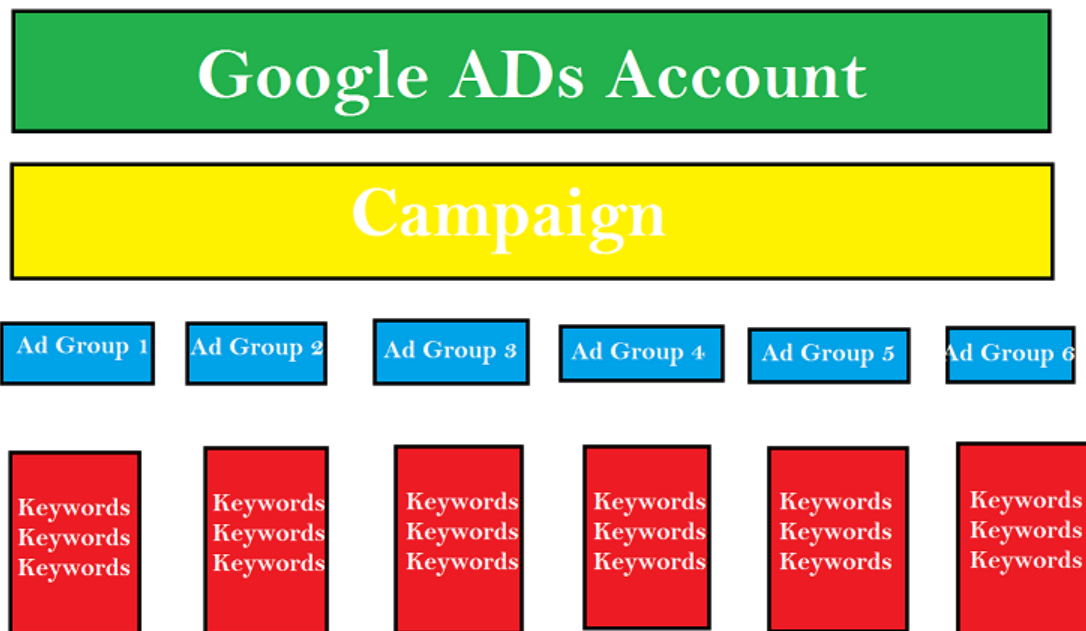


# MILESTONE-4

## Gfitness

Create an SEM Campaign Structure for the site.



## o Create ADS and Keywords for at least 6 ad groups.

Google Ads | All campaigns > Website traffic-Search-Gfitness

Overview | Recommendations | Insights | Ad groups | Ad group status: All but removed | ADD FILTER

Ad group	Status	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Ad group 2	Eligible	Standard	0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Ad group 3	Eligible	Standard	0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Ad group 4	Eligible	Standard	0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Ad group 5	Eligible	Standard	0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Ad group 6	Eligible	Standard	0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Ad group 1	Eligible	Standard	0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Total: ...			0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Total: ...			0	0	—	—	₹0.00	0.00	₹0.00	0.00%

1 - 6 of 6

Google Ads | All campaigns > Website traffic-Search-Gfitness

Overview | Recommendations | Insights | Ad groups | Ad group status: All but removed | ADD FILTER

Overview > Keywords X

Keyword	Ad group	Status	Match type	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv.
Total: All but removed keyw...										
home gym	Ad group 2	Eligible	Broad match	—	0	0	—	—	₹0.00	—
marcy home gym	Ad group 2	Eligible	Broad match	—	0	0	—	—	₹0.00	—
gym membership	Ad group 2	Eligible	Broad match	—	0	0	—	—	₹0.00	—
multi gym	Ad group 2	Eligible	Broad match	—	0	0	—	—	₹0.00	—
boxing gym	Ad group 2	Eligible	Broad match	—	0	0	—	—	₹0.00	—
club fitness	Ad group 2	Eligible	Broad match	—	0	0	—	—	₹0.00	—
fitness factory	Ad group 2	Eligible	Broad match	—	0	0	—	—	₹0.00	—
the gym	Ad group 2	Eligible	Broad match	—	0	0	—	—	₹0.00	—

Google Ads

All campaigns >

Website traffic-Search-Gfitness

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833-074-5221

2020@gfitness.website

9

Overview

Enabled

Status: Bid strategy learning

Type: Search

Budget: ₹0.01/day

Optimization score: —

More details

Recommendations

Insights

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Less

Locations

Ad schedule

Ad group 1

Cost \$0.00

Impressions 0

Clicks 0

Avg. CPC \$0.00

ENABLED

Status: Eligible

VIEW AD GROUP

Ad group 6

Cost \$0.00

Impressions 0

Clicks 0

Avg. CPC \$0.00

ENABLED

Status: Eligible

VIEW AD GROUP

Ad group 5

Cost \$0.00

Impressions 0

Clicks 0

Avg. CPC \$0.00

ENABLED

Status: Eligible

VIEW AD GROUP

Cost

Impressions

Clicks

Avg. CPC

Google Ads

All campaigns >

Website traffic-Search-Gfitness

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Less

Locations

Ad schedule

Ad group 5

Cost \$0.00

Impressions 0

Clicks 0

Avg. CPC \$0.00

ENABLED

Status: Eligible

VIEW AD GROUP

Ad group 4

Cost \$0.00

Impressions 0

Clicks 0

Avg. CPC \$0.00

ENABLED

Status: Eligible

VIEW AD GROUP

Ad group 3

Cost \$0.00

Impressions 0

Clicks 0

Avg. CPC \$0.00

ENABLED

Status: Eligible

VIEW AD GROUP

< 1 / 2 >

Google Ads | All campaigns > Website traffic-Search-Gfitness

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Overview Enabled Status: **Bid strategy learning** Type: Search Budget: ₹0.01/day Optimization score: — [More details](#)

Recommendations Insights

- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Demographics
- Placements
- Settings
- Less
- Locations
- Ad schedule

### Summary

#### Keywords

[ADD KEYWORD](#)

	Cost	Clicks	CTR
home gym	₹0.00	0	0.00%
marcy home gym	₹0.00	0	0.00%
gym membership	₹0.00	0	0.00%
multi gym	₹0.00	0	0.00%
boxing gym	₹0.00	0	0.00%

KEYWORDS NEGATIVE KEYWORDS ^ 1 / 10 v

#### Ads

**Ad group 4**

**Fitness | body | fit**  
[www.gfitness.website](#) (201) 555-0123  
 A health club, fitness centre is now commonly referred to as a gym. fit

Ad	Impressions	Clicks	CTR
Under Review	0	0	0.00%

ALL ADS ALL EXTENSIONS < 1 / 6 >

#### Locations

Targeting all countries and t... Impressio... v

## o Create campaign for ad on your site

Google Ads | New campaign

SEARCH REPORTS TOOLS & SETTINGS BILLING ? 833-074-5221 2020@gfitness.website

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Review

### General settings

Type: Search Goal: Website traffic

Campaign name Website traffic-Search-Gfitness

#### Networks

**Search Network**

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

☒ Include Google search partners ⓘ

**Display Network**

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☒ Include Google Display Network ⓘ

Google Ads | New campaign

SEARCH REPORTS TOOLS & SETTINGS BILLING ? 833-074-5221 2020@gfitness.website

✓ Select campaign settings — ✓ Set up ad groups — ✓ Create ads — 4 Review

Ad group name

Ad group 5

Keywords

Find relevant keywords by describing what you're advertising in this ad group

↳ http://gfitness.website/

↳ Enter products or services

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

aerobics  
personal trainer  
workout  
gym  
aerobic exercise  
physical fitness  
upper body workout  
hula hoop  
weighted hula hoop  
gym near me  
personal trainer near me

**Daily estimates**

Estimates are based on your keywords and daily budget ⓘ

✓ Ad group 1

✓ Ad group 2

✓ Ad group 3

✓ Ad group 4

✓ Ad group 5

✓ Ad group 6

⚠ No traffic expected. Check your campaign targeting

o Make sure that you are tapping into the local aspect.

Google Ads | All campaigns > Website traffic-Search-Gfitness

SEARCH REPORTS TOOLS & SETTINGS BILLING ? 833-074-5221 2020@gfitness.website

Overview Enabled Status: Bid strategy learning Type: Search Budget: ₹0.01/day Optimization score: — More details

KEYWORDS NEGATIVE KEYWORDS 1 / 10

ALL ADS ALL EXTENSIONS < 1 / 6 >

Locations Targeting all countries and territories Impressions

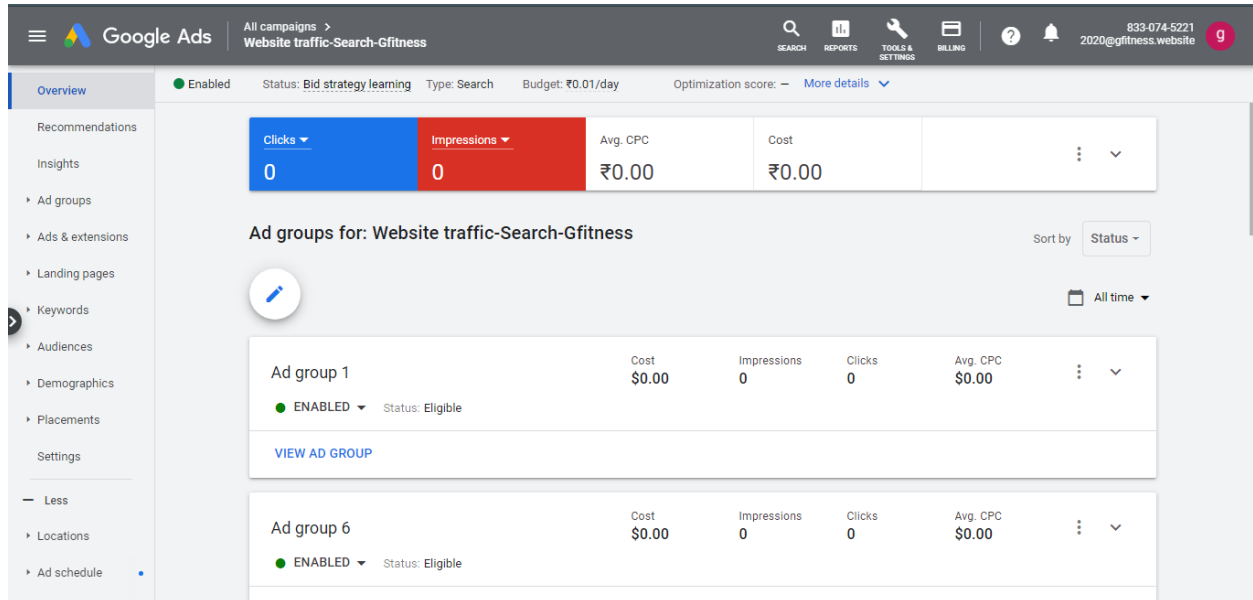
TARGETED LOCATIONS EXCLUDED LOCATIONS

Less

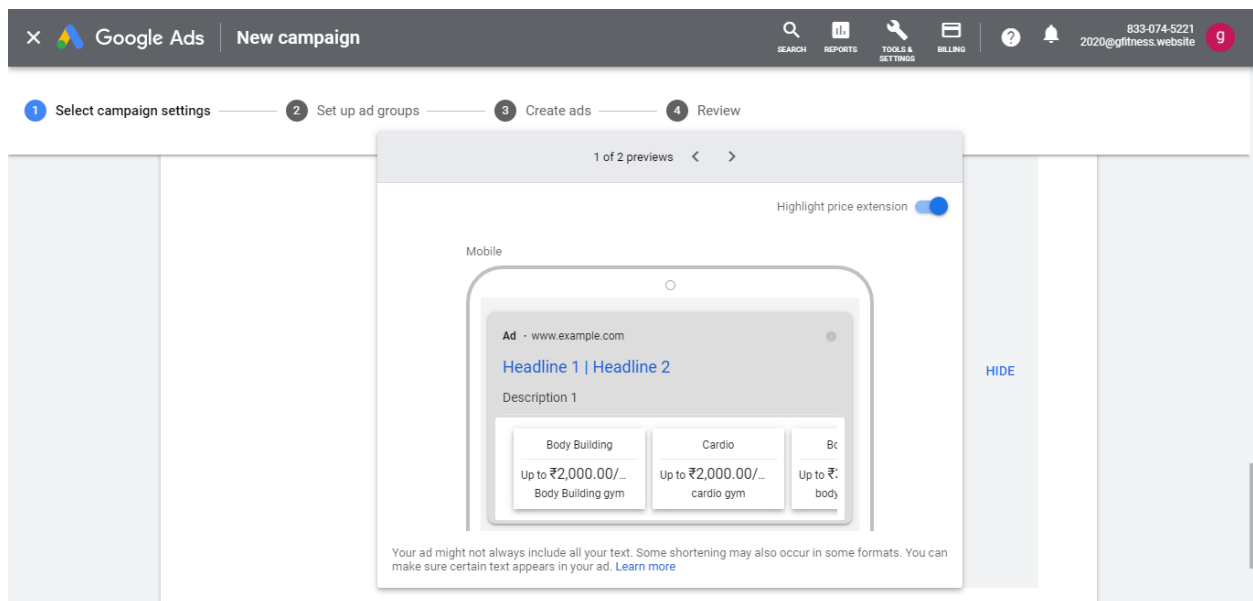
Locations

Ad schedule

o Make sure that there is a logical campaign structure



o Make sure to use at least 2 types of ad extensions.



New campaign

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1 Select campaign settings

2 Set up ad groups

3 Create ads

4 Review

### Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions	Add additional links to your ad	▼
Callout extensions	Add more business information to your ad	▼
Call extensions	(201) 555-0123	▼
Price extensions	Brands	▼
<a href="#">+ Ad extension</a>		

SAVE AND CONTINUE

Leave feedback

© Google, 2021.

All campaigns > Website traffic-Search-Gfitness

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Overview

Recommendations

Insights

Ad groups

Ads & extensions

Ads

Extensions

Landing pages

Keywords

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Settings

Less

Enabled

Status: **Bid strategy learning**

Type: Search

Budget: ₹0.01/day

Optimization score: —

More details

Overview >

Ads

Jun 11, 2021

+

Ad status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	<b>Fitness   gym   fit</b> www.gfitness.website A health club, fitness centre is now commonly referred to as a gym. fit. <a href="#">View assets details</a>	Ad group 2	Pending Under review	Responsive search ad	0	0	—	—	₹0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	<b>Fitness   body   fit</b> www.gfitness.website A health club, fitness centre is now commonly referred to as a gym. fit. <a href="#">View assets details</a>	Ad group 3	Pending Under review	Responsive search ad	0	0	—	—	₹0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	<b>Fitness   gym   body</b> www.gfitness.website A health club, fitness centre is now commonly referred to as a gym. gym. <a href="#">View assets details</a>	Ad group 1	Pending Under review	Responsive search ad	0	0	—	—	₹0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	<b>Fitness   bodyq   fit</b> www.gfitness.website A health club, fitness centre is now commonly referred to as a gym. fit. <a href="#">View assets details</a>	Ad group 6	Pending Under review	Responsive search ad	0	0	—	—	