

## WORKSHEET – 1.4

**AIM:** By using Google AdWords you need to create one advertisement of your website that you have developed in practical two or you can promote any product also out of product portfolio.

**Google AdWords:** Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.

The screenshot shows the 'General settings' section of a Google Ads campaign. It includes fields for 'Type' (Search) and 'Goal' (Website traffic). The 'Campaign name' is set to 'Website traffic-Search-1'. Under the 'Networks' section, the 'Search Network' is selected with a checked box, and the 'Display Network' is unselected with an unchecked box. The 'Search Network' description states: 'Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords'. The 'Display Network' description states: 'Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet'.

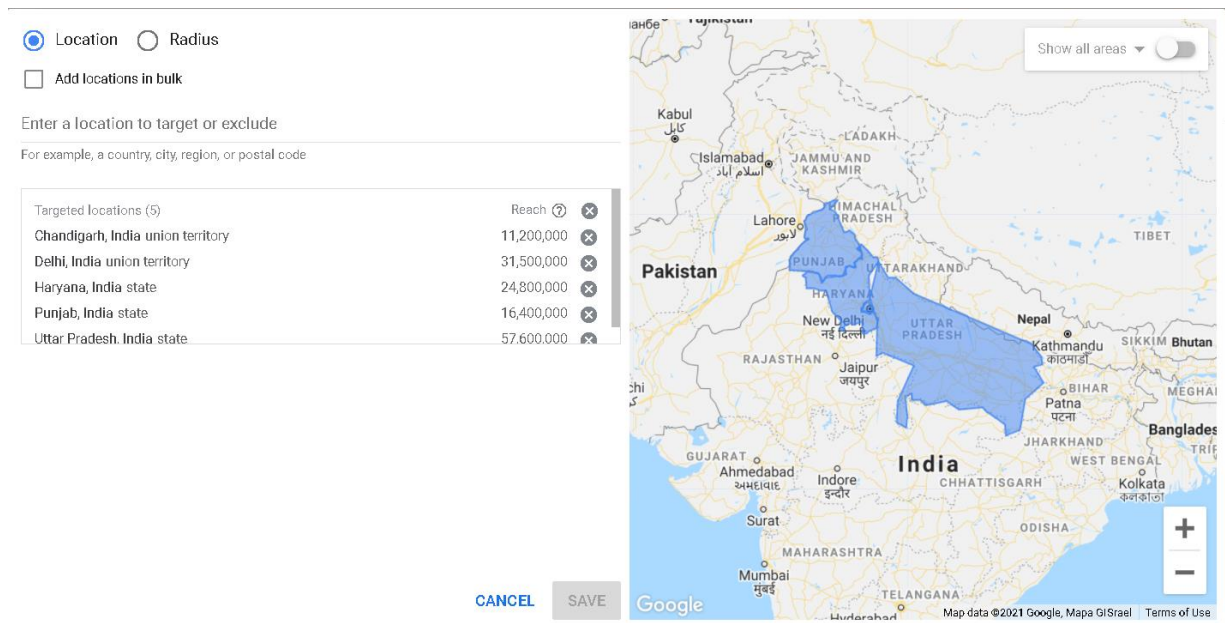
**Fig 1.4.1:** General setting name of the campaign and network selection

The screenshot shows the 'Targeting and audiences' section of a Google Ads campaign. It includes a 'Locations' section with a 'Select locations to target' dropdown. The 'Enter another location' option is selected. Below this, a table lists targeted locations and their reach:

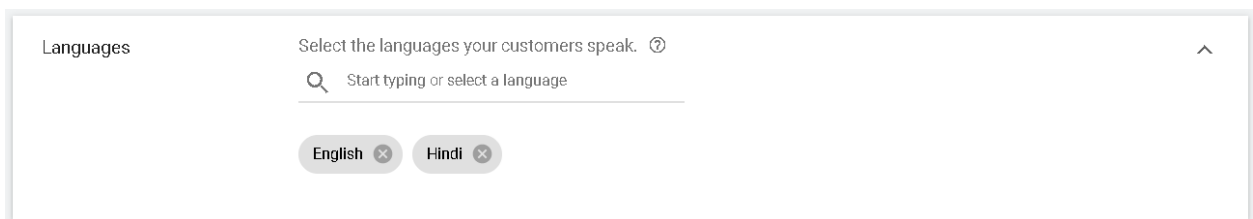
Targeted locations (5)	Reach
Chandigarh, India union territory	11,200,000
Delhi, India union territory	31,500,000
Haryana, India state	24,800,000
Punjab, India state	16,400,000
Uttar Pradesh, India state	57,600,000

Below the table, there is a search bar with the text 'Enter a location to target or exclude' and a link to 'Advanced search'. At the bottom, there is a link to 'Location options'.

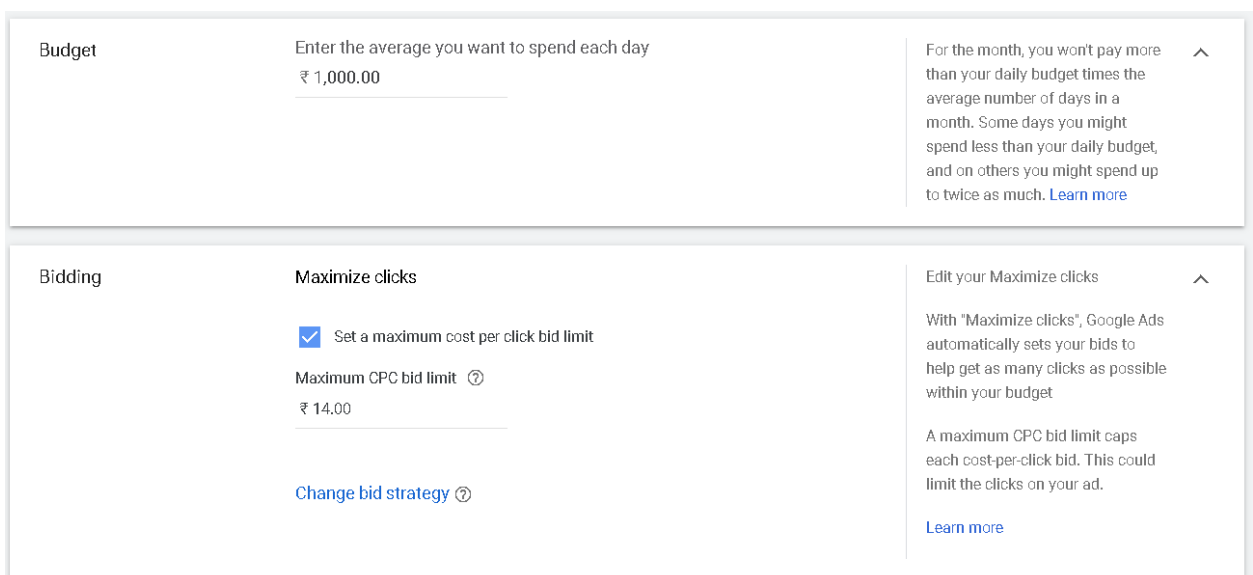
**Fig 1.4.2:** Targeting audiences according to region



**Fig 1.4.3:** Targeting audiences according to location (State wise)



**Fig 1.4.4:** Language Selection (Hindi & English)



**Fig 1.4.5:** Budget and bidding according to Google Keyword planner

Sitelink extensions	Add additional links to your ad	▼
Callout extensions	Add more business information to your ad	▼
Call extensions	8894586422	▼
+ Ad extension		

**Fig 1.4.6:** Contact information for more engagement

Ad group name	Ad Fruit Website	🗑️
Keywords	Find relevant keywords by describing what you're advertising in this ad group	
	🔗 Enter related web page URL	
	🏪 Enter products or services	

**Fig 1.4.7:** Advertisement group name

Keywords	Find relevant keywords by describing what you're advertising in this ad group	
	🔗 Enter related web page URL	
	🏪 Enter products or services	
Keywords are words or phrases that are used to match your ads with the terms people are searching for		
<div> <p>dry fruits dried apple dry fruits online a dry fruit dry fruits shop dry fruits online shopping dry fruits box best dry fruits for health best dry fruits online dry fruits wholesale dry fruits good for health dry fruits price best dry fruits buy dry fruits online</p> <p>😊 🟢</p> </div>		
Match types help control which searches can trigger your ads		
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match <a href="#">Learn more</a>		

**Fig 1.4.8:** Keywords for better SEO on ad campaign

Final URL	<a href="https://vikaschauhannvc.wixsite.com/my-site-2">https://vikaschauhannvc.wixsite.com/my-site-2</a>	
Display URL	<a href="#">vikaschauhannvc.wixsite.com /</a>	<a href="#">/</a>
	0 / 15	0 / 15
Headlines	<a href="#">View ideas</a>	
No. 1 Fruit Store In India	26 / 30	
Himachal Apple	14 / 30	
India's Best Online Fruit	25 / 30	
Himalyan Dry Fruits	19 / 30	
World's Best Guchhi Mushroom	28 / 30	
Best Quality Almonds	20 / 30	
No 1 Fresh Fruit Website	24 / 30	
India's 1st Online Fruit Store		

**Fig 1.4.9:** Headlines for the ad campaign

Descriptions ? [View ideas](#)

Here you can purchase apples & dry fruits, especially from Himachal

67 / 90

Best quality dry fruits, fresh fruit and Gucchi Mushroom from Himalaya's

72 / 90

40% off on special Himachali dry fruits and Gucchi Mushroom. 20% off on Himachal Apples.

88 / 90

**ADD DESCRIPTION**

^ Ad URL options

Tracking template

<https://vikaschauhannvc.wixsite.com/my-site-2/shop>

?

Example: <https://www.trackingtemplate.foo/?url={lpurl}&id=5>

Final URL suffix

<https://vikaschauhannvc.wixsite.com/my-site-2/product-page/gift-box-of-12-truffles>

?

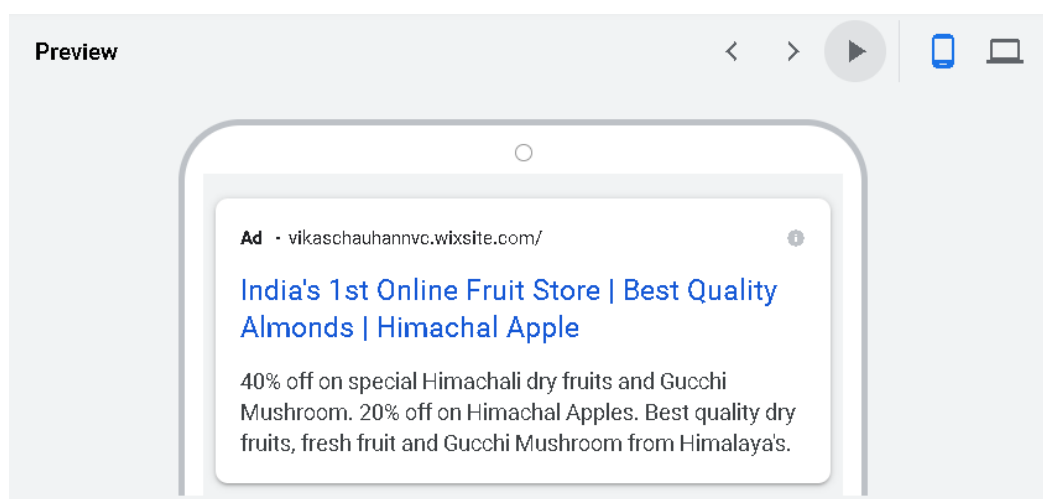
Example: param1=value1&param2=value2

Custom parameter ?

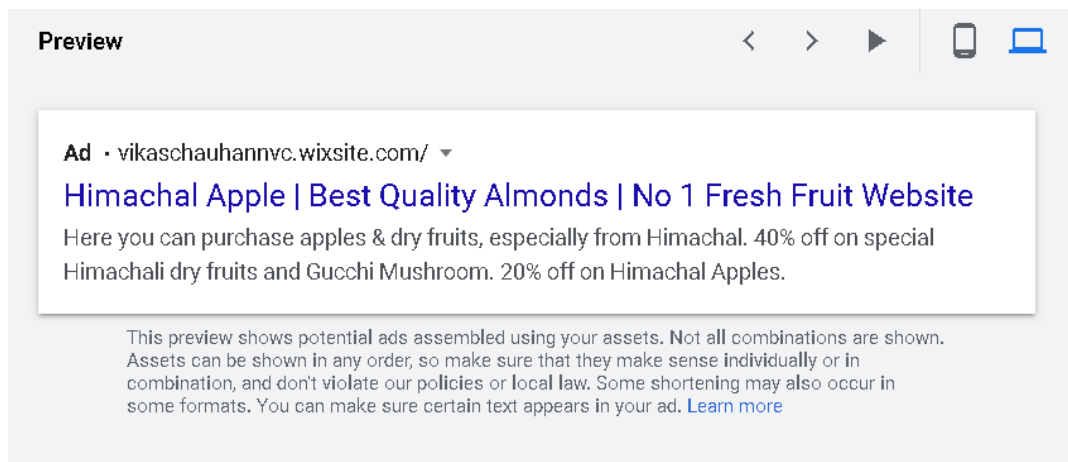
{ Name } = Value



**Fig 1.4.10:** Ad description for short and eye catching information about site



**Fig 1.4.11:** Preview of built ad for smartphone and tablet



**Fig 1.4.12:** Preview of built ad for desktop & laptop

## Ads

- Website traffic-Search-1
- Ad Fruit Website

### No. 1 Fruit Store In India | Himachal Apple | India's Best Online Fruit

**Ad** vikaschauhannvc.wixsite.com

Here you can purchase apples & dry fruits, especially from Himachal. Best quality dry fruits, fresh fruit and Guccchi Mushroom from Himalaya's.

Ad	Impressions	Clicks	CTR
● Enabled	0	0	0.00%

**Fig 1.4.13:** After saving advertisement changes the dashboard view