, management, and optimization. - Manage authentication and access to Google Ads. |
| Compliance Management | - Ensure adherence to Google Ads policies and guidelines to avoid policy violations. - Conduct regular reviews and updates for policy compliance. |
| Monitoring and Logging | - Implement real-time system health and performance monitoring. - Log system activities for debugging and auditing. |
| Security Measures | - Implement strong data encryption protocols to protect sensitive information. - Enforce role-based access control to ensure data privacy. |
| Containerization and Orchestration | - Use containerization (e.g., Docker) and orchestration (e.g., Kubernetes) for resource management. |
| Continuous Optimization | - Continuously monitor campaign performance. - Regularly analyze data insights and make adjustments to optimize campaigns. |