

Goggle Ads

The screenshot shows the Google Ads interface. At the top, there's a navigation bar with a menu icon, the Google Ads logo, and a message: "Account paused - To restart your ads, complete adv". Below the message, there are several tabs: "Overview" (which is highlighted in blue), "Create", "Campaigns" (with a dropdown arrow), "Goals", "Tools", "Billing", and "Admin". The "Campaigns" tab is expanded, showing sub-options: "Campaigns" (with a dropdown arrow), "Ad groups", "Ads", "Experiments", and "Campaign groups". Below this, there's another collapsed section labeled "Assets" with a dropdown arrow, followed by "Audiences, keywords, and content" and "Change history".

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

[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 X

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

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

Start and end dates

Start date Nov 6, 2025

End date 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

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	
<input type="text"/> Try "arts & design education"		3 selected
Show: Recent and ideas		Clear all
<input type="checkbox"/> Select all (34)		
<input type="checkbox"/> Women's Apparel ?		
<input type="checkbox"/> Online Classes Based on your website		
<input type="checkbox"/> On-Site Training Courses Based on your website		
<input type="checkbox"/> Information Technology Courses Online Based on your website		
<input type="checkbox"/> 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	52
+ it computer course	51
+ free training	49
+ free class	48
+ data science training	47
- health training	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

Preview

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



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

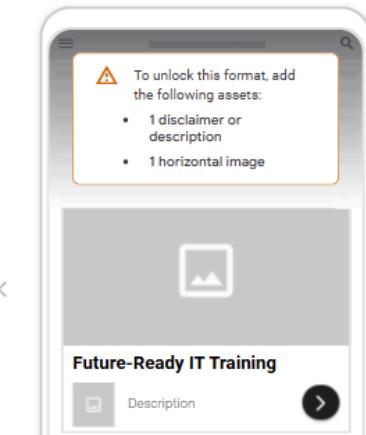


[Edit](#)

Logos [?](#)

Add up to 5 logos

[+ Logos](#)



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 ⓘ

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

Required

89 / 90

Descriptions ⓘ

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](#)