

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



App promotion

Get more installs, engagement and pre-registration for your app



Awareness and consideration

Reach a broad audience and build interest in your products or brand



Local shop visits and promotions

Drive visits to local shops, including restaurants and dealerships.



Create a campaign without guidance

You'll choose a campaign next

Select a campaign type



Search

Drive website traffic from Google Search with text ads



Performance Max

Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more [See how it works](#)



Demand Gen

Drive demand and conversions on YouTube, Google Display Network and more with image and video ads



Video

Drive website traffic from YouTube with your video ads



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Centre on Google Search with Shopping ads

Select the ways you'd like to reach your goal ?



<https://www.tops-int.com/it-training-rajkot>

Cancel

Continue

Campaign name

tops_ads

Cancel

Continue

Bidding

Bidding



What do you want to focus on? [?](#)

Conversions ▼

☒ Set a target cost per action (optional)

Target CPA [?](#)

₹ 5,000.00

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition



☐ Bid for new customers only

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimise for acquiring new customers. [Learn more about customer acquisition](#)

Locations



Select locations for this campaign ?

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (3)

Ahmedabad, Gujarat, India city

Morbi, Gujarat, India city

Rajkot, Gujarat, India city

Reach ?

22,900,000

402,000

4,430,000

Enter a location to include or exclude

[Advanced search](#)

For example, a country, city, region or postcode

Location options

Include ?

- ☒ Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)
- ☐ Presence: People in or regularly in your included locations

Languages



Select the languages that your customers speak. [?](#)

Start typing or select a language

English X

Hindi X

Gujarati X

Audience segments



Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab.

Search	Browse	3 selected	Clear all
<div>Try "technology education"</div>		Detailed demographics	
<div><div>Y</div><div>Show: Recent and ideas</div></div>		Education	
<div><input checked="" type="checkbox"/></div>	<div>Select all (3)</div>	<div>Current University Students</div>	<div></div>
<div><input checked="" type="checkbox"/></div>	<div>Technology Education </div>	Education > Highest Level of Educational Attainment	<div></div>
<div><input checked="" type="checkbox"/></div>	<div>Bachelor's Degree </div>	Bachelor's Degree	
<div><input checked="" type="checkbox"/></div>	<div>Current University Students </div>	In-market	
		Education > Post-Secondary Education	<div></div>
		Technology Education	
<div><div>+</div>New segment</div>			

Targeting setting for this campaign



Targeting

Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

Start and end dates	Start date: 4 September 2025 End date: 11 September 2025	▼
Ad schedule	Mon - Sat, 08:00 - 10:00	▼
Ad rotation	Optimise: Prefer best performing ads	▼
Campaign URL options	No options set	▼
Page feeds	Add page feeds to your campaign	▼

Next

Google, 2025. [Leave feedback](#)

Keywords and ads



Ad groups help you organise your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Add details to match your ads to the right searches

Keywords



Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL



https://www.tops-int.com/it-training-rajkot



Enter products or services to advertise

[Update keyword suggestions](#)

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for 

IT Training Institute Rajkot
Best IT Training in Rajkot
IT Courses in Rajkot
Computer Training Rajkot
IT Coaching Classes Rajkot

Create ads to get more website traffic

Ads



Try including more
keywords in your headlines



Ad
strength
Average



- ☒ Add headlines [View ideas](#)
- ☐ Include popular keywords [View ideas](#)
- ☐ Make headlines unique [View ideas](#)
- ☒ Make descriptions unique [View ideas](#)

Final URL



Final URL

<https://www.tops-int.com/it-trainir>

This will be used to suggest assets for
your ad

Display path



www.tops-int.com

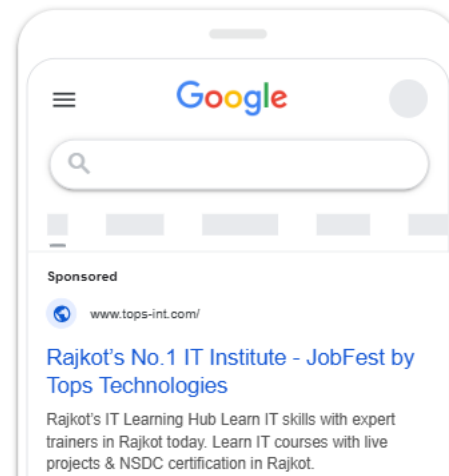
/ /
0 / 15 0 / 15

Headlines 8/15



Preview

[Share preview](#) [Preview ads](#)



× Create sitelink

digital marketing



Sitelink text

digital marketing

17 / 25

Description line 1 (recommended)

Digital Marketing in Rajkot



27 / 35

Description line 2 (recommended)

Learn Digital Marketing Fast

28 / 35

Final URL



Preview



Sponsored



<https://www.tops-int.com/it-training-rajkot>

Best IT Training in Rajkot - Rajkot's No.1 IT Institute

Learn IT courses with live projects & NSDC certification in Rajkot. IT Training Courses in Rajkot | Best Coding classes - TOPS.

digital marketing

Sitelink text

Sitelink text



Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

× Create sitelink

Final URL

python



Sitelink text

python

6 / 25

Description line 1 (recommended)

Python Training in Rajkot



25 / 35

Description line 2 (recommended)

Master Python With Experts

26 / 35

Final URL



✕ Add callouts to your campaign

Campaign-level callouts

Add callouts to this campaign. Any callouts added here can be used across campaigns.

Add new callout

Callout text 1

Call Now for Free Demo

Callout text 2

22 / 25

Learn Digital Marketing

Callout text 3

23 / 25

Callout text 4

0 / 25

0 / 25

[Add callout text](#)

▼ [Advanced options](#)

[Save](#)

[Cancel](#)

Preview



Sponsored



<https://www.tops-int.com/it-training-rajkot>

Best IT Training in Rajkot - Rajkot's No.1 IT Institute

Learn IT courses with live projects & NSDC certification in Rajkot. IT Training Courses in Rajkot | Best Coding classes - TOPS. Call Now for Free Demo. Learn Digital Marketing.

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or

✕ Add calls to your campaign

Campaign-level calls

Add calls to this campaign. Any calls added here can be used across campaigns.

Add new call

India ▼

Phone number ?
97240 04242

Example: 074104 10123

Call reporting is turned on ?

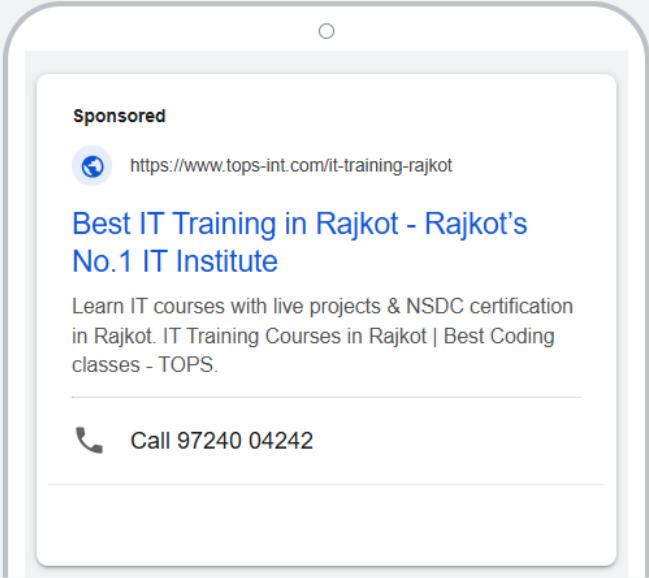
Conversion action ?

Use account settings (Calls from ads) ▼

▼ [Advanced options](#)

[Save](#) [Cancel](#)

Preview



Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

[Apply](#) [Cancel](#)

✕ Add a lead form to your campaign



To create new lead form extensions, accept the Terms of Service.

[View and accept terms](#)

Create your lead form

Headline

0 / 30

Business name

TOPS Technologies

17 / 25

Description

Register for Next Job Fest

26 / 200

Questions

To change the information you ask for after saving your campaign, you will have to create a new form

Contact information



Add

Field

Optional



Name



Preview



Lead form

Submission message

Ad

TOPS Technologies

Register for Next Job Fest

Name

Email

Phone number



GOOGLE DISCLOSURE

By submitting, you agree to send your info to TOPS Technologies so they can contact you about the above request. TOPS Technologies agrees to use your info in accordance with their [privacy policy](#). Google will not use the content of your responses for ads targeting or measurement.

Budget

Select the average that you want to spend each day.

Set your average daily budget for this campaign

₹ 5,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

98.9%

Campaign optimisation score [?]



Weekly estimates

Estimates are based on your keywords and daily budget [?]

Ad group 1

Weekly conv.
0

Cost/Conv.
-

Your campaign is ready to publish

[Publish campaign](#)

Recommendations

Apply these recommendations to optimise campaign performance

< 1 / 3 >



Add more keywords: Show your ads more often to people searching for what your business offers ?

+0.9%

[View](#)

[Apply all](#)

Overview

Campaign name	tops_ads
Campaign type	Search
Objective	Website traffic
Goal	Page views

Bidding

Bidding	Maximise conversions (Target CPA – ₹5,000.00)
Customer acquisition	Bid equally for new and existing customers

Campaign settings

Networks	Google Search Network, Search partners, Display Network
Locations	Ahmedabad, Morbi, Rajkot
Languages	English, Hindi and Gujarati
Audiences	No segments

AI Max

Asset optimisation	Text customisation and Final URL expansion turned off
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists

Keywords and ads

Keywords	5 keywords
Search term matching	Using only your keywords and match types
Brand inclusions	Limiting to: 0 brand lists
Locations of interest	None
URL inclusions	No URL inclusions
Ads	1 ad

Budget

Budget	₹5,000.00/day
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[Publish campaign](#)



Your ads will go live after a review

All ads are checked to ensure that they're safe and appropriate for everyone.
This editorial and policy review should take 1–2 working days.