<https://www.leadsquared.com/what-is-google-adwords/>

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Grow your business with Google Ads

Online advertising lets you target your ads to the type of customers you want, and filter out those you don't. When you advertise online with Google Ads, you can use different targeting methods to reach potential customers right when they're searching for your products or services.

#### **Reach your marketing goals**

Take advantage of different ad formats and features to customize your ads to your different business goals, like adding a clickable "Call" button to your ads to get more phone calls, or using video ads to showcase your brand. Here are some common marketing goals that could work for you:

* Take action on your website
* Visit your store
* Call your business
* Install your app

#### **Target your ads with keywords**

When you advertise alongside search results on the Google Search Network, you select keywords to help target your ads to people searching for related terms. You can also choose to show your ads at certain times of day, and specify a location and language.

#### **Get specific about your target audience**

When you advertise on websites and mobile apps that show Google ads (called the Google Display Network) and YouTube, you can get even more specific by choosing the age of the people you want to reach, the types of sites they visit, and their areas of interest.

#### **Only pay for results**

You decide how much you want to spend, and pay only when someone interacts with your ad, like clicking your text ad or watching your video ad. You base your bids on whatever is best for your business.

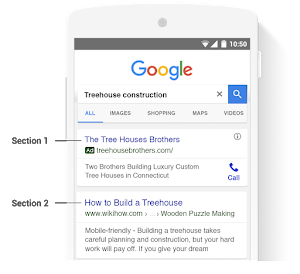
#### **Measure your ad’s performance**

Quickly track your ad's effectiveness and easily make changes to improve results.

Google Adwords can be a powerful way to reach your target audience. Some of the key benefits to a Google Adwords campaign include:

* You only pay when someone clicks on your ad
* You can set a daily budget to control your advertising spending
* You can pay more or less for particular keywords depending on their popularity in your market
* You can set geographical constraints on where the ad will show (so local businesses aren’t paying for ads to run in other cities)
* People who are searching on your preferred keywords are likely to be more qualified prospects than those accessed with other traditional media.

Where your ads will appear on Google



Before you take advantage of all that online marketing can do for your business, make sure you understand the difference between paid advertising and organic search results.

Let's say someone conducts a Google search for products or services related to your business while you're advertising with Google Ads, Google's online advertising platform.

* Section 1 can contain ads. Ads can appear on the top or bottom of the Google search results page next to or under an "Ads" label. Ads are ranked primarily based on how relevant and useful they are to what the person searched for, your bid, and a few other factors.
* Section 2 is made up of "organic" search results. These are unpaid links to websites with content related directly to what the person searched for. The more relevant the site is to the search term, the higher the link will appear in the list. Your related website could appear here, but your ad won't.

AdWords (Google AdWords) is an [advertising](https://www.webopedia.com/Internet_and_Online_Services/Electronic_Commerce/Online_Advertising/) service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on [keywords](https://www.webopedia.com/keyword.html).

Businesses that use AdWords can create relevant ads using keywords that people who search the Web using the Google [search engine](https://www.webopedia.com/TERM/S/search_engine.html) would use. The keyword, when searched for triggers your ad to be shown. AdWords at the top ads that appear under the heading "Sponsored Links" found on the right-hand side or above Google search results. If your AdWords ad is clicked on, Google search users are then directed to your [website](https://www.webopedia.com/TERM/W/web_site.html).  
  
When choosing keywords for your AdWords campaigns different matching options are available. The two main keyword match options include the following:

* **Broad Match**: This reaches the most users by showing your ad whenever your keyword is searched for.
* **Negative Match**: This option prevents your ad from showing when a word or phrase you specify is searched for.
* **Phrase Match**: Your ad is shown for searches that match the exact phrase.
* **Exact Match**: Your ad is shown for searches that match the exact phrase exclusively.

When using AdWords keywords are also used to determine your cost of advertising. Each keyword you choose will have a cost per click (CPC) bid amount. The bids specify the maximum amount you're willing to pay each time someone clicks your ad (the maximum [cost-per-click](https://www.webopedia.com/TERM/C/CPC.html)). A higher [CPC](https://www.webopedia.com/TERM/C/CPC.html) bid can allow your ad to show at a higher position on the page.