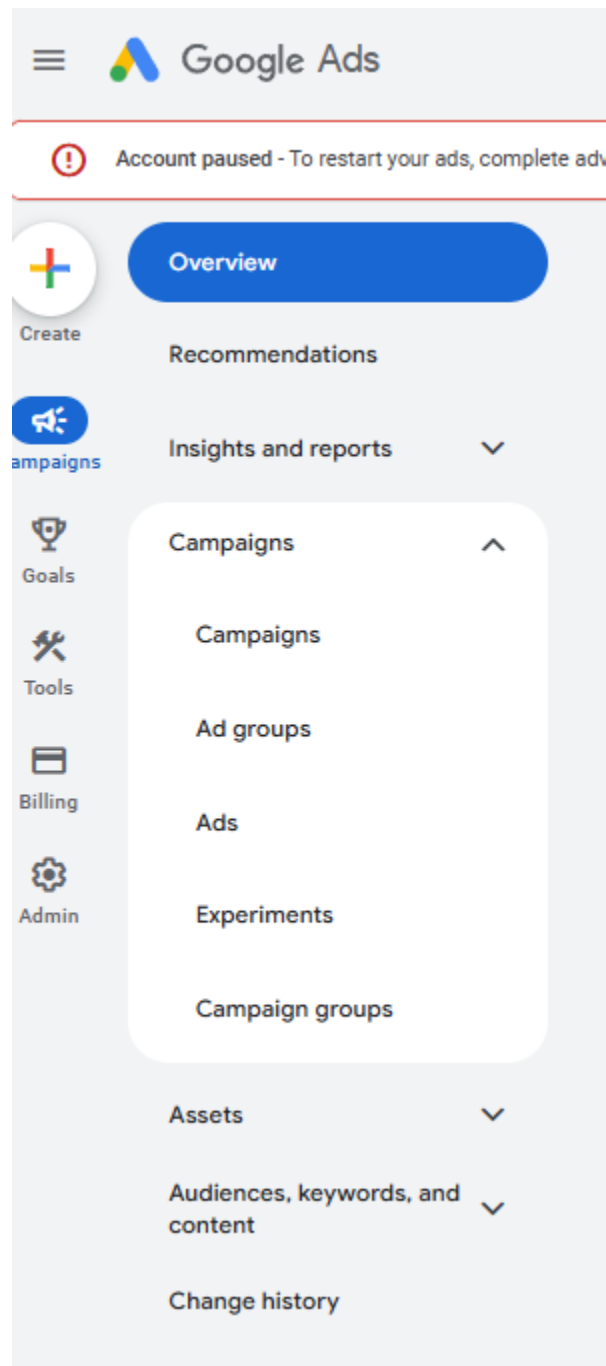



Goggle Ads




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 store visits and promotions
Drive visits to local stores, including restaurants and dealerships.



Create a campaign without guidance
You'll choose a campaign next

Use these conversion goals to improve Website traffic

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Website traffic.

Conversion Goals	Conversion Source	Conversion Actions
 Phone call leads (account default)	Call from Ads	 1 action

[Add goal](#)

[Cancel](#) [Continue](#)

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 Center on Google Search with Shopping ads

This is the web page people will go to after clicking your ad ⓘ

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

Cancel

Continue

Campaign name

Website traffic- tops

Cancel

Continue

Locations



Select locations for this campaign

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

Locations (3)

Ahmedabad, Gujarat, India city

Rajkot, Gujarat, India city

Suriname country



Enter a location to include or exclude

[Advanced search](#)

[Location options](#)

Languages



Select the languages your customers speak.

gu

English

Hindi

Gujarati

EU political ads



Does your campaign have European Union political ads?

Required

- ☐ Yes, this campaign has EU political ads
- ☒ No, this campaign doesn't have EU political ads

EU regulation requires Google to ask this question

[Learn how an EU political ad is defined](#)

Ad schedule



Mondays - Fridays ▾

08:00

to

20:00



[Add](#)

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Start and end dates



Start date

Nov 6, 2025 ▾

End date

☐ None

☒ Nov 12, 2025 ▾

Your ads will continue to run unless you specify an end date.

[More settings](#)

Ad rotation Optimize: Prefer best performing ads

Devices Show on all devices

Campaign URL options No options set

Dynamic ads No data feed

Content exclusions Parked domains

[Next](#)

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign goal

How do you want to get conversions? ⓘ

Automatically maximize conversions ▾

☐ Set a target cost per action



This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

Next

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ⓘ

Edit targeted segments

Done

Search

Browse

3 selected

[Clear all](#)

🔍 Try "arts & design education"

🔍 Show: [Recent and ideas](#)

📌 Select all (34)

☐ [Women's Apparel](#) ⓘ

☐ [Online Classes](#)
Based on your website

☐ [On-Site Training Courses](#)
Based on your website

☐ [Information Technology Courses Online](#)
Based on your website

☐ [Udemy Courses](#)

In-market: other

[Digital Marketing Services](#) ⓘ

In-market

[Education > Post-Secondary Education](#)
[Technology Education](#) ⓘ

[Education](#) ⓘ

Keywords



Suggest terms related to your products or services to target relevant websites

Edit targeted keywords

Done

it course
course course
it classes
training courses
education and development course
software training
it training
class course
online training
software testing course
digital marketing
Ai
Smm
big data course
professional training

Get keyword ideas

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

Enter your product or service

Keywords	Relevance
+ free learning courses	<div></div> 52
+ it computer course	<div></div> 51
+ free training	<div></div> 49
+ free class	<div></div> 48
+ data science training	<div></div> 47
+ health training	<div></div> 43

[Add all ideas](#)

Keyword setting

☐ Audience: Show ads to people likely to be interested in these keywords and also on webpages, apps, and videos related to these keywords

Ads

Ad creation

In Progress
Responsive display ad
[Change](#)

< > ⓘ Add a final URL



Ad strength ⓘ
Incomplete

☐ Images

☒ Headlines

☐ Videos

☐ Descriptions

Final URL ⓘ

https://www.example.com

Required

Business name ⓘ

tops technology

Required

15 / 25

Images ⓘ

Add up to 15 images [Learn more](#)

At least 1 landscape image is required

At least 1 square image is required



[Edit](#)

Logos ⓘ

Add up to 5 logos

[+ Logos](#)

Preview

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



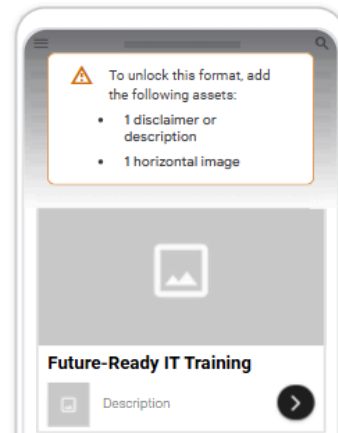
Display



Gmail



YouTube




Headlines

Add up to 5 headlines

Suggested headlines

[More ideas](#)

 You have entered the maximum number of headlines.

Learn. Grow. Excel.

Required

19 / 30

Step Into the Future

20 / 30

Future-Ready IT Training

24 / 30

Master IT with Experts

22 / 30

Learn. Practice. Grow.

22 / 30

Long headline

Learn practical IT skills from professionals and step confidently into your dream career

Required

89 / 90

Long headline ②

Learn practical IT skills from professionals and step confidently into your dream career.

Required


89 / 90

Descriptions ②

Add up to 5 descriptions

Suggested descriptions

[More ideas](#)

 You have entered the maximum number of descriptions.

Upgrade your skills and secure better career opportunities with expert guidance

Required

79 / 90

Job-focused IT training with live projects, certifications, and placement support.

82 / 90

Learn IT skills with expert trainers and get placement support for your dream ca

84 / 90

Hands-on IT training designed to make you job-ready with real industry experien

81 / 90

Build practical skills and start your career journey with trusted IT training.

78 / 90

✓ Additional format options

✓ Ad URL options

[More options](#) ▼

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.

[Create ad](#) [Cancel](#)

[Next](#)