

Week 3 - Day 13 (12 July 2025)

Designing and Monitoring Search Campaigns

A **search campaign** in digital marketing allows businesses to display text ads on **Google** when users search for specific keywords. Designing and monitoring such campaigns involves structuring campaigns in **Google Ads** to target the right audience effectively.

1. Google Ads Account

- The main account that manages all campaigns.
- Contains billing information, user access, and overall performance data.

2. Campaigns

- The highest level under the account.
- Defines the **objective** (sales, leads, traffic), budget, location targeting, and bidding strategy.
- **Example:** Campaign to promote bakery cakes in Delhi.

3. Ad Groups

- Sub-sections within a campaign.
- Each ad group targets a specific set of keywords.
- Helps organize ads for different products or services.
- **Example:** Ad Group 1 – Chocolate Cakes, Ad Group 2 – Wedding Cakes.

4. Ads

- The actual text or display ads shown to users.
- Includes headline, description, URL, and call-to-action (CTA).
- **Example:** “Order Fresh Chocolate Cakes – Free Delivery in Delhi.”

5. Monitoring & Optimization

- Track performance using **Google Ads Dashboard** and **Google Analytics**.

- Key metrics: CTR (Click-Through Rate), CPC (Cost per Click), Conversion Rate, Impressions.
 - Adjust keywords, bidding, and ad copy based on performance data.
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Website on WordPress (Continued)

The **Trifolio Project** focuses on creating a professional and functional website using **WordPress** as the Content Management System (CMS).

Key aspects of the project include:

- Selecting suitable **themes**.
- Integrating essential **plugins**.
- Customizing **layouts** to enhance user experience.
- Managing **content** effectively.
- Performing **SEO optimization**.
- Ensuring **responsive design** for accessibility across devices.

Through this project, learners gain **hands-on experience** in building a website from scratch, understanding the **WordPress workflow**, and applying **digital marketing principles** to create an effective online presence.

Date: 12 July 2025

Topic: Designing and Monitoring Search Campaigns & WordPress Project Continued

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