Google Ads

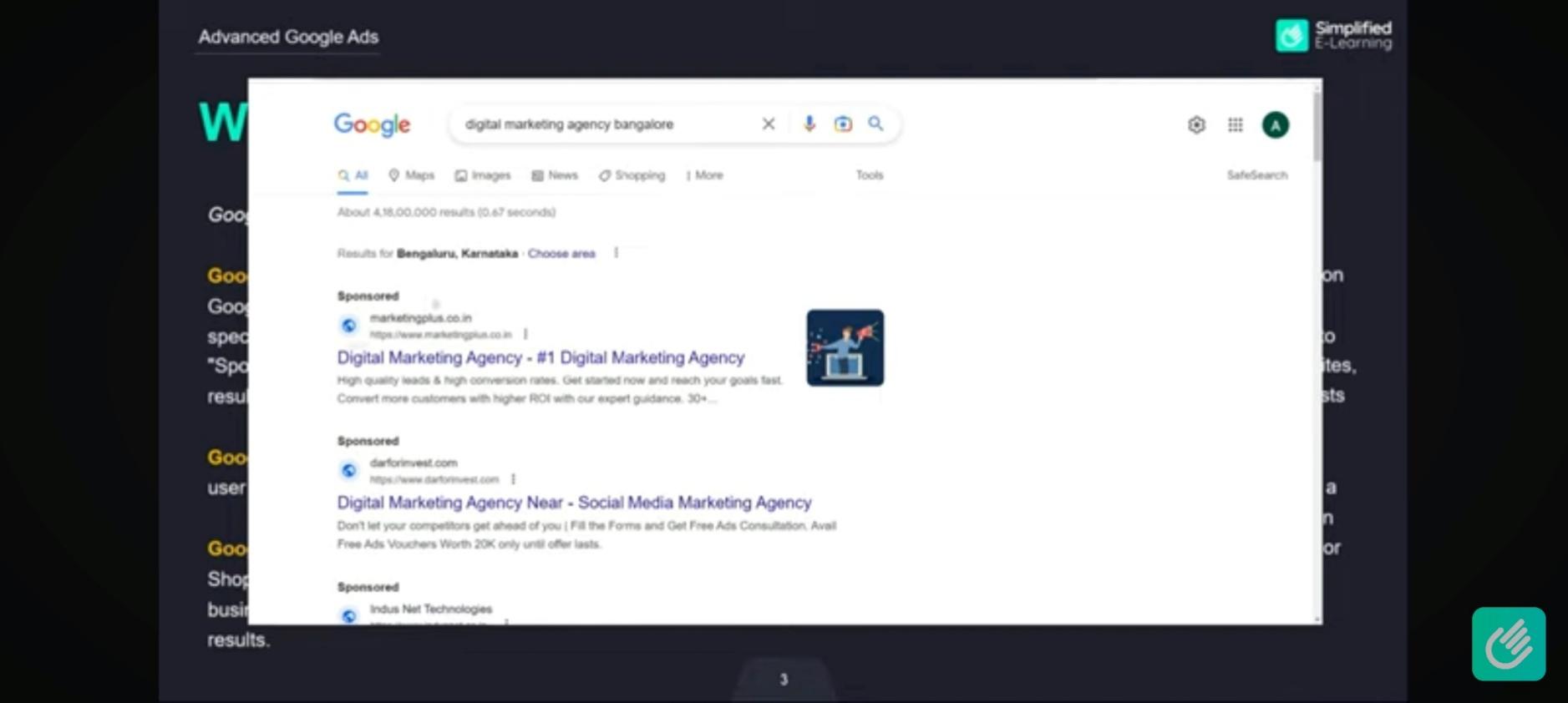
**What is Google Ads?**

* Google Ads is a platform for advertising on Google. It allows businesses to create and display ads to users on Google search results pages, as well as on websites that are part of the Google Ads network.
* With Google Ads, businesses can target specific demographics and locations, set a budget for their advertising campaign, and track the performance of their ads.
* Google Ads uses a pay-per-click model, meaning that businesses only pay when a user clicks on their ad. Google Ads offers a variety of ad formats, including search ads, display ads, and video ads, to help businesses reach their right marketing goals.

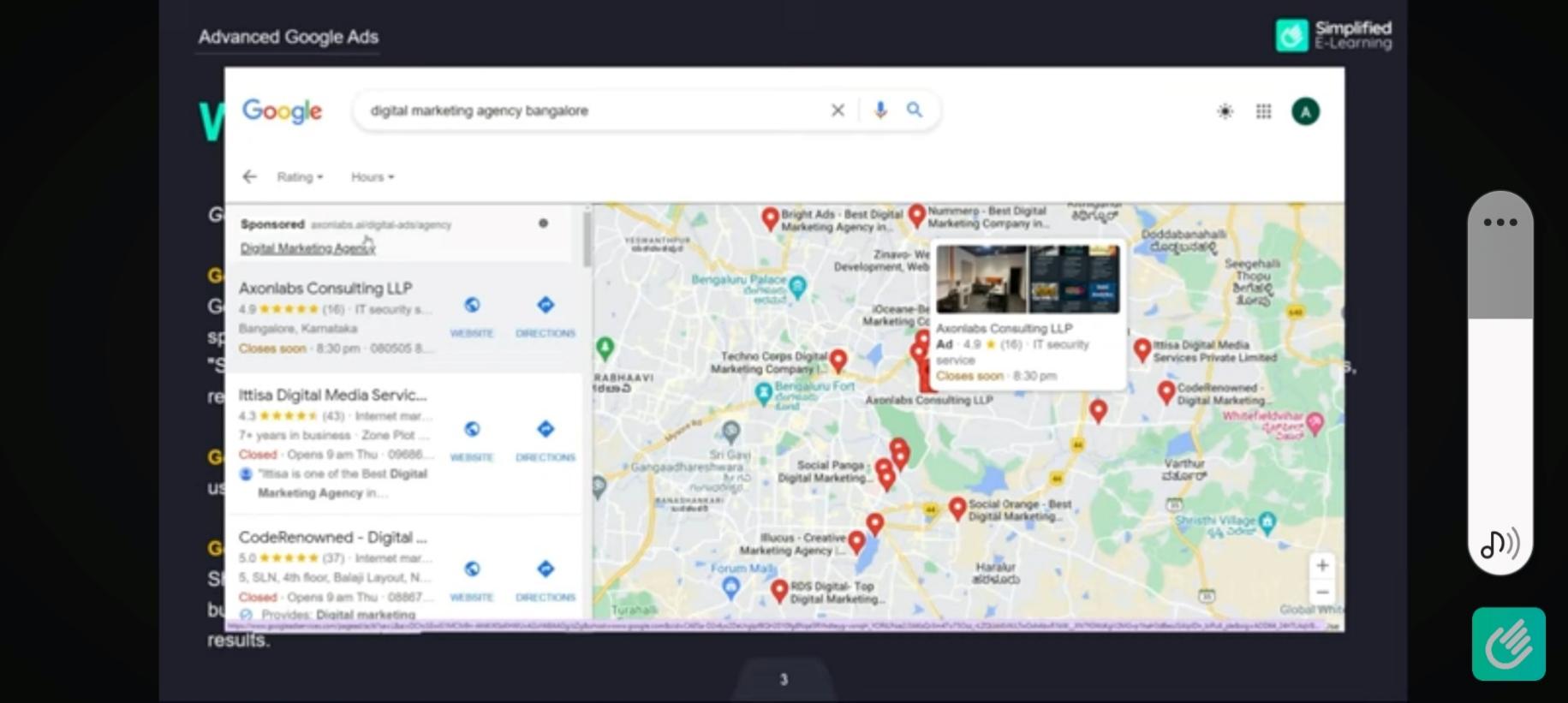
**Where Do Google Ads Appear?**

Google Ads can appear in a multiple places, including:

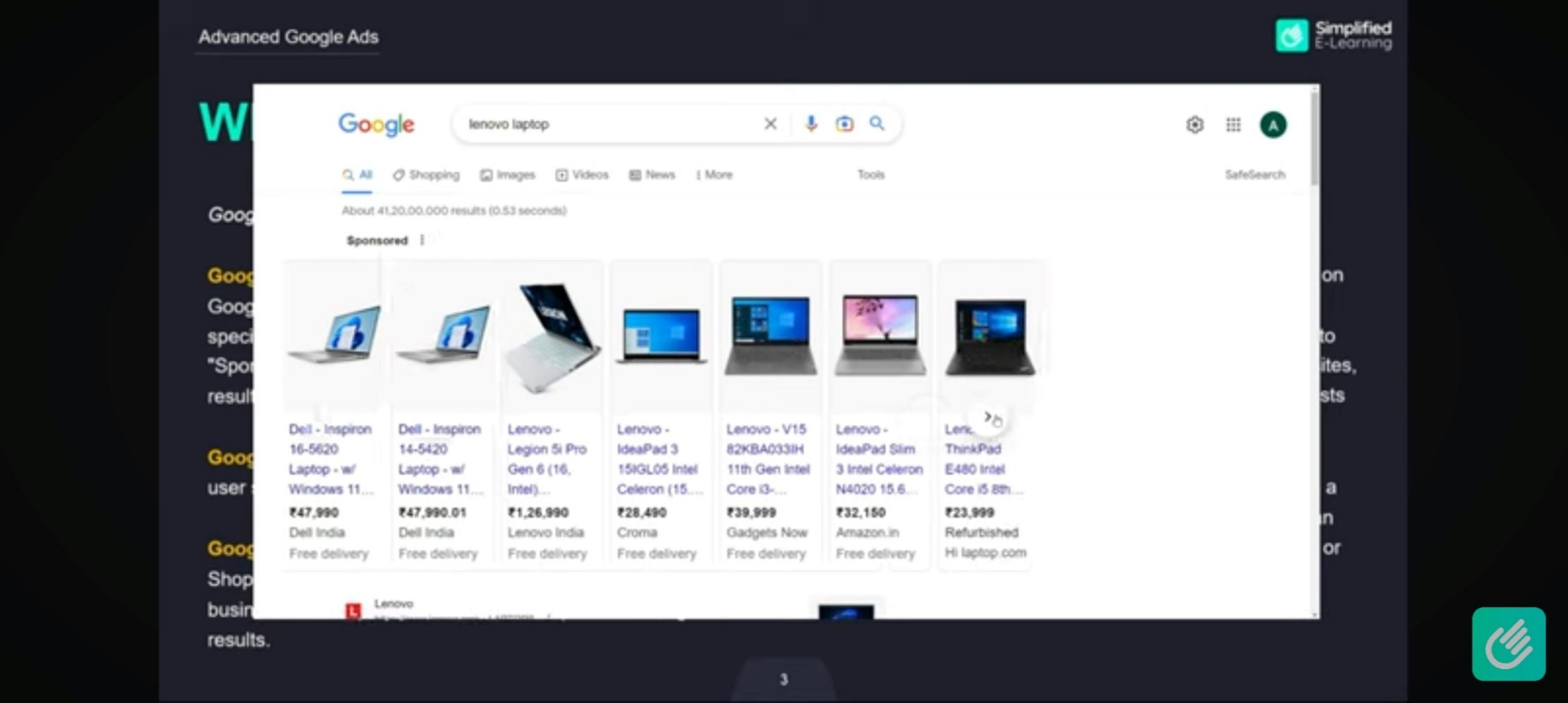
**Google Search**: Google Ads can appear at the top or bottom of Google search results pages when a user searches for a specific keyword or phrase. These ads are labeled as **"Sponsored"** and are designed to look similar to organic search results.



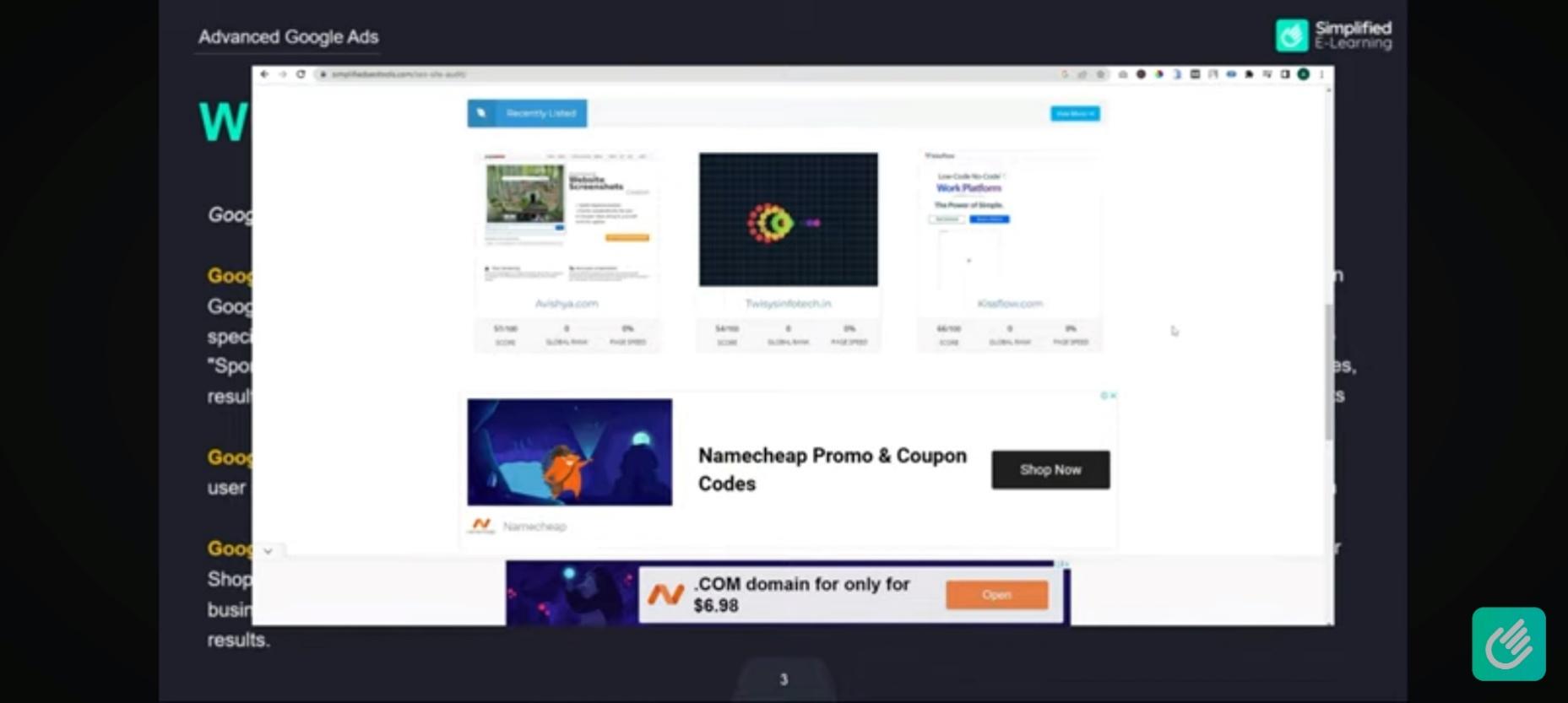
**Google Maps**: Google Ads can appear on Google Maps when a user searches for a specific business or category.



**Google Shopping:** Google Ads can appear on Google Shopping, which is a platform for shopping ads that allows businesses to display products and their prices in Google search results.



**Google Display Network:** Google Ads can also appear on websites and apps that are part of the Google Display Network, which is a group of websites that have agreed to show Google Ads. When a user visits one of these websites, they may see display ads that are relevant to their interests or search history.



**YouTube:** Google Ads can appear on YouTube, which is a video-sharing platform owned by Google. Businesses can create video ads that are shown to users before, during, or after a video on YouTube.

**Setup Google Ads Account**

1. Create Google Ads account

2. Set up a payment method

3. Taxes & Billing setup

**Create Google Ads Account (Without Creating a Campaign)**

1. Go to the Google Ads homepage ([https://ads.google.com](https://ads.google.com/" \t "_blank))

2. Click the "Start now" button.

3. Sign in with your Google account, or create a new one

**Set up a payment method**

The available payment methods for Google Ads vary depending on your country or region, but some of the most common options include:

Credit cards and debit cards

Money transfer

NetBanking

Paytm wallet

Before you start advertising, you'll need to add a payment method to your Google Ads account so you can pay for your advertising costs.

**Taxes & Billing Setup (Taxes in India)**

* If you're located in India, you'll be charged a Goods and Services tax (GST) on all the purchases you make.
* GST is a dual taxation model where both the Indian states and the Indian central government apply tax on services and goods.
* GST consists of 3 types of taxes: central tax, state tax, and integrated tax. Google's location that provides the services and your purchase location determine which tax is applied to your purchase.

The following are the rates:

Central GST (CGST) rate: 9%

State GST (SGST) rate: 9%

Integrated GST (IGST) rate: 18%

**Basics of Keyword Research**

1. Keyword Research using Keyword Planner

2. Keywords vs Queries

3. Discover new keywords

4. Discover keywords with a website

5. Keyword (by relevance)

6. Avg. monthly searches

7. Keyword Competition

8. Ad impression

9. Top of page bid (low range) & (high range)

10. Download Keyword Ideas

11. Get search volume and forecasts

12. Alternative keyword research

**1.Keywords vs Queries**

* In the context of Google Ads, keywords and queries are related but different terms. keywords are chosen by the advertiser and queries are the terms that users type in search engines.
* Keywords are the words and phrases that advertisers choose to target their ads.
* Advertisers bid on keywords that are relevant to their products or services and when users searching for those keywords, their ads may appear.
* Queries, on the other hand, are the specific words or phrases that users type into the search engine when looking for something.
* When a user's query matches the keywords that an advertiser has chosen to target, the advertiser's ad may appear in the search results.

**2.Discover New keywords**

Get keyword ideas that can help you reach people interested in your product or service

1. Start with keywords

Use products or services closely related to your business

2. Start with a website

Use website or a page to find keywords that match your site.

For example, a restaurant website will generate keywords based off all words found within the website

**3.Get search volume and forecasts**

* You will see the average monthly search volume for each keyword, along with other metrics such as competition and estimated cost-per-click.
* With Google Keyword Planner, you can get a better understanding of how much demand there is for specific keywords and use this information to optimize your campaigns for maximum performance.

**4.Keyword (by relevance)**

* Keywords relevance refers to how well a specific keyword matches the topic of your content or product.
* Relevance is an important factor in keyword selection because it determines how likely users are to find your content or product when they search for specific keywords.
* By focusing on relevant keywords, you can ensure that your ads are shown to users who are interested in what you have to offer, improving your chances of attracting leads and sales.

**5.Avg. monthly searches**

* Average monthly searches (also known as search volume) is a metric that reflects the average number of times a keyword is searched for on Google within a given month.
* Higher search volume generally means more potential traffic, while lower search volume may indicate less competition.
* Keep in mind that average monthly searches should not be the only factor you consider when choosing keywords. It's also important to look at other factors such as relevance, competition, and search intent.

**6.Keyword Competition**

* Google Ads keyword competition refers to the level of competition for a specific keyword within the Google Ads platform.
* The level of competition-low, medium, or high- is determined by the number of advertisers bidding on each keyword relative to all keywords across Google. If we don't have enough data, you'll see a dash (-).

**7.Ad impression**

* Impressions are a key metric in measuring the reach and visibility of your Google Ads campaign.
* The number of impressions indicates how many times your ad was displayed to users, while the impression rate (also known as the click- through rate) measures how often users clicked on your ad after seeing it.
* However, a high number of impressions can be a sign of a successful campaign, as it indicates that your ad is reaching a large number of users and is being seen by a significant portion of your target audience.

**8. Top of page bid (low range) & (high range)**

* The low range and high range of the top of page bid refer to the minimum and maximum amount you would need to bid in order to have a chance of appearing in the top position.
* The range is determined based on the competition for the keyword and the quality of your ad and website.
* Google Ads provides the top of page bid range as a tool to help you understand the cost involved in appearing in the top position, but it's important to keep in mind that this is just an estimate and not a guarantee.
* Your actual cost-per-click may be higher or lower depending on factors such as ad relevance, ad quality, and competition for the keyword

**9.Alternative Keyword Research**

**1. Google Suggestions**

* Google Suggestions refer to the list of related search queries that appear as you type a query into Google's search bar.
* This feature is designed to help users find what they're looking for more quickly? and easily.

**2. Google Related Searches and Autocomplete**

* Google Related Searches and Autocomplete are related features that are designed to help users find what they're looking for more quickly and easily.
* Google Related Searches is a feature that appears at the bottom of the search results page and shows a list of related searches that people have performed based on the query you've entered

**Type of Campaigns Objective**

**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

**Product and brand consideration**

* Encourage people to explore your products or services

**Brand awareness and reach**

* Reach a broad audience and build awareness

**App promotion**

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

**Local store visits**

* Drive visits to local stores, including restaurants and dealerships.

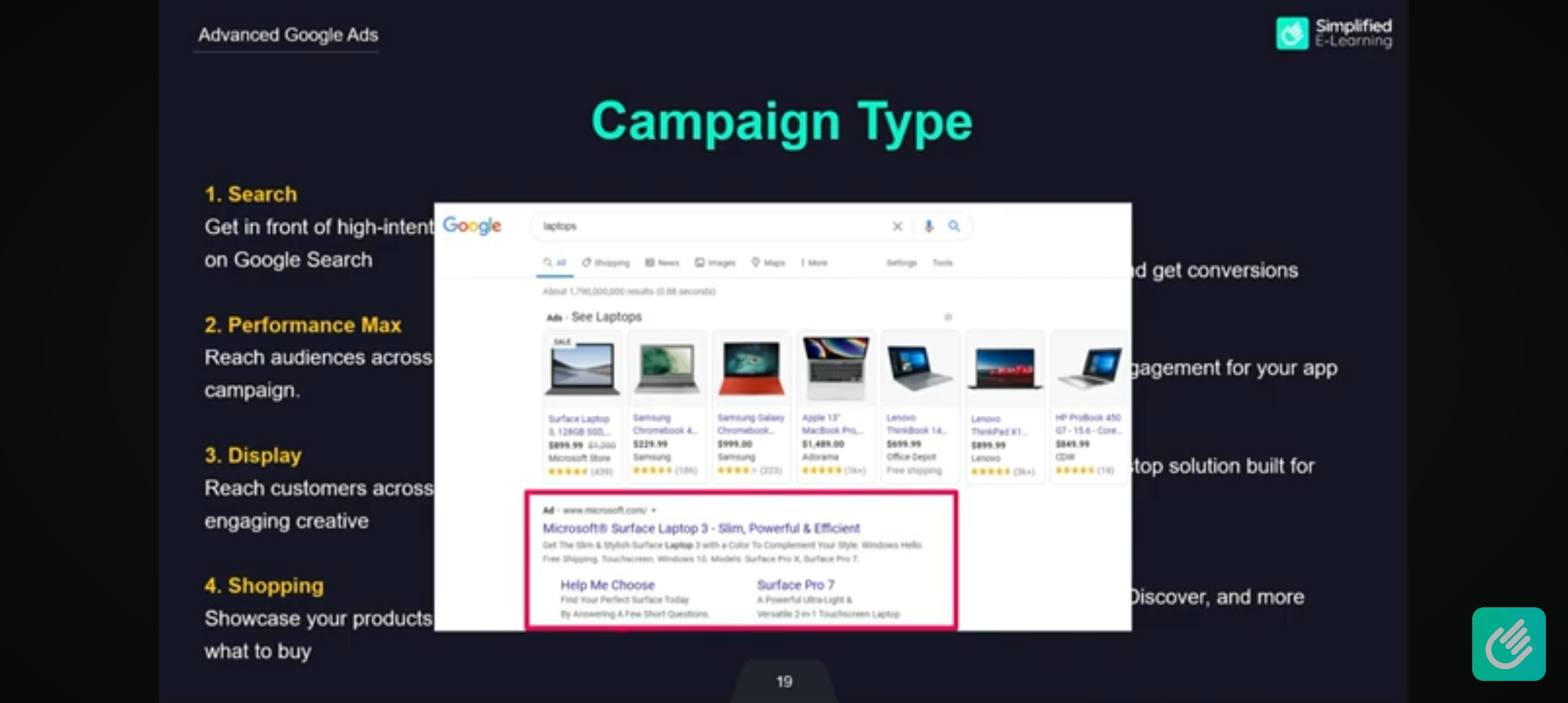
**Create a campaign without a goal's guidance**

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

**Campaign Type**

**1. Search**

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



**2. Performance Max**

* Reach audiences across all of Google with a single campaign.

A screenshot of a computer

Description automatically generated

**3. Display**

* Reach customers across 3 million sites and apps with engaging creative

A screenshot of a video

Description automatically generated

**4. Shopping**

* Showcase your products to shoppers as they explore what to buy

A screenshot of a computer

Description automatically generated

**5. Video**

* Reach viewers on YouTube and get conversions

A screenshot of a video

Description automatically generated

**6. App**

* Drive downloads and grow engagement for your app

A screenshot of a video campaign

Description automatically generated

**8. Demand gen ads**

* Run ads on YouTube, Gmail, Discover, and more

A screenshot of a cell phone

Description automatically generated

**Type of Bidding Strategies**

1. Target CPA

2. Target ROAS

3. Maximize Clicks

4. Maximize Conversions

5. Target Impression Share

6. Manual CPC & Enhanced CPC

**1. Target CPA**

we decide how much pay for per click

* Target CPA (cost per action) is a bidding strategy in Google Ads that allows you to set a target cost per conversion for your campaign.
* With target CPA bidding, you set a target cost per conversion that you want to pay for each sale, lead, or other desired action on your website.
* Target CPA bidding is a good option if you want to focus on maximizing conversions and return on investment (ROI), rather than just maximizing clicks or impressions. It can help you get more conversions for your budget and achieve your desired cost per action

**2. Target ROAS**

we decide maximum amount of pay from the whole amount---------1000-------100

* Target ROAS (return on ad spend) is a bidding strategy in Google Ads that allows you to set a target return on investment for your campaign.
* With target ROAS bidding, you set a target return on investment (ROI) that you want to achieve for each dollar spent on advertising.
* For example, if you set a target ROAS of 300%, you want to generate 300 in revenue for every 100 spent on advertising.
* By using target ROAS bidding, It can help you get more revenue for your budget and achieve your desired return on investment

**3. Maximize Clicks**

google decide the amount based on location for maximum clicks(website traffic) and give expected ROI

* Maximize clicks is a bidding strategy in Google Ads that allows you to maximize the number of clicks that your ad receives.
* With maximize clicks bidding, you set a budget for your campaign and Google Ads automatically optimizes your bids to get as many clicks as possible within that budget.
* Maximize clicks bidding is a good option if you want to focus on maximizing the number of clicks to your website, rather than on maximizing conversions or return on investment (ROI).
* It can help you get more traffic to your website for your budget

**4. Maximize Conversions**

google decide the amount based on location,devices for maximum conversion and give expected ROI----take amount from campaign

* Maximize conversions allows you to maximize the number of conversions that your ad receives.
* With maximize conversions bidding, you set a budget for your campaign and Google Ads automatically optimizes your bids to get as many conversions as possible within that budget.
* By using maximize conversions bidding, Google Ads handle the bidding optimization to reach your goal.
* It can help you get more sales, leads, or other desired actions for your budget.

**5. Target Impression Share**

50% ads based on keywords(visibility)

* With target impression share bidding, you set a target percentage of impressions that you want your ad to receive, based on the number of times your ad is shown compared to the total number of times all ads in your ad auction are shown.
* For example, if you set a target impression share of 50%, you want your ad to be shown 50% of the time that ads are shown in the ad auction for your keywords.
* Target impression share bidding is a good option if you want to focus on maximizing visibility and exposure for your ad, rather than on maximizing clicks or conversions.

**6. Manual CPC & Enhanced CPC**

based on location,we make adjustment

* Manual CPC bidding is a basic bidding strategy where you set a maximum cost-per-click (CPC) bid that you are willing to pay for a single click on your ad.
* You manually set the maximum CPC bid for each keyword, and Google Ads will use your bid to determine whether or not to show your ad in the ad auction.
* With Enhanced CPC (ECPC), uses machine learning to adjust your manual bids to increase conversions and maximize your ad's performance.
* **Conversion**: An action that a user takes after interacting with an ad, such as making a purchase or calling a business
* **Conversion value**: The monetary value assigned to a conversion

**Google Search Partners**

* Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.
* Search Partners allows advertisers to extend the reach of their ads to show on sites other than in Google's search engine.
* Unfortunately, Google doesn't publish a complete Google Search Partners list of websites that your ad can show on.

**Where ads show on Google Search Partners?**

**Search Engines:** Ask.com, Dogpile.com, Lycos.com etc.

**Google sites and products:** Google Shopping, Google Maps, Google Images, YouTube, and Google Groups etc.

**Search results and product pages on partner sites:** Amazon, Walmart, Target etc.

**Eligible Campaign:** Search and Shopping campaigns

**Google Display Network**

* Google Display Network (GDN) is an advertising network that consists of more than 600,000 apps and over 3 million sites. It reaches over 90% of internet users globally.
* Google Display Network helps you find the right audience with its targeting options that strategically show your message to potential customers at the right place and the right time.

**Google Display Network**

**Image ads**- these can be either HTML5 files or images. The ads can be in a static or dynamic format.

**Gmail ads**- these are messages that are displayed in the user's inbox. The ads are customized such that customers can open, save, and forward the ads.

**Engagement ads**- they are in form of captivating video or image ads run on YouTube and across the whole Display Network.

**Responsive Display ads**- these allow you to add text, logos, and images

in one ad. This ad is easy to make, and it requires minimal manual optimization.

**Location Targeting**

* Google Ads location targeting allows your ads to appear in the geographic locations that you select: countries, areas within a country, a radius around a location.
* Location targeting helps you focus your advertising to help find the right customers for your business.

**Advanced Location Targeting**

**Location:** For example, a country, city, region, or postal code

**Add:** adds that location to your list of targeted locations.

**Exclude:** prevents your ads from appearing in this location.

**Nearby & Related Locations:** generates a list of nearby regions that you might consider adding as well.

**Radius:**

* You can set up a radius around the business locations in your Google My Business account (Target 3 miles or target 3 kilometer)

**Types of Audience Segment**

**Affinity segments:** Reach users based on what they're passionate about and their habits and interests.

**Custom segments:** Custom segments help you reach your ideal audience by entering relevant keywords, URLS and apps.

**Detailed demographics:** Reach users based on long-term life facts.

**Life events:** Reach users when they're in the midst of important life milestones.

**In-market:** Reach users based on their recent purchase intent.

**Your data segments:** Reach users that have interacted with your business.

**Website and app visitors:** Reach people who have visited either your website or your apps.

**Customer Match**: Reach your existing customers based on your CRM data.

**Similar segments:** Reach new users with similar interests to your website visitors or existing customers.

Targeting------------audience segment-----------browse

**Keyword Match Types**

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

Selecting high quality, relevant keywords for your advertising campaign can help you reach the customers you want.

**Keyword Match Types**

There are four different keyword match types:

1. Broad Match

2. Phrase Match

3. Exact Match

4. Negative Match

**Keyword Match Types: Broad Match**

1. Broad match keywords are the most general type of match and will trigger your ad to appear for a wide range of search queries that are related to your keyword.

2. This means that your ad could show for variations of your keyword, related terms, and even for unrelated terms that are related to your business.

3. Broad match is the default match type in Google Ads.

4. It can be helpful in generating a large volume of clicks and impressions, but it also means that your ad could be shown for irrelevant search terms, which can result in low-quality traffic and wasted spend.

**Examples of Broad Match Keywords**

**Keyword: car insurance**

affordable car insurance

car insurance quotes

best car insurance companies

**Keyword: running shoes**

Buy running shoes

Best shoes for jogging

Running sneakers

Affordable running footwear

Where to find athletic shoes

Broad-----….dm…..------anything else-related word-------default-----irrelevent search

**Keyword Match Types: Phrase Match**

1. Phrase match allows your ad to appear for search queries that contain the **exact phrase of your keyword**, or close variations of that phrase, with other words potentially appearing before or after that phrase.

2. Phrase match may also include close variations of the specified phrase, such as singular/plural forms, misspellings, and stemming variations.

3. To specify a phrase match keyword, you enclose it in quotation marks.

4. By using phrase match, we can reach a wider audience to get more impressions and clicks, while still keeping your ad targeting specific and relevant.

**Examples of Phrase Match Keywords**

**Keyword: "yoga classes"**

local yoga classes

beginner yoga classes

online yoga classes

X yoga free classes

X yoga beginner classes

X yoga practice classes

**Keyword: "travel insurance"**

international travel insurance

travel insurance quotes

best travel insurance companies

X best travel time insurance

X insurance for travel

X travel safety insurance

**Keyword Match Types: Exact Match**

1. Using exact match, your ad will only appear for searches that are an exact match of your keyword, with no other words appearing before, after, or in-between.

2. To specify an exact match keyword, you enclose it in square brackets.

3. By using exact match, you can get the most targeted and relevant audience for your ad, but you may also miss out on a wider audience and get fewer impressions and clicks compared to the other match types.

**Examples of Exact Match Keywords**

**Keyword:[ digital marketing course]**

Digital marketing course

X free digital marketing course

X digital marketing free course

**Keyword: [vegetarian restaurant]**

vegetarian restaurant

 X vegetarian restaurant near me

X best vegetarian restaurant

X vegetarian 5 star restaurant

**Keyword Match Types: Negative keyword Match**

1. Negative match is a keyword match type in Google Ads that allows you to exclude specific search queries from triggering your ad to appear.

2. We can add negative keywords at the account and campaign level.

3. There are 3 type of negative keywords: Negative broad match, Negative phrase match, Negative exact match.

4. By using negative match, you can get a more targeted and relevant audience for your ad and avoid wasting ad spend on unqualified leads that are unlikely to convert.

**Examples of Negative Match Keywords**

**Negative broad match keyword: -car insurance quotes**

blue tennis shoes

running shoe

X blue running shoes

X shoes running

**Negative phrase match keyword: "running shoes"**

blue tennis shoes

shoes running

X blue running shoes

X running shoes

Select campaign----------keyword----negative keyword--------- + ----All new keyword------select campaign-------one keyword------give keyword

**Types of ad formats in Google Ads**

The ad formats available to you depend on your campaign type (App, Display, Discovery, Local, Performance Max, Search, Smart, Shopping, and Video) and campaign goal (for example, "Drive conversions" for Video campaigns or "App installs" for App campaigns).

**Available Ad Formats in Google Ads**

**Responsive Ads**

Responsive Display & Search ads automatically adjust their size, appearance, and format to fit available ad spaces.

**Image Ads**

Showcase your product or service in a visual way using JPG or PNG format, or animated graphics in GIF format.

**App Promotion Ads**

Drive app downloads and engagement and send your customers to download your app from an app store.

**Video Ads**

Video ads that show online. Run standalone video ads or insert them in streaming video content.

**Shopping Ads**

Shopping ads show users a photo of your product, a title, price, store name, and more details about your product.

**Call-only Ads**

Drive phone calls to your business with ads that include your phone number. People can click on these ads and then call your business directly.

**Local Search Ads**

Google can feature your business locations and lead users to call or visit your locations.

**Final URL**

The final URL is the URL that people reach after clicking your ad, If you use a cross-domain redirect, enter it in a tracking template.

**Display Path**

The display URL gives potential customers a clear idea of what webpage they'll reach once they click your ad

**Headlines:**

You'll need to enter a minimum of 3 headlines, but you can enter up to 15.

**Descriptions:**

You'll need to enter a minimum of 2 descriptions, but you can enter up to 4.

**What Is Ad Strength**

Ad strength is an indication of the relevance of your ad combinations. Having more relevant and unique content can improve your ad's performance.

Optimization score is an estimate of how well your Google Ads account is set to perform. Scores run from 0-100%, with 100% meaning that your account can perform at its full potential.

**How to Improve Ad Strength**

1. Ad Strength provides you with feedback to help you focus on providing the right messages to your customers.

2. Ranging from "Incomplete", "Poor", "Average", "Good" to "Excellent," this metric measures the relevance, quality, and diversity of your ad copy.

3. Higher Ad Strength will also help you to maximize your ad's performance.

4. Add more headlines or descriptions for better performance: You can use up to 15 headlines and 4 descriptions.

5. Add unique headlines and descriptions

6. Unpinning some assets

7. Include more keywords in your headlines & descriptions

**Google Ads Budget**

Google Ads budget allows you to control the overall amount you want to spend on a specific advertising campaign.

**Types of Budgets**

1. Average daily budget

2. Shared budgets

**Google Ads: Average Daily Budget**

* Average daily budgets are used to manage the amount of money spent for your Google Ads campaigns.
* You might see that your advertising costs each day are a little higher or lower than what you set for your average daily budget. This is called over delivery.
* Daily spending limit: For an average daily budget of ₹500, your daily spending limit is ₹1000.

**Google Ads: Shared budgets**

* Shared budget allows you to allocate a single budget across multiple campaigns within your Google Ads account.
* By using a shared budget your advertising spend is distributed dynamically based on the performance of each campaign.
* If one campaign is performing well and needs more budget to maximize its results, it can draw from the shared budget. On the other hand, if a campaign is underperforming, it can use less of the shared budget, allowing more funds to be allocated to better-performing campaigns.

**Google Ads Assets**

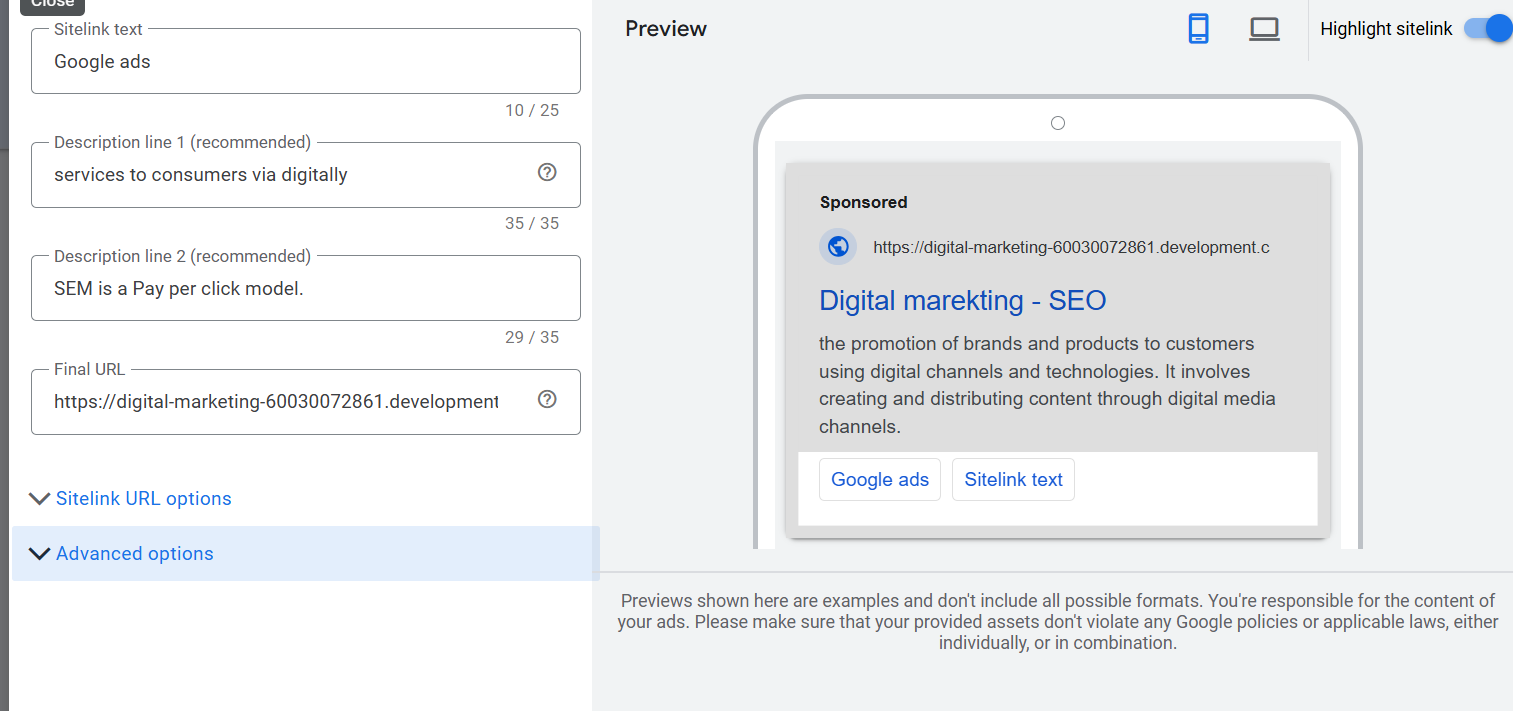
* Assets are piece of information about your business to your ads and typically boost your ads' performance, giving people more reasons to choose your business.
* Consider adding 4 or more asset types. For example, you could add sitelinks, callouts, images, and one additional asset of your choice.
* There's no cost to add additional assets to your campaign

**Types of ad assets:**

* Sitelink Assets
* Location Assets
* Callout Assets
* Price Assets
* Structured Snippet Assets
* Affiliate Location Assets
* Call Assets
* App Promotion Assets
* Lead Form Assets
* Business Logo Assets
* Image Assets
* Business Name Assets

**How to Use Sitelink Assets in Google Ads**

* Sitelinks are compatible with Search campaigns and Video campaigns so to add more links to your ads, you can create sitelinks.
* Sitelinks take people to specific pages on your site (for example, a specific product or service page).
* Choose campaign----select ads&assets------Assets-------(+)------Sitelink-------Campaign level---------



**Benefits of using Sitelink Assets**

**1. Update easily:** Change link text and URLs whenever you want, keeping them up-to-date for sales and special offers.

**2. Get detailed data about your clicks:** Find out how many clicks occurred on your ad when sitelinks appeared.

**3. Use conversion tracking:** Set up conversion tracking for the landing pages people visit when they click the sitelinks below the ad.

**4. Edit your sitelinks without losing data:** Edit your sitelinks without resetting their performance statistics.

**5. Schedule with start and end dates:** Specify the dates, days of week, or times of day your sitelinks are eligible to show.

**Keep these in mind before you begin**

1. You can add sitelinks at the "account", "campaign", or "ad group" level

2. Keep link text within 25 characters so that more links can show

3. Add descriptions for each link make your ad more helpful to people viewing your ad this will increase your performance and Keep within 35 characters.

4. Don't use duplicate sitelink URLs: Sitelink assets with the same URL won't serve together even if the texts are different.

5. To maximize performance, provide at least 4 sitelinks with descriptions for all your ad groups and campaigns.

6. Google will choose the best sitelinks that will maximize your ad performance from the eligible sitelinks.

**How to Use Callout Assets in Google Ads**

* Highlight your business, products, and services unique offers and special promotions with callout extensions.
* Callouts can boost your clickthrough rate by adding additional text, such as "24/7 phone support" "free shipping" etc..

**How call out appear**

1. We can add callouts at the account, campaign, or ad group level.

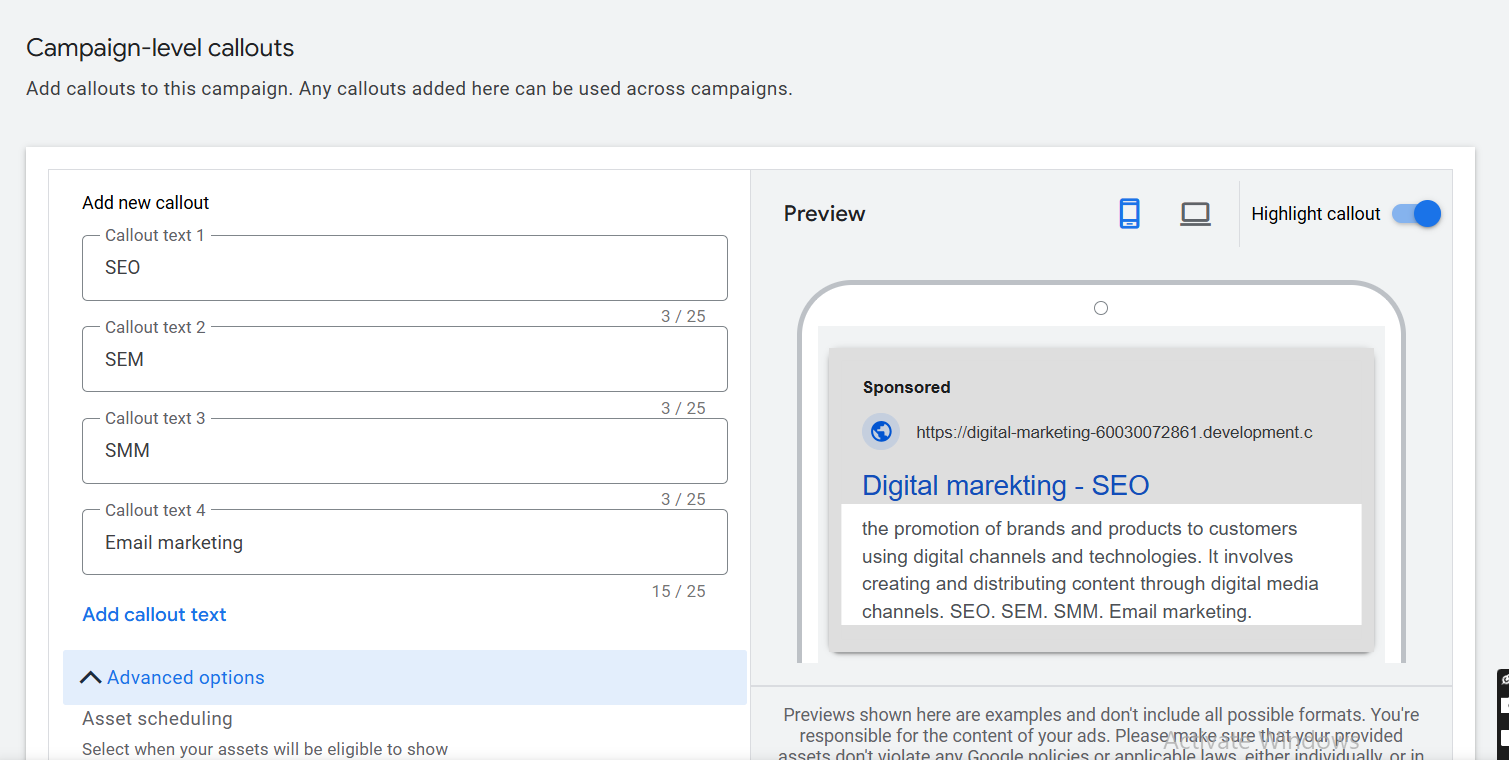
2. Ads with callouts can show at the top and bottom of Google search results.

3. Callout text is limited to 25 characters, Depending on the character spacing, browser, google ads can show up to 10 callouts.

4. Callouts can be display in Search Network campaigns that have opted into the Display Network.

5. Schedule with start and end dates: Specify the dates, days of week, or times of day your sitelinks are eligible to show

6. Google will choose the best callouts that will maximize your ad performance from the eligible pool of callouts.

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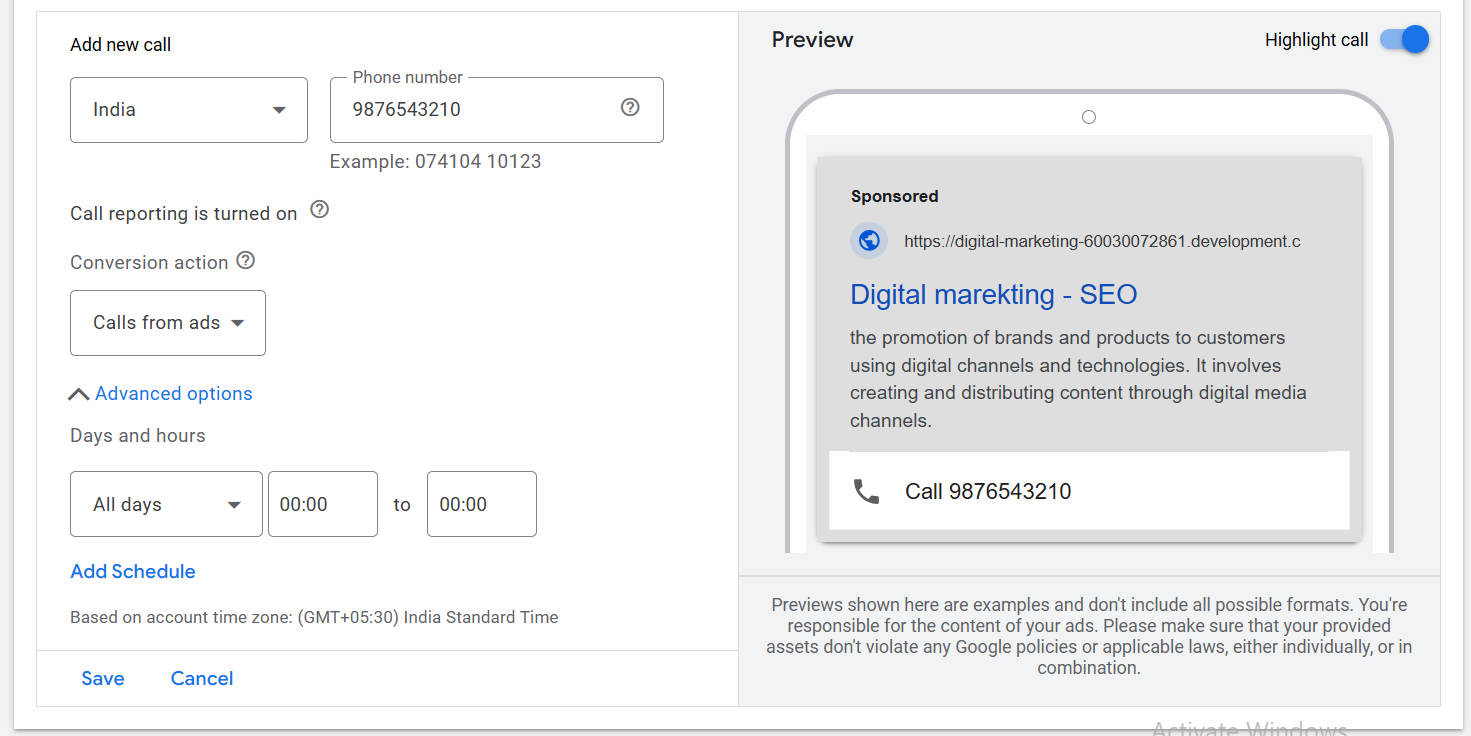
**How to Use Call Assets in Google Ads(mobile number on search results)**

* Call assets show your phone number with your ads. Call assets let you add phone numbers to your ads, which can significantly increase clickthrough rates.
* When your call assets show, people can tap or click a button to call your business directly or go to your website.

Choose campaign----select ads&assets------Assets-------(+)------call out-------Campaign level---------

Laptop---------when user click the number on laptop----it will navigates to website

Phone---- when user click the number on mobile----it will navigates to call



**How to Use Image Assets in Google Ads(runs only on already running ads)**

* Image assets allow advertisers to upload rich, relevant visuals to complement their existing text ads.
* Image assets can help drive performance for advertisers, with compelling visuals of products or services that enhance the message of their text ads.

**Best Practices To Create Image Assets**

**1. Benefits:** Image assets can serve on YouTube Search via the Search Partner Network so we can expect a 10% increase in click-through rate.

**2. How it works:** Your headlines, descriptions, URL and Image.

**3. Requirements:** Account has been 90 days old and your Search campaigns has active for at least the last 28 days.

**4. Image specifications:**We can upload up to 20 images and add at least 4 unique and relevant images at the Ad Group level or Campaign level.

Square 300x300 (or) 1200x1200

Landscape 600x314 (or) 1200x628

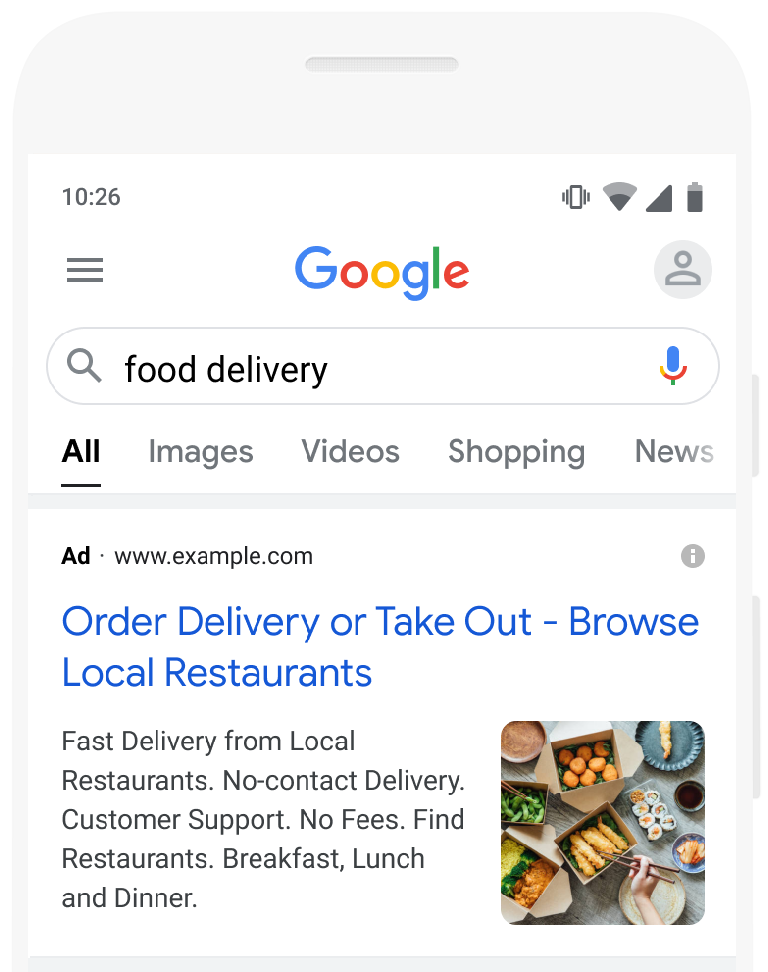
File formats: PNG, JPG, GIF

Maximum file size: 5120 KB

Choose campaign----select ads&assets------Assets-------(+)------image-----

Choose images-----

Image limitation -----20

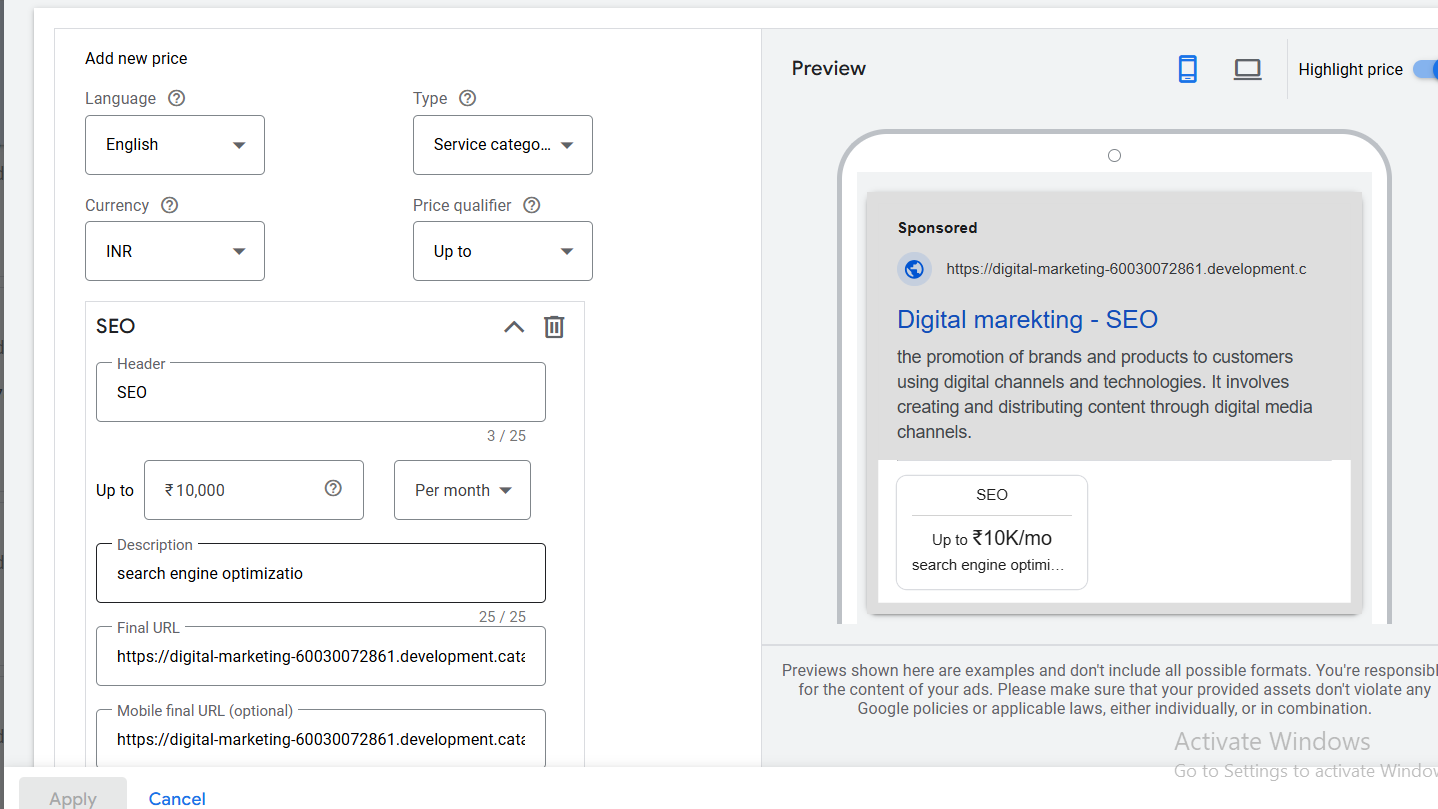


**How to Use Price Assets in Google Ads**

* Price assets allow advertisers to showcase a list of products or services along with their corresponding prices.
* This allows people to find what they want more quickly through your ad.

**Keep these in mind before you begin**

1. Price Extensions appear as a swipeable carousel of pricing options below the main text of the ad.
2. Each price option includes a title 25 characters, description 25 characters, and price details.
3. You must enter a minimum of 3 items, Recommended list 4 or more.
4. Each price option within the extension can be linked to a specific landing page on the website.
5. Price Extensions can appear on both mobile and desktop devices.
6. Google Ads provides reporting and insights on the performance of Price Extensions, including metrics like clicks, impressions, and conversion data.

****

**How to Use Structured Snippet Assets in Google Ads(same as callout assets)**

* Structured snippet are like callout extensions, These provide a catalog of offerings you may have.
* They appear similar to callout extensions in that they show right next to your ad description text and don't look any different from the viewer's perspective

**How Structured Snippet Appear**

1. We can add structured snippet at the account, campaign, or ad group level.

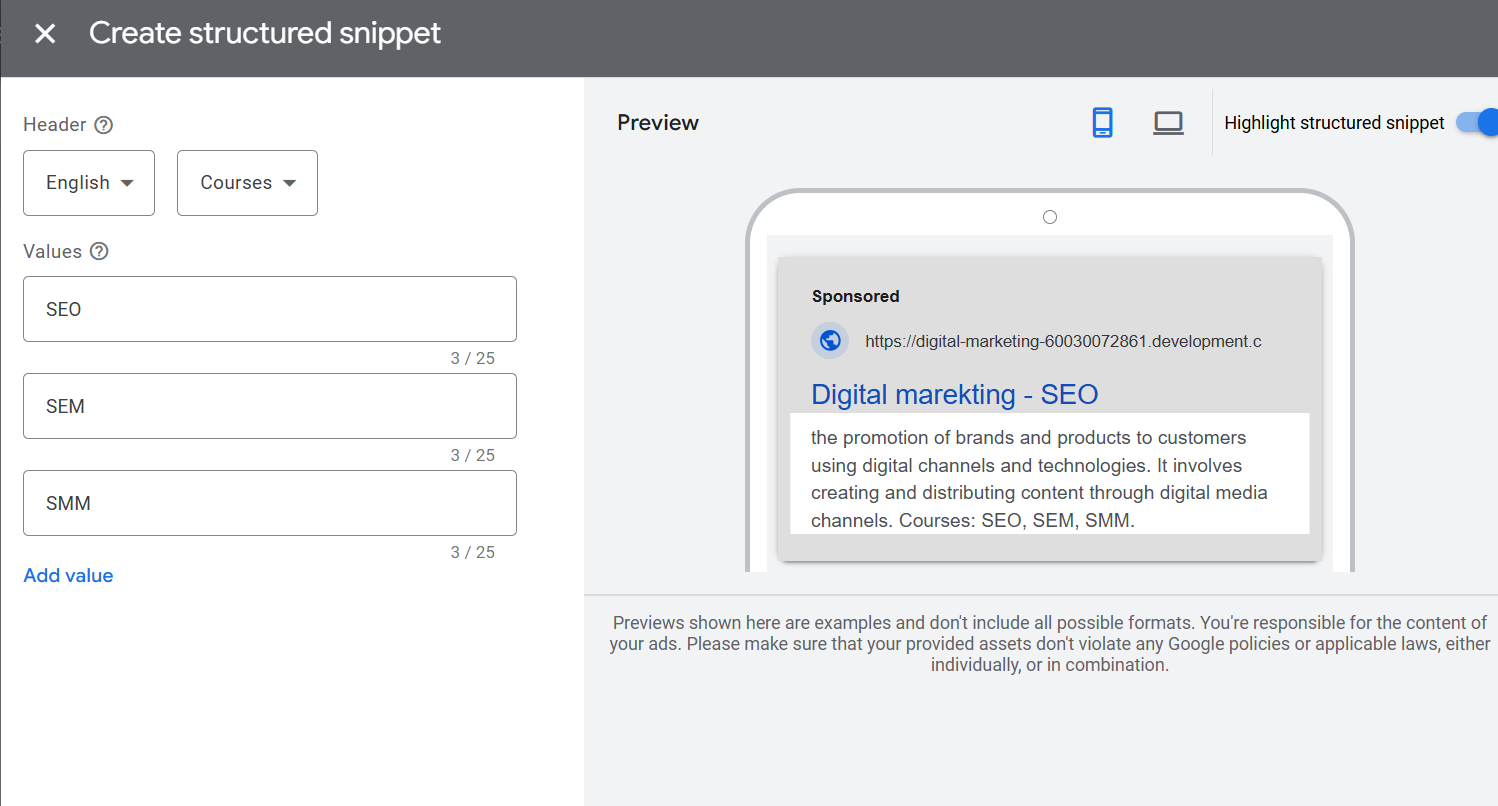
2. Ads with structured snippet can show at the top and bottom of Google search results.

3. Structured Snippet text is limited to 25 characters, Depending on the character spacing, browser, google ads can show up to 10 callouts.

4. Structured snippets show with ads on the Search Network.

5. We can use only predefined headers (like "Product" or "Service category.

6. Google will choose the best snippet that will maximize your ad performance from the eligible pool of structured snippet.

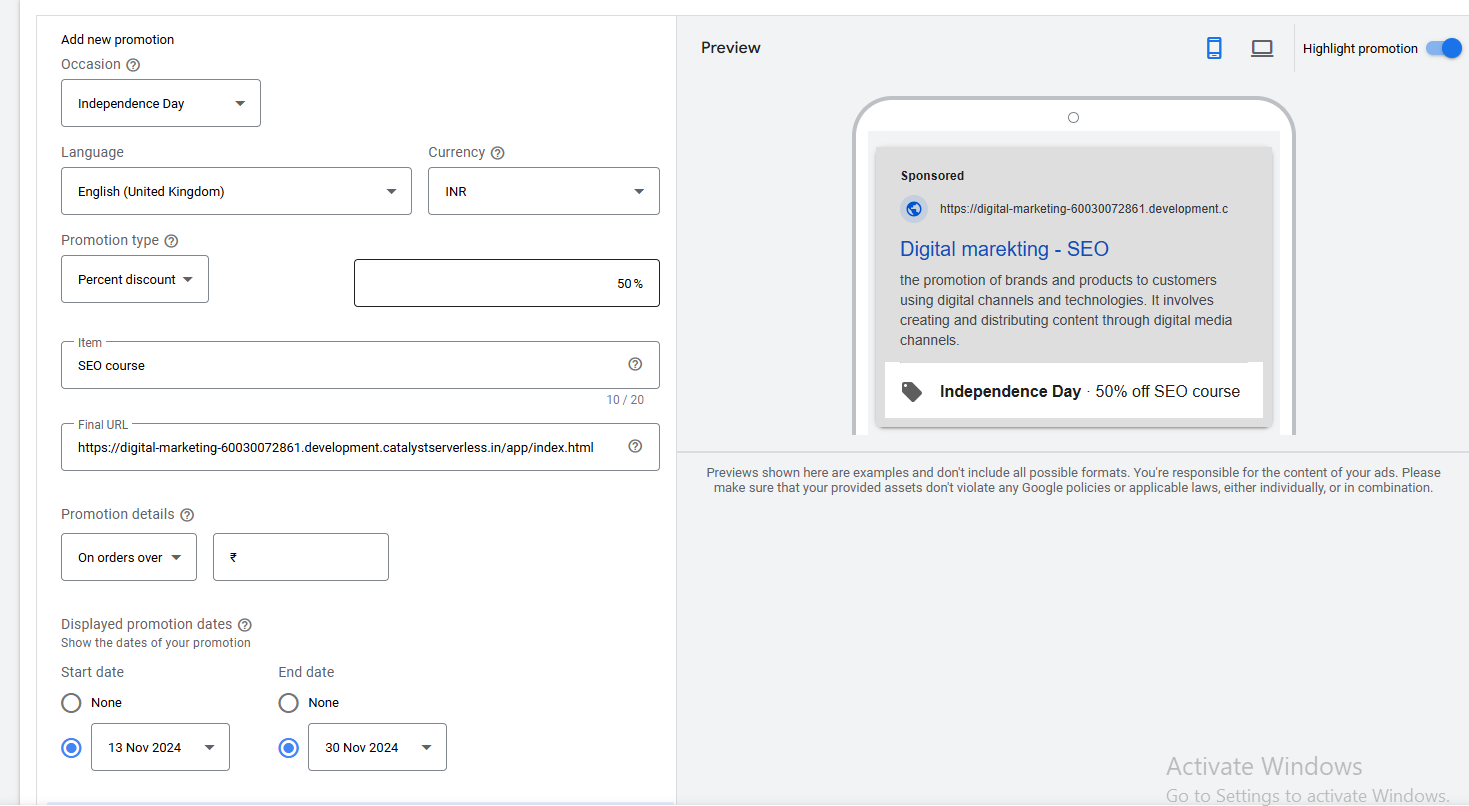


**How to Use Promotion Assets in Google Ads**

* Promotion allows advertisers to highlight special offers, discounts, promotions, or deals within their Google Ads campaigns.
* These extensions enable advertisers to provide additional information to take advantage of promotional offers.

**Keep these in mind before you begin**

* Promotion Assets appear as an additional line of text below the main ad copy, highlighting the promotional offer.
* This assets includes a headline, a description of the promotion, and optional details like promo codes or expiration dates.
* Promotion assets can showcase a variety of offers, including discounts, sales, free shipping, limited-time offers, seasonal promotions.
* Google Ads provides reporting and insights on the performance of Promotion assets, including metrics such as clicks, impressions, and conversion data.
* Choose campaign----select ads&assets------Assets-------(+)------affiliate location -------

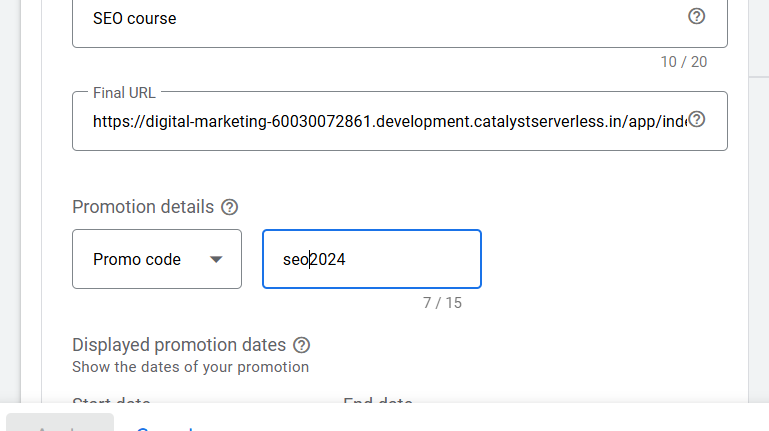
****

**Promotion details**

None ---------no restrictions

On orders over-----------when they above 1000, then only offer will be provided

Promo code-------give code and offer will be given



**How to Use Affiliate Location Assets in Google Ads**

* If you sell your products through retail chains, affiliate location assets can help you reach consumers when they are deciding what and where to buy.
* Affiliate location assets help people find nearby stores that sell your products.

**Keep these in mind before you begin**

* We can add affiliate location assets at the account level. These affiliate location assets will become eligible to use across your campaigns and ad groups.
* Additional Location Information can be displayed alongside the main business location to provide users with more options to visit.

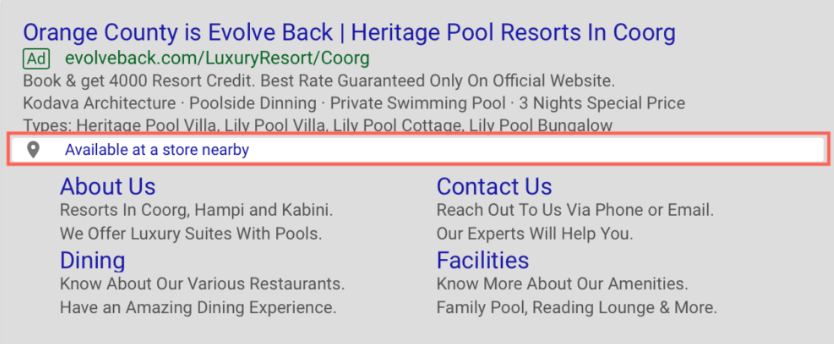
**General retailers:** Apollo Pharmacy, Reliance Digital, Reliance Fresh.

**Auto dealers:** Audi, BMW, Datsun, Hyundai.

* Affiliate location assets can work with Search, Display, and YouTube Networks.

These assets are directly given while creating ad or after creating ad.

Account level-------------retailers (or) dealers--------select general retailers---------select country ---------(same as retailers)

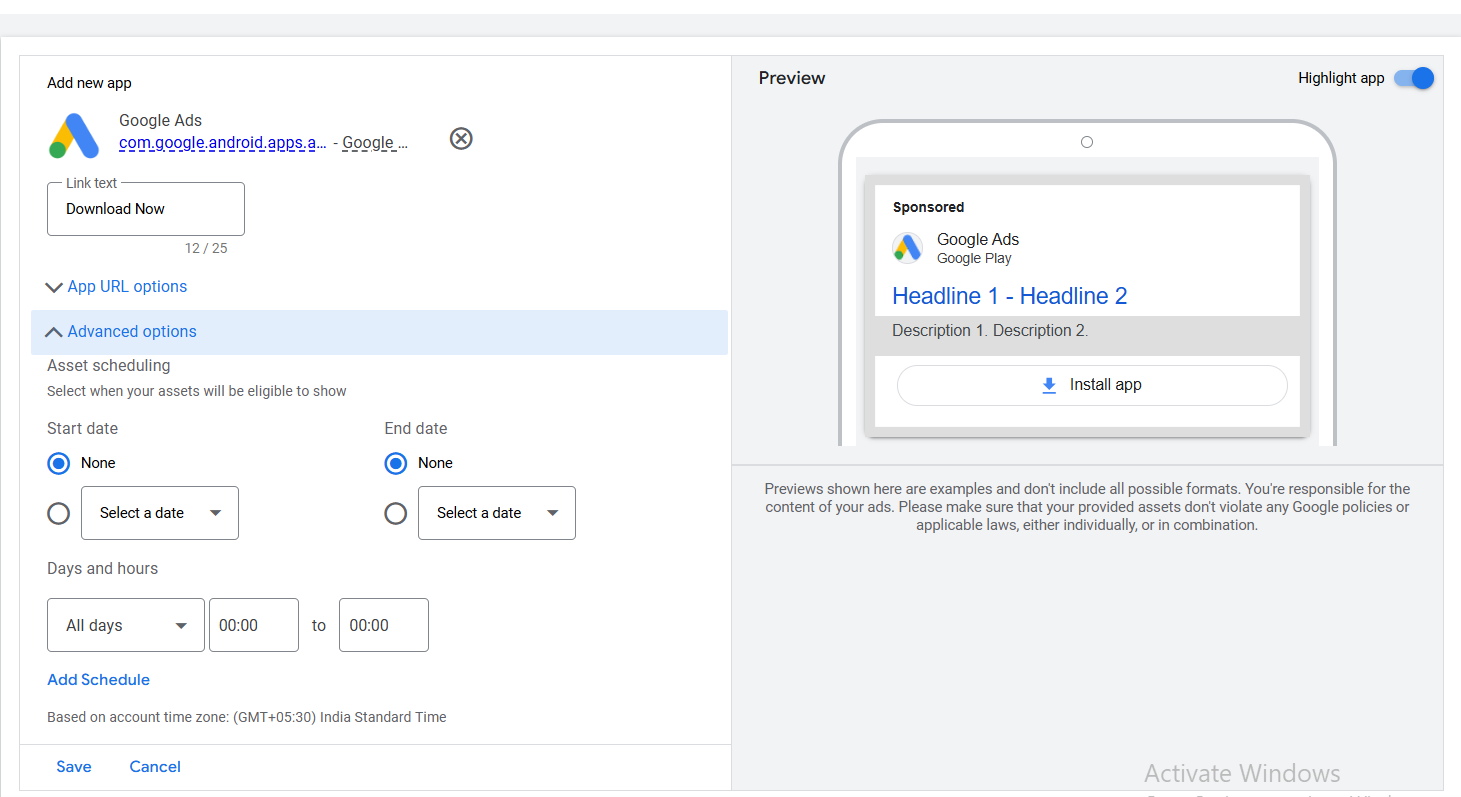


**How to Use App Assets in Google Ads**

* App Extensions allows advertisers to provide a direct link to their mobile application within their Google Ads campaigns.
* These extensions enable advertisers to promote their mobile apps and encourage users to download or engage with their app directly from the ad itself.

**Keep these in mind before you begin**

1. App Extensions appear as a clickable link, includes an app icon, app name, and an optional call-to-action text.
2. When users click on the App Extension, they are directed to the respective app store, such as Google Play or the Apple App Store
3. Advertisers can customize the call-to-action text that encourage users to "Install Now," "Download," "View," or other relevant actions to drive app installations or engagement.
4. Google Ads provides app-related metrics and insights to measure the performance of App Extensions, including app installs, in-app actions, and engagement data.



**How to Use location Assets in Google Ads**

Location---------- link to email id--------approvel got then only location shown

Location----------find a business manager-----give location

* A location extension shows your business address, clickable telephone number, and a map marker with your text ad.
* Ads that appear on mobile devices include a link

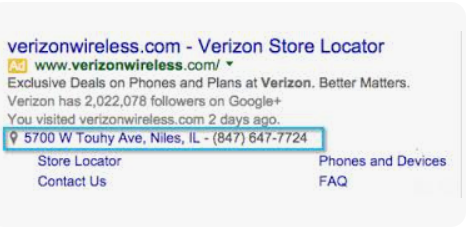
**Keep these in mind before you begin**

**Displaying Location Information**: When location extensions are enabled with responsive search ads users can access to the business's physical location details.

**Multiple Locations:** This allows the ads to display the address and details of the nearest or most relevant store based on the user's location or search query.

**Clickable Elements:** Users can interact with the location extension by clicking on the address, phone number, or map marker.

**Performance Tracking:** Google Ads provides reporting and insights on the performance of location extensions, including metrics like clicks, impressions, and conversion data



**How to Use Lead Form Assets in Google Ads**

* Lead forms in Google Ads are a type of ad extension that allow advertisers to collect valuable information from potential customers directly within the ad itself, without the need for users to visit a separate landing page.

**Keep these in mind before you begin**

* We can add lead forms to Search & Performance Max campaigns at both account & campaign levels.
* Campaign should use a conversion-focused bidding strategy.
* We can download leads in a CSV file or create a webhook integration to receive leads directly in your (CRM) system. Like Leads Bridge, HubSpot, Salesforce.
* When you create a lead form in Google Ads, you need to provide a link to your privacy policy.

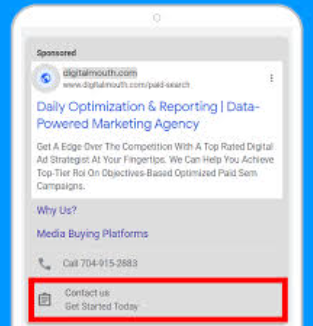
**Introduction:** Use headline and description to introduce the lead form to customers.

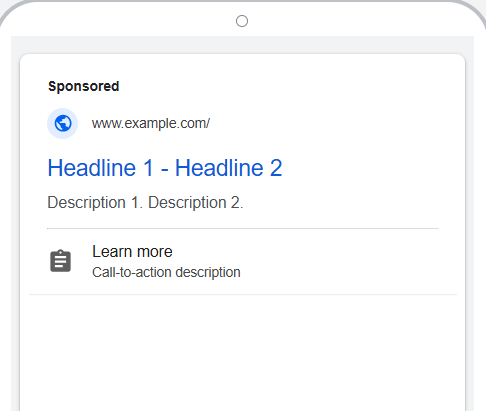
**Questions:** we can add custom questions to gather specific information from users.

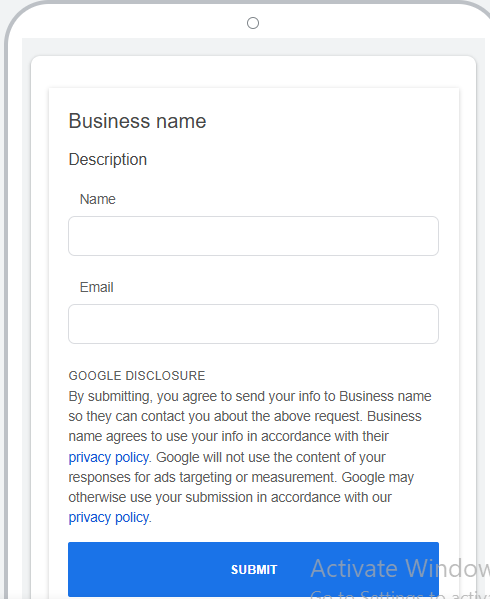
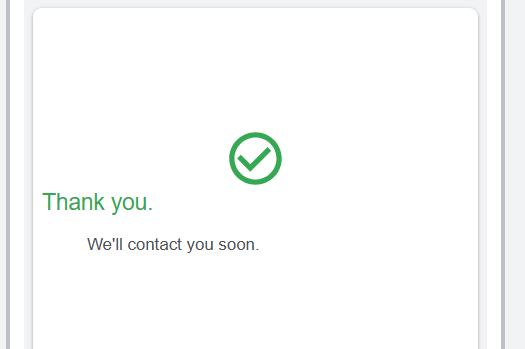
**Background Image**: An optional asset that enables advertisers to add a visually appealing background image to the lead form, helping to capture attention and create a brand experience.

**Thank You Screen:** After users submit the lead form, Advertisers can customize this screen with a headline, description, and call-to-action to additional information.

**Submit Button Text:** This asset allows advertisers to customize the text displayed on the submit button of the lead form, providing an opportunity to align the messaging with their campaign objectives





**Advertiser verification**

Business logo------get access-----

Is your organization an advertising agency?

Business (or organisation)

Who pay ads?

Directly (or) agency pay

**Verify your identity**

Driving license

Pan card

Passport

Voter id

Start verification--------give name----identity proof-------upload image (front and back)------give address

Account verified within 5 days

**Business logo and name**

Do advertiser verification

**Website traffic**

Running a website traffic campaign in Google Ads can be an effective way to increase your website's visibility, attract a targeted audience, and achieve various business objectives while maintaining control over your advertising budget and performance measurement.

**Advantages of Traffic Campaign**

**Increased Website Visitors:** The primary goal of a website traffic campaign is to drive more visitors to your website. This can help increase brand visibility and potentially lead to more conversions or sales.

**Targeted Traffic:** Google Ads allows you to target specific audiences based on demographics, interests, keywords, and other criteria.

**Control and Flexibility:** You have full control over your campaign budget, schedule, and targeting options.

**Measurable Results:** You can see how many visitors you've gained, what they do on your site, and the return on investment (ROI) of your advertising spend.

**Remarketing:** Google Ads allows you to target users who have previously visited your website but didn't take the desired action.

**Quick Results:** Google Ads can generate traffic to your website relatively quickly. You can start seeing results within hours of launching your campaign. Ad Extensions: Google Ads allows you to use ad extensions to provide additional information to users, such as your location, phone number, andlinks to specific pages on your website.

**A/B Testing:** You can run multiple ad variations to test different messaging, images, or offers.

**Mobile Optimization:** Google Ads offers mobile-specific targeting options, ensuring that you reach users on smartphones and tablets.

**Cost Control:** You can set a daily budget, and you'll only pay when someone clicks on your ads.

**Practical**

1. Objective------website traffic
2. Type---------Search
3. Give website URL
4. Give campaign name
5. Bidding ------conversion
6. Set budget per click-----tick the checkbox
7. Customer acquisition(select if remarketing)
8. Networks-----if need…select search and display networks
9. Give the location---------if a user search a website within given location then only your site is visible while choosing in (people regularly search in targeted location)
10. If need give language
11. Give audience segments
12. Give keywords

You only use the broad match keywords……then select (use broad match keyword for entire keywords)

Or else use second option.

1. More settings------Ad rotation----optimise(google do works for getting maximize clicks)
2. More settings------start date and end date
3. More settings------ad schedule(Monday to friday)
4. Campaign url------tracking
5. Brand restrictions---------if any brand restrict the ad
6. Create ad group----give ad group name
7. Give keywords via website or own
8. Give final url
9. Display path(this name shown in url)
10. Give headlines with 30 characters(google also suggested)----click more ideas(minimum 3)
11. Give descriptions with 90 characters (minimum 2)
12. Give business name(only after advertiser verification)
13. Give business logo
14. Give sitelinks(minimum 4)
15. Give callouts
16. If need use more asset types
17. Do payment
18. Ad preview
19. Publish campaign

**Lead generation**

Running lead generation ads in Google Ads can be an effective way to capture potential customers' information directly within the ad itself, without the need for users to visit a separate landing page

**Keep these in mind before you begin**

* Campaign should use a conversion-focused bidding strategy.
* We can download leads in a CSV file or create a webhook integration to receive leads directly in your (CRM) system. Like Leads Bridge, HubSpot, Salesforce.
* When you create a lead form you need to provide a link to your privacy policy.

**Practical**

1. Objective------lead generation
2. Type---------anything
3. Goal-----lead form submission
4. Give website URL
5. Give campaign name
6. Bidding ------conversion
7. Set budget per click-----tick the checkbox
8. Customer acquisition(select if remarketing)
9. Networks-----if need…select search and display networks
10. Give the location---------if a user search a website within given location then only your site is visible while choosing in (people regularly search in targeted location)
11. If need give language
12. Give audience segments
13. Give keywords

You only use the broad match keywords……then select (use broad match keyword for entire keywords)

Or else use second option.

1. More settings------Ad rotation----optimise(google do works for getting maximize clicks)
2. More settings------start date and end date
3. More settings------ad schedule(Monday to friday)
4. Campaign url------tracking
5. Brand restrictions---------if any brand restrict the ad
6. Create ad group----give ad group name
7. Give keywords via website or own
8. Give final url
9. Display path(this name shown in url)
10. Give headlines with 30 characters(google also suggested)----click more ideas(minimum 3)
11. Give descriptions with 90 characters (minimum 2)
12. Give business name(only after advertiser verification)
13. Give business logo
14. Create lead form asset(privacy policy page is must)
15. If need use more asset types
16. Do payment
17. Ad preview
18. Publish campaign

**Call only ads**

* Call Ads are designed to make it easy for users to call a business directly from the ad, without having to navigate to the business's website or search for their phone number.
* Call Ads include a clickable phone number within the ad, which can be clicked or tapped to initiate a phone call.

**Verify your phone number before you begin**

There are 2 ways to verify a phone number:

**Step 1: Display the number on your site.**

The phone number in your ad must be present on the website The number must appear as a text. It won't meet the policy if it appears as an image.

**Step 2: Verify domain ownership**

You can also verify your phone number by proving ownership of your domain in 2 ways:

* Link your Google Search Console and Google Ads accounts
* Add your unique Google Ads conversion tracking tag or remarketing tag to your website.

**Practical**

1. Objective------lead generation (or ) create campaign without goal
2. Type---------search
3. Goal-----phone calls
4. Give website URL
5. Give campaign name
6. Bidding ------conversion
7. Set budget per click-----tick the checkbox
8. Customer acquisition(select if remarketing)
9. Networks-----if need…select search and display networks
10. Give the location---------if a user search a website within given location then only your site is visible while choosing in (people regularly searci in targeted location)
11. If need give language
12. Give audience segments
13. Give keywords

You only use the broad match keywords……then select (use broad match keyword for entire keywords)

Or else use second option.

1. More settings------Ad rotation----optimise(google do works for getting maximize clicks)
2. More settings------start date and end date
3. More settings------ad schedule(Monday to friday)
4. Campaign url------tracking
5. Brand restictions---------if any brand restrict the ad
6. Create ad group----give ad group name
7. Give keywords via website or own
8. Give mobile number
9. Give final and verification url(website must contain mobile number)
10. Give display path
11. Give 2 headlines
12. Give descriptions with 90 characters (minimum 2)
13. Give business name(only after advertiser verification)
14. Give business logo
15. Convertion action--------call only ads
16. Do payment
17. Ad preview
18. Publish campaign

[divyaas340@gmail.com](mailto:divyaas340@gmail.com)

ASdivya@1234

**Display Ads**

* Display campaigns serve visually engaging ads on the Google Display Network.
* The Display Network helps you reach people as they browse millions of websites, apps, and Google-owned properties (such as YouTube and Gmail).

**Practical**

1. Objective------create a campaign without goal
2. Type---------Display
3. Give website URL
4. Give campaign name
5. Give the location---------if a user search a website within given location then only your site is visible while choosing in (people regularly search in targeted location)
6. Select devices
7. Bidding ------Maximum conversion
8. Set budget per click-----tick the checkbox
9. If need give language
10. Give audience segments
11. Add targeting-------demographics(gender,age)
12. Give keywords

You only use the broad match keywords……then select (use broad match keyword for entire keywords)

Or else use second option

1. Add targeting-------choose topic
2. Add targeting-------placement(choose youtube channel)
3. Create ad group----give ad group name
4. Give image
5. Give final url
6. Display path(this name shown in url)
7. Give headlines
8. Give descriptions
9. Choose call to action button
10. Do payment
11. Ad preview
12. Publish campaign

**Performance max Ads**

* The Performance Max campaign type is very adaptable as it utilizes a mix of automation and machine learning to help advertisers execute their specific conversion goals.
* The campaign type has a broad reach across Google's Network, reaching customers on:

1. Display
2. Search
3. Maps
4. Discover Feed
5. YouTube
6. Gmail
7. Shopping Ad Inventory

**Practical**

1. Objective------create campaign without goal
2. Type---------performance max
3. Choose conversion goal
4. Give campaign name
5. Bidding ------conversion
6. Set budget per click-----tick the checkbox
7. Customer acquisition(select if remarketing)
8. Networks-----if need…select search and display networks
9. Give the location---------if a user search a website within given location then only your site is visible while choosing in (people regularly search in targeted location)
10. If need give language
11. Give audience segments
12. Give keywords

You only use the broad match keywords……then select (use broad match keyword for entire keywords)

Or else use second option.

1. More settings------Ad rotation----optimise(google do works for getting maximize clicks)
2. More settings------start date and end date
3. More settings------ad schedule(Monday to friday)
4. Campaign url------tracking
5. Brand restictions---------if any brand restrict the ad
6. Create ad group----give ad group name
7. Give keywords via website or own
8. Give final url
9. Give images(limit is upto 20 images)
10. Give youtube video(search on youtube)
11. Give 15 headlines
12. Give long 5 headlines
13. Give descriptions with 90 characters (minimum 2)
14. Give business name(only after advertiser verification)
15. Give business logo
16. Give sitelinks(minimum 4)
17. Call to action button
18. Call out , Call assets
19. If need use more asset types
20. Choose audience segment
21. Give demographics
22. Do payment
23. Ad preview
24. Publish campaign

**Smart Ads**

Smart campaigns have Al-powered features to help you manage your ads with minimal effort. You can set up your budget, choose your location preferences, and add a few keyword themes. Based on these choices, Google Ads will show your ad to people looking for the products and services your business offers.

**You can use Google Smart Campaigns in three separate categories:**

01. Smart Search Campaigns.

 02. Smart Display Campaigns.

03. Smart Shopping Campaigns.

**Demand gen Ads**

* Demand Gen campaigns combine both image and video ads into a single location, enabling them to promote conversions, website visits, and actions such as sign-ups and adding items to the cart across Discover, YouTube (including YouTube Shorts) and Gmail.
* Demand Gen campaigns are ideal for social advertisers who want to serve visually-appealing, multi-format ads on Google's most impactful surfaces available to any advertiser.

**Practical**

1. Choose objective-----create campaign withut goal
2. Choose type-----demand gen
3. Give name
4. Select campaign goal
5. Give budget
6. Set targeting
7. Create audience
8. Give audience name
9. New segment
10. Give segment name
11. People search any of the given terms
12. Give keyword
13. People browse websites and App similar to,,,, give url
14. Add demographics
15. Optimized targeting
16. Choose ad format,give ad name
17. Final url
18. Give media,logo,headline,description

**Video views**

Get views and engagement from people who are more likely to consider your products or brand. You only pay when someone chooses to watch your ad. Your ads can show as skippable in- stream, in-feed, and Shorts ads.

Video view campaigns use multi-format video ads, which can help you get up to 40% more views at a lower cost-per-view by showing your videos across multiple ad formats to determine where they perform best.

1. Choose objective-----create campaign without goal
2. Choose type-----video
3. Choose sub type-------video views
4. Give campaign name
5. Bid strategy---------target CPA
6. Give budget
7. Networks---youtube, video partners
8. Related videos----upload already uploaded video on youtube-------our ad has shown who are watch these videos----give 2 youtube video urls
9. If target devices----choose device and operating system
10. Frequency capping-----

Cap impression frequency-----------Limit how many times that ads in this campaign can show to the same user--------10/ day

Cap view frequency----------Limit how many times that ads in this campaign can get a view or interaction from the same user-----2/day

1. Give ad group name
2. Give demographics
3. Add keywords, Topics, Placements
4. Choose 5 youtube videos related to your business
5. Give headlines and descriptions

**Local store visits**

* To increase the sales and services of offline stores.
* Local store visits campaigns are focused on growing your offline business goals (using store visits, store sales, call clicks, or direction clicks) and promote your locations across Google Search Network, Google Display Network, Google Maps, Gmail, and YouTube.

**Practical**

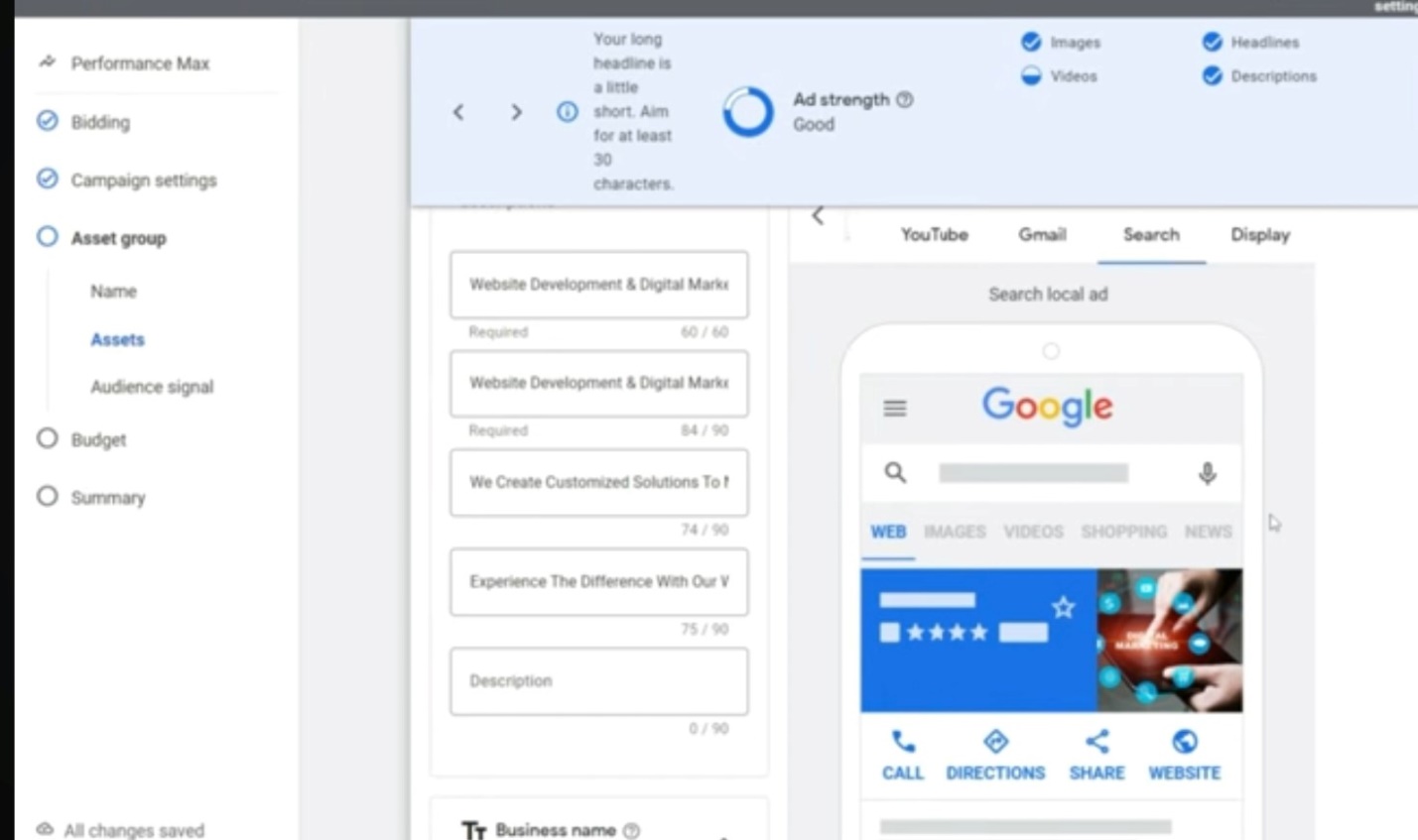
1. Choose objective----- local store visits
2. Choose type-----performance max
3. Link the location given account
4. After we link the account-------get direction field is automatically visible
5. Which store location should your ads promote?

(in case multiple location)

Choose one-------use all location

use location groups----new location group-----choose locations(target multiple locations)

1. Give campaign name
2. Select bidding
3. Automatically created assets(text assets,final url)
4. More settings(customize if need)
5. Give asset group name
6. Add…physical location or product images
7. Give logo,headlines,long headlines,descriptions,business name,call to action button
8. Give budget
9. Publish campaign.



**Skippable In-stream ads**

* This is done…….after we are uploading video in youtube
* In-stream ads play before, during or after another video on YouTube or video partners on the Display Network. They give viewers the option to skip the ad after 5 seconds.
* With CPV bidding, you pay when a viewer watches 30 seconds of your video, or the entire duration of the video

1. Choose objective------create campaign without goal
2. Choose campaign type---------video
3. Campaign sub type-----efficient reach
4. Give campaign name
5. Bidding strategy ------target cpm
6. Give the budget
7. Networks-----youtube,google tv, video partners
8. Related videos------choose from youtube
9. Additional settings---targeting
10. Give ad group name
11. Give demographics, audience segment
12. Add youtube video
13. Give final url, call to action
14. Publish

**Bumper ads**

* Starting 6 seconds unskippable video
* Bumper ads run for six seconds at the beginning of YouTube videos. Most notably, they are unskippable, which means viewers have no choice.
* Bumper ads are one of the most cost-effective ways to reach billions of YouTube watchers, since Google uses cost per thousand impressions to charge.

1. Choose objective------create campaign without goal
2. Choose campaign type---------video
3. Campaign sub type-----efficient reach
4. Give campaign name
5. Bidding strategy ------target cpm
6. Give the budget
7. Networks-----youtube,google tv, video partners
8. Related videos------choose from youtube
9. Additional settings---targeting
10. Give ad group name
11. Give demographics, audience segment
12. Add youtube video(below 6 seconds)
13. Give final url,display path
14. Set amount
15. Publish

**Non-Skippable In-stream ads**

* Below 15 seconds video
* Non-skippable ads are short in-stream video ads that play before, during, or after another video. Viewers don't have the option to skip your ad. With videos between 6 and 15 seconds, non-skippable ads allow you to reach viewers with your entire message.
* Videos must be between 6 and 15 seconds and hosted on YouTube. A view of your non-skippable ad won't increment the video's YouTube view count.

1. Choose objective------create campaign without goal
2. Choose campaign type---------video
3. Campaign sub type-----non skippable in stream ad
4. Give campaign name
5. Bidding strategy ------target cpm
6. Give the budget
7. Networks-----youtube,if need (google tv, video partners)
8. Related videos------choose from youtube
9. Additional settings---targeting
10. Give ad group name
11. Give demographics, audience segment
12. Add youtube video
13. Give final url, call to action
14. Publish

**In-feed video ad**

In-feed video ads can appear in the following locations on YouTube:

1. YouTube search results

2. YouTube watch next

3. YouTube Home feed

They invite users to click on a thumbnail, consisting of an image and some text, to watch the ad.

1. Choose objective------brand awareness
2. Choose campaign type---------video
3. Campaign sub type-----video views
4. Give campaign name
5. Bidding strategy ------target cpv
6. Give the budget
7. Networks-----youtube,if need (google tv, video partners)
8. Related videos------choose from youtube
9. Uncheck get more views with multi format video ads.
10. Additional settings---targeting
11. Give ad group name
12. Give demographics, audience segment
13. Add youtube video
14. Choose option in feed video
15. Choose thumbnails
16. Give headlines,description,ad name
17. Give final url, call to action
18. Publish

**App install Ads**

* App campaigns allow you to promote your app across Google properties such as Google Search, Google Play, YouTube, Gmail, and within other apps and mobile websites on the Display Network.
* The primary goal of an App Download Campaign is to boost the number of downloads for your mobile app.

1. Choose objective------App promotion
2. Choose campaign type---------app
3. Campaign sub type-----app installs
4. Target device-----andriod or ios
5. Select app in play store
6. Give campaign name
7. Give location,languages
8. Bidding strategy ------install volume
9. Give the budget
10. Target----all users
11. Give headline,description,images,videos
12. Give final url, call to action
13. Publish

**Frequency capping**

How many time an ad was shown per user.

* Frequency capping allows you to limit the number of times ads appear to the same person. You can use frequency capping in Display campaigns and Video campaigns.
* Depending on your campaign type, frequency capping works differently.
* For Display campaigns, only impressions that were viewable count toward frequency caps.
* For Video campaigns, you set a limit on your videos for selected time intervals based on Impressions and Views.

**For display ads**

1. Select already running display ads
2. Settings
3. Additional settings
4. Frequency management
5. Set a preference
6. Manage impressions for----each ad (or) each ad group (or)the whole campaign
7. Choose how many time

**For video ads**

1. Select already running video ads
2. Settings
3. Additional settings
4. Frequency management
5. Cap impression frequency (or) cap view frequency
6. Give how many time and per week, per month……