

Understand search engine marketing (SEM)

Understand Google Ads

- Video: How Google Ads works

6 min
- Reading: Case study: How Studley's Flower Gardens uses Google Ads to grow their business

20 min
- Video: Identify keywords and understand the ad auction

5 min
- Video: Best practices when creating a Google Ad in Search

4 min
- Reading: Google Ads account structure and organization explanation

10 min
- Reading: Creating a Google Ad

20 min
- Practice Quiz: Activity: Create an effective responsive search ad

1 question
- Reading: Activity Exemplar: Create an effective responsive search ad

10 min
- Practice Quiz: Test your knowledge: Apply search engine marketing

4 questions

Apply display advertising

Review: Search engine marketing (SEM) and display advertising

Course review: Attract and engage customers with digital marketing

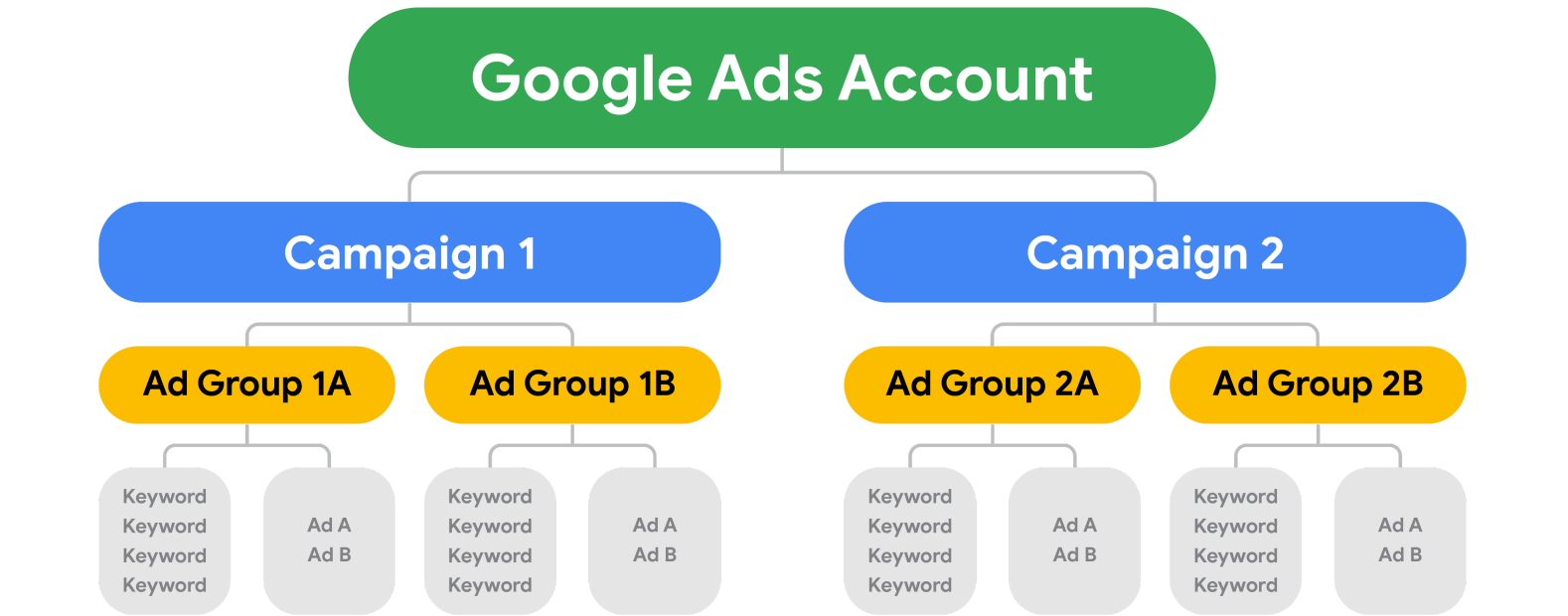
Google Ads account structure and organization explanation

In a video, you learned about Google Ads, campaigns, and Ad Groups. This reading will help you learn how these items are organized within Google Ads.

Google Ads is Google's online advertising program. Through Google Ads, you can create online ads to reach people exactly when they're interested in the products and services that you offer.

Google Ads All campaigns					
Campaigns					
Last 30 days Oct 10 – Nov 8, 2021					
Campaign status: Enabled ADD FILTER					
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE					
Campaign		Budget	Status	Conversions	Bid strategy type
Performance Max - Phone Plans		\$500.00/day	Eligible	0.00	Maximize conversion value
shopping		\$300.00/day	Eligible	0.00	Maximize conversion value
Video MHC		\$200.00/day	Eligible	0.00	Target CPA
Search MHC		\$150.00/day	Eligible	0.00	Maximize clicks
Total: All enabled campaigns				0.00	
Total: Account		\$1,150.00/day		0.00	
1 - 4 of 4					

Google Ads account structure



The following items are presented in the order that you will experience them while creating a campaign in Google Ads. Refer to the definitions as you follow the diagram above.

- Google Ads:** Google's online advertising program. Through Google Ads, you can create online ads to reach people exactly when they're interested in the products and services that you offer.
- Campaign:** A plan of action for how a set of one or more ad groups that share a budget, location targeting, and other settings will be distributed online. Campaigns are often used to organize categories of products or services that you offer.
- Average daily budget:** The average amount that you set for each ad campaign on a per-day basis. It specifies roughly how much you are comfortable spending each day over the course of the month.
- Ad Groups:** The way to organize and target ads into themed groups of keywords. Each of your campaigns is made up of one or more ad groups.
- Ad Formats:** Text, videos, images, digital content ads, and more that appear alongside used to promote products and services with Google Ads.
- Bids:** The amount you're willing to spend each time a potential customer clicks your ad or calls you is known as a bid.
- Keywords:** These are words or phrases describing your product or service that you choose to help determine when and where your ad can appear. Advertisers bid against each other, and ads are ranked based on how high you bid and how relevant your ad is, among other factors.

Mark as completed

