The other name for google ad is PPC (Pay per click)

Search in google >Google Ads>Google ads- get customers & generate leads> Start now > Create a new campaign > Select an objective > Create a campaign without a goal’s guidance > Select a campaign type >

Search Ad – uses keywords (traffic)

Display Ad - uses images to display ads (it shows ads in the form of images on websites, YouTube)- remarket/retarget

Shopping Ad – it shows search product-based shopping ads – ecommerce-based ad

Video Ad – video on YouTube, particular apps (create a video >upload on youtube channel> link with google ad) (branding/traffic)

App (Download) Ad – increases number of app install - more useful for gaming ads (download ad)

Discovery Ad - use in Gmail as in promotion like that

Performance max Ad – (It covers all ads type) it costs high budget (AI based campaign)

Smart campaign Ad – small business (like find near me)

Ad sense

When search for any keyword landing page is called >SERP page

**SEARCH AD**

Create Campaign > create a campaign without goals guidance > click on Search > Provide Search name> Continue> Bidding > Select clicks in What do you want to focus on? > Select maximum cost per click bid limit>continue> Select location according to your criteria to show ad > Select presence or interest or presence >

**Keyword**

Tools and settings > Keyword planner > Discover a new keyword>

Find 15keyword for particular business (Digital marketing)

**Keyword match type:**

Google ad > search for google ad> select google ads, cutomer….. > start now> create search campaign > Next> select click > select location > Provide keywords to enter keywords option

Broad match – if any word of the keyword search matches to search then it displays ad

Phrase match – exact words inside the phases displays ad - suggested

Exact match - it searches exact match then only shows ad

Sitelinks: it shows options link in keyword search

Callouts:

More assets Type>>

Promotion:

Price: u can see price details of services/products under search description

Call: u can see mobile number under description of search

Structured Snipped: It may be used in search details after description, callouts

Lead Form: it creates form to fill with search details

Apps: it shows an option to download any app in search result

#### Take your digital presence to the next level.

**Billing setup**

Tools and setting> billing setup>

**Display Ad:**

Create a campaign> Create campaign without goal’s guidance > Display > Provide name> continue>

Select location > next >Budget page > next > Optimized targeting is setup for you > Click on add targeting >

Audience segment and demographics are user-based targeting

Others are content base targeting

Audience Segment - Audiences are groups of people with specific interests, intents and demographics, as estimated by Google. They’re people you can show your ads to. Data from your audience sources may be used to improve the bidding and targeting of your audience campaigns.

Demographics:

Keywords: what keywords user search

Topics: Related topics of the search keyword

Placements: where do u want to display ad that is Websites/youtube channel/youtube video, app

**If you can’t find tools and setting than go to Appearance and use previous design**

**Conversion tracking for google ads:**

Tools and setting > measurement > Conversions > New conversion action >Website > Provide website domain name > scan > (Use website events to create conversion actions, or create them manually)>Select Create conversion actions manually using code > Add Conversion action manually > Goal and action optimisation > Select submit a lead form > provide conversion name> Select value as per requirement > Count > Select as one for informative website > Done > Save and continue> Done

Now to add code:

Go to conversion which is made > Tag Setup >install the tag yourself> copy code

Now go to website backend > Go to code snippets > go to header & footer > paste code under pixel code > Save changes

**Thank you, page code adds>**

Copy second page code > Event snippet > go to website > edit with elementor > Search widget > Search for html > drag html to form > copy code to HTML code > Update >

**Remarketing Audience Setup – Audience setup**

Tools and setting > Shared library > Audience manager > data sources >select 1st option &continue > copy code > add in code snippet> header of the website backend > save changes > continue> done

Process to create remarketing audience in google ads

Segment> click on +> Click on website visitor > Provide segment name > Select Actions >provide days as 540 > Refine Action >provide website name > Select as equal > page visit > exclude people> provide details if you want to do any

Video Ads

Branding Awareness traffic – YouTube app website – YouTube channel compulsory

Types of video ads:

Instream ad – Skippable – after 6 sec you can skip ad – branding traffic- max time 59 sec to 59 min

Non-Skippable(Non-skippable in-stream)(Drive conversions) – Remarketing – minimum 6 sec to maximum 20 sec

Outstream Ad – application, website

Video discovery ad/infeed video ad(Get views) – video ad -video views- suggestion, result, home

Bumper ad -5-6 sec maximum – brand awareness/traffic