Project Development Phase

**Utilization of Algorithm, dynamic programming ,optional memory utilization**

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| PROJECT | SEARCH ENGINE OPTIMIZATION |

Creating a Google Ads campaign for your brand involves setting up a campaign, creating ad groups, and designing ads. Dynamic programming and memory optimization are not typically used in the creation of Google Ads campaigns, as they are more relevant to computer science and algorithmic problems. However, I can provide you with a basic outline of how to create a Google Ads campaign for your brand.

1. Sign in to Google Ads:

- Visit the Google Ads website (ads.google.com).

- Sign in with your Google account or create one if you don't have it.

2. Create a Campaign:

- Click on "Campaigns" in the left menu.

- Click the "+ New Campaign" button.

- Choose the campaign type that aligns with your goals, such as Search, Display, Video, or Shopping.

3. Select Campaign Settings:

- Give your campaign a name.

- Choose your target locations.

- Set a daily budget.

- Choose bidding strategy (e.g., maximize clicks, target CPA, or manual CPC).

- Set the start and end date for your campaign.

4. Create Ad Groups:

- Within your campaign, create ad groups that represent specific themes or products.

- Name your ad groups accordingly.

- Define keywords that are relevant to each ad group.

5. Design Ads:

- Create compelling text, image, or video ads for each ad group.

- Follow Google Ads guidelines for ad formats and dimensions.

- Include relevant keywords in your ad copy.

6. Set Ad Targeting:

- Specify the demographics, interests, and other targeting options for your ads.

- Use audience targeting to reach specific user groups.

7. Choose Keywords:

- Add relevant keywords to your ad groups.

- Use the Keyword Planner tool to find keyword suggestions and estimate search volume.

8. Set up Tracking:

- Implement conversion tracking to measure the success of your campaign.

- Use Google Analytics or Google Tag Manager to track website conversions.

9. Review and Launch:

- Review your campaign settings, ad groups, ads, and keywords.

- Once everything looks good, click the "Launch" button to start your campaign.

10. Monitor and Optimize:

- Regularly monitor your campaign's performance.

- Adjust your budget, bids, and targeting as needed.

- Test different ad variations to see which ones perform best.

- Use Google Ads' reporting tools to gather insights and make data-driven decisions.

Dynamic programming and memory optimization are generally not applicable to this process. They are computer science techniques used to solve complex problems, optimize algorithms, and reduce computational complexity. If you have a specific technical problem related to dynamic programming or memory optimization, please provide more details, and I can assist you further.