

Creating Ads in Google

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 a goal's guidance

Choose a campaign type first, without a recommendation based on your objective

Select a campaign type



Search

Get in front of high-intent customers at the right time on Google Search



Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads



Display

Reach customers across three million sites and apps with engaging creative



Shopping

Showcase your products to shoppers as they explore what to buy



Video

Reach viewers on YouTube and get conversions



App

Drive downloads and grow engagement for your app



Smart

Reach customers with a one-stop solution built for small businesses

Select the results that you want to get from this campaign ⓘ



Website visits



<http://www.sling-tech.com/>



Phone calls

Campaign name

Slingtech_Search_26_Oct

Bidding

Bidding

What do you want to focus on? ⓘ

Conversions ▾

☒ Set a target cost per action (optional)

Target CPA ⓘ

₹ 60.00

Customer acquisition

☐ Bid for new customers only

This option limits your ads 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](#)

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

☒ Google search partners network (recommended)

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

☐ Google Display Network (recommended)

Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

 **Use Display Expansion:** Show your ads in more places and get more conversions at a similar cost per action (CPA) ⓘ **+0.9%** [Apply](#)

Locations

Select locations for this campaign ⓘ

☐ All countries and territories

☒ India

☐ Enter another location

▼ [Location options](#)

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.

Broad match keyword

Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more about broad match keywords](#)

☒ On: Use broad match keywords for your entire campaign

☐ Off: Use keyword match types

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

🔗 <http://www.sling-tech.com/>

Add products or services to advertise



Web Design & Development X

Software development company X


Enter keywords

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

"Web Design & Development"
"Software development company"
"dot net development"
"PHP Development"
"e-Commerce Website Development"
"iphone app development company"
"mobile app development company"
"develop apps for ios"
"developing mobile applications"
"app development"
"ios app development"

Final URL ? ^

Final URL

www.sling-tech.com 

This will be used to suggest headlines and descriptions

Display path ? ^

www.sling-tech.com

/ Web Design / & Development

10 / 15 13 / 15

Tt **Headlines 14/15** ? ^

For optimal ad performance, include these keywords in your headlines

- ✓ ios app development
- ✓ app development
- ✓ developing mobile applications

[More ideas](#) >

Web Design & Development

Required 24 / 30

Software development com

Required 28 / 30

PHP Development

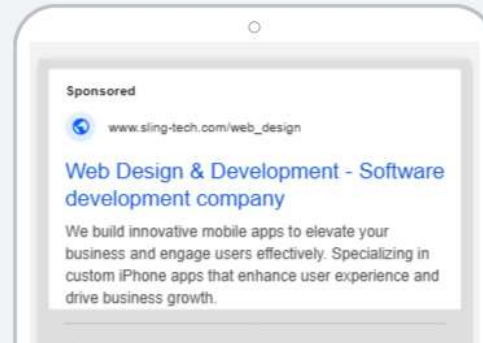
Required 15 / 30

e-Commerce Website Devel

Preview



Highlight ad ☒



This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

develop apps for ios



20 / 30

dot net development

19 / 30

mobile app development co

30 / 30

iphone app development co

30 / 30

developing mobile applicati

30 / 30

app development

15 / 30

cross platform app develop

30 / 30

ios app development

19 / 30

mobile app development

22 / 30

android app development



23 / 30

 Headline

Tt Descriptions 4/4 ? [View ideas](#)

Create user-friendly apps for seamless experiences across devices and platforms.

Required 80 / 90

We build innovative mobile apps to elevate your business and engage users effectively.

Required 86 / 90

Specializing in custom iPhone apps that enhance user experience and drive business growth.

90 / 90


Creating beautiful, functional websites that engage users and boost your brand online.

86 / 90

Sitelinks ?

Add links to your ads to take people to specific pages on your website.

[Contact Us](#)

Connect for your web needs! · 
Reach out for design help!

[Larimore](#)

Larimore: Delhi's web experts! · 
Your vision, our design magic!

[Web Design in Delhi](#)

Expert web design in Delhi! · 
Creative websites for you!

Add new call

India

Phone number7698351799

Example: 074104 10123

Call reporting is turned on

Conversion action

None

Advanced options

SaveCancel

Preview

Highlight call

Sponsored

<http://www.sling-tech.com/>

Web Design & Development - Software development company

Create user-friendly apps for seamless experiences across devices and platforms. We build innovative mobile apps to elevate your business and engage users effectively.

Call 7698351799

☐ ₹1,100.00

▼

☐ ₹940.00 Recommended

▼

☐ ₹750.00

▼

☒ Set custom budget

^

Set your average daily budget for this campaign

₹ 660.00

Weekly conv.91.7

Cost/Conv.₹50.36

Weekly cost₹4,620.00