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.

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

Fig 1.4.2: Targeting audiences according to region
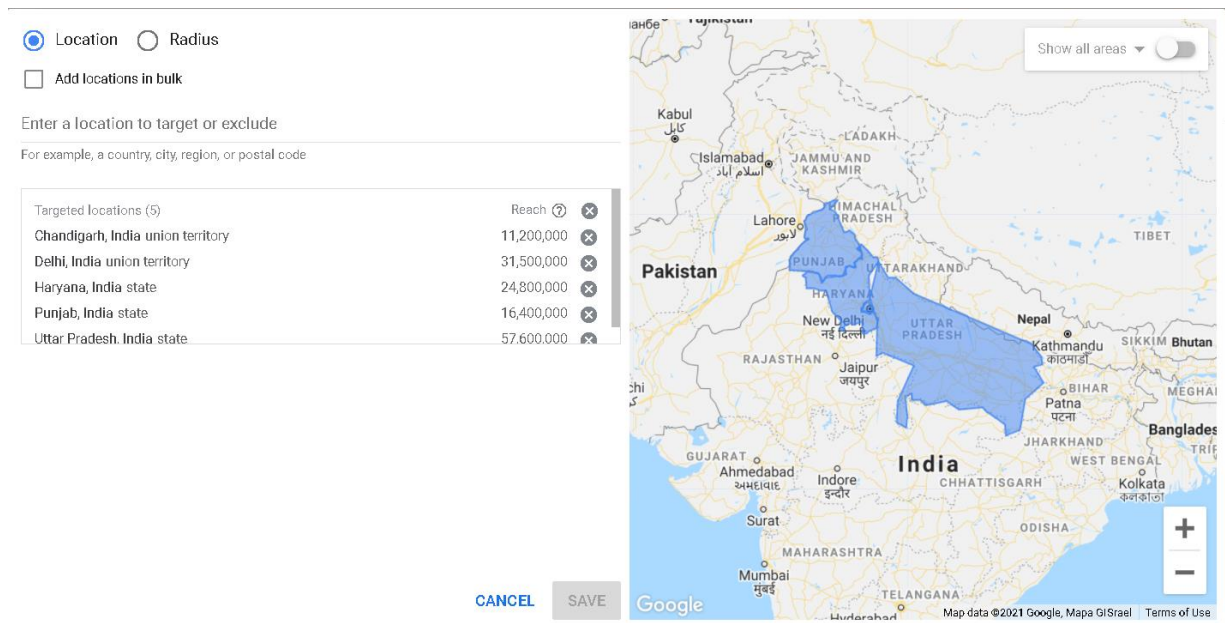
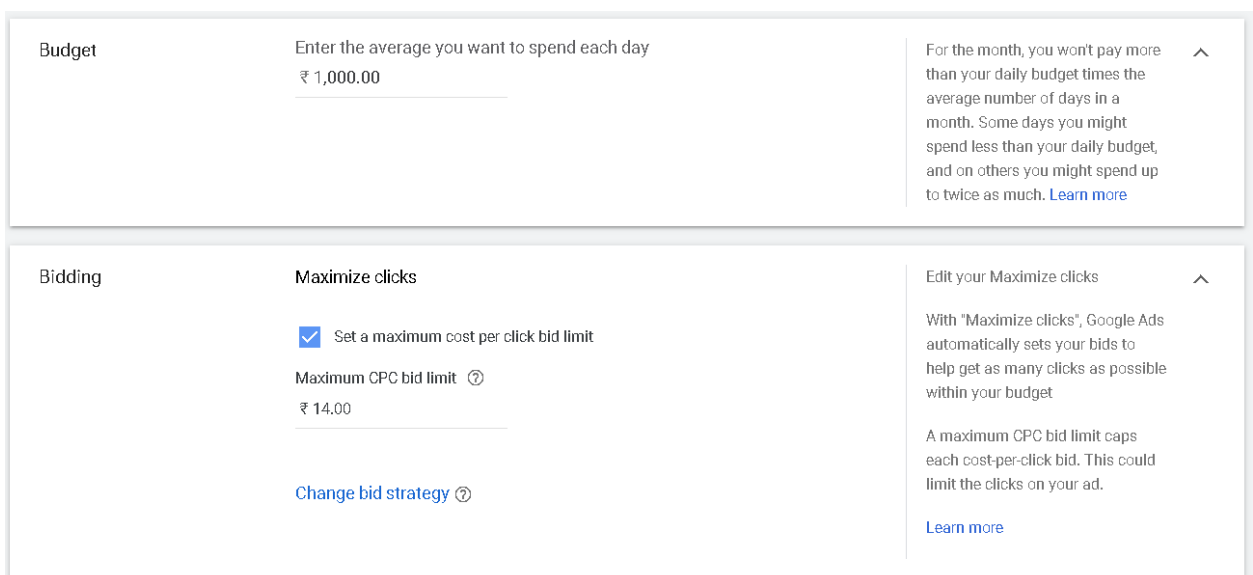**Fig 1.4.3:** Targeting audiences according to location (Sate wise)
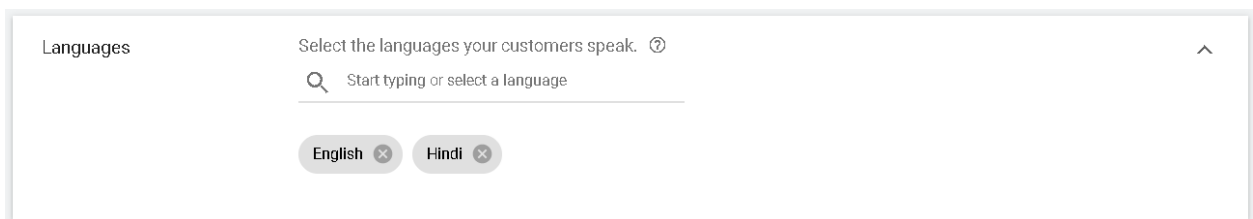
Fig 1.4.4: Language Selection (Hindi & English)

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

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

Match types help control which searches can trigger your ads
keyword = Broad match   "keyword" = Phrase match   [keyword] = Exact match Learn more

Fig 1.4.8: Keywords for better SEO on ad campaign

Fig 1.4.9: Headlines for the ad campaign
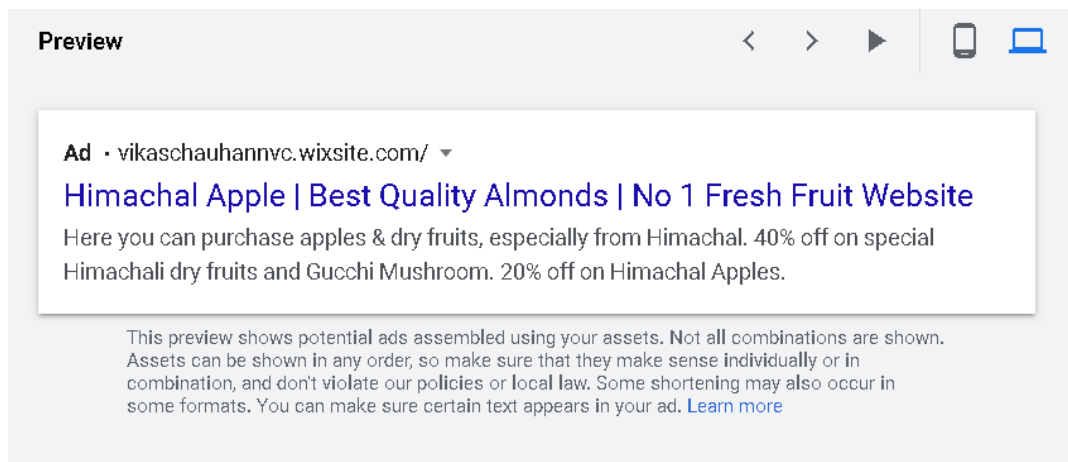
Fig 1.4.10: Ad description for short and eye catching information about site
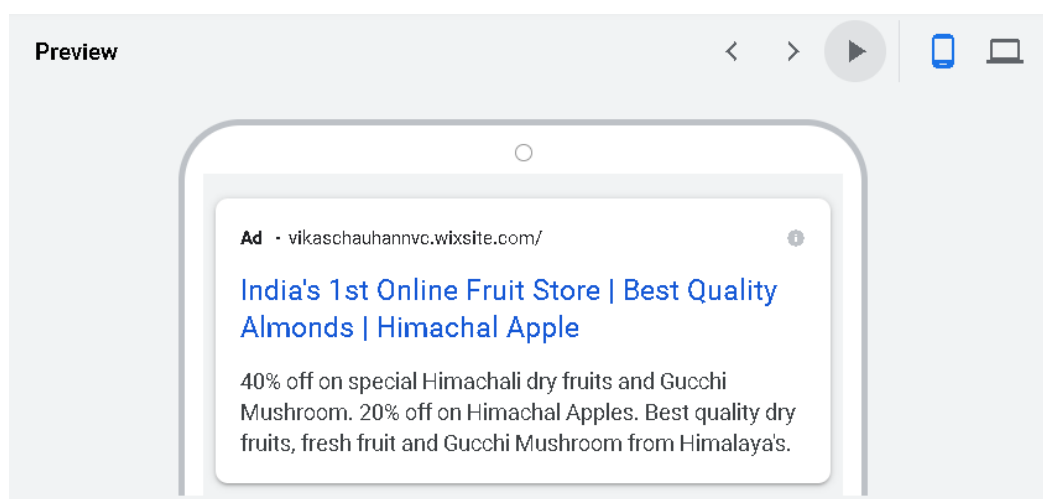
Fig 1.4.11: Preview of built ad for smartphone and tablet

Fig 1.4.12: Preview of built ad for desktop & laptop

Fig 1.4.13: After saving advertisement changes the dashboard view