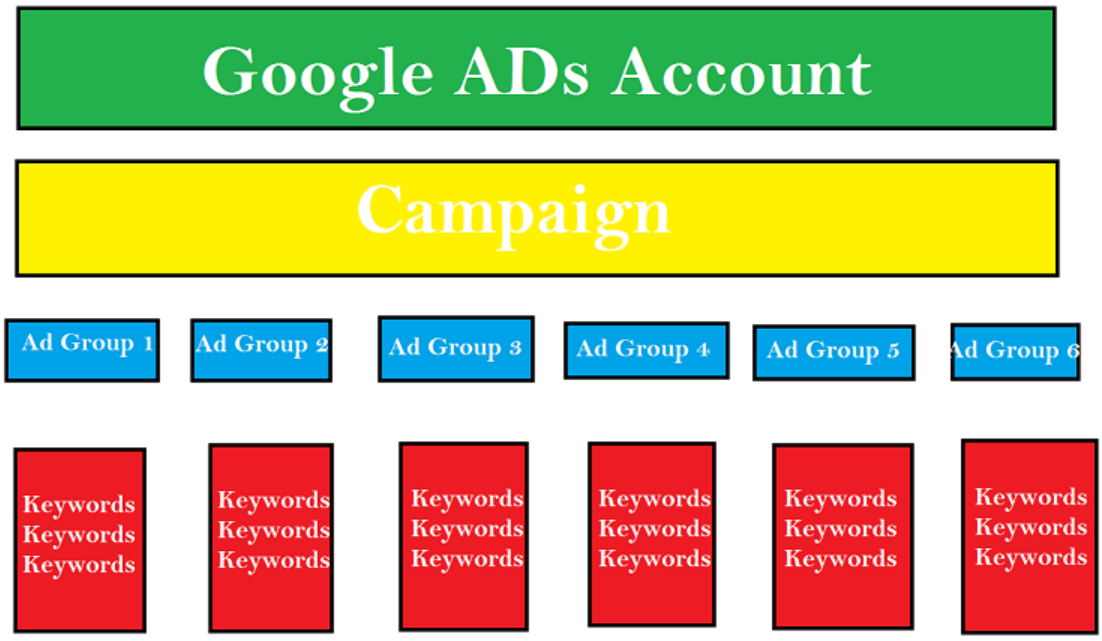
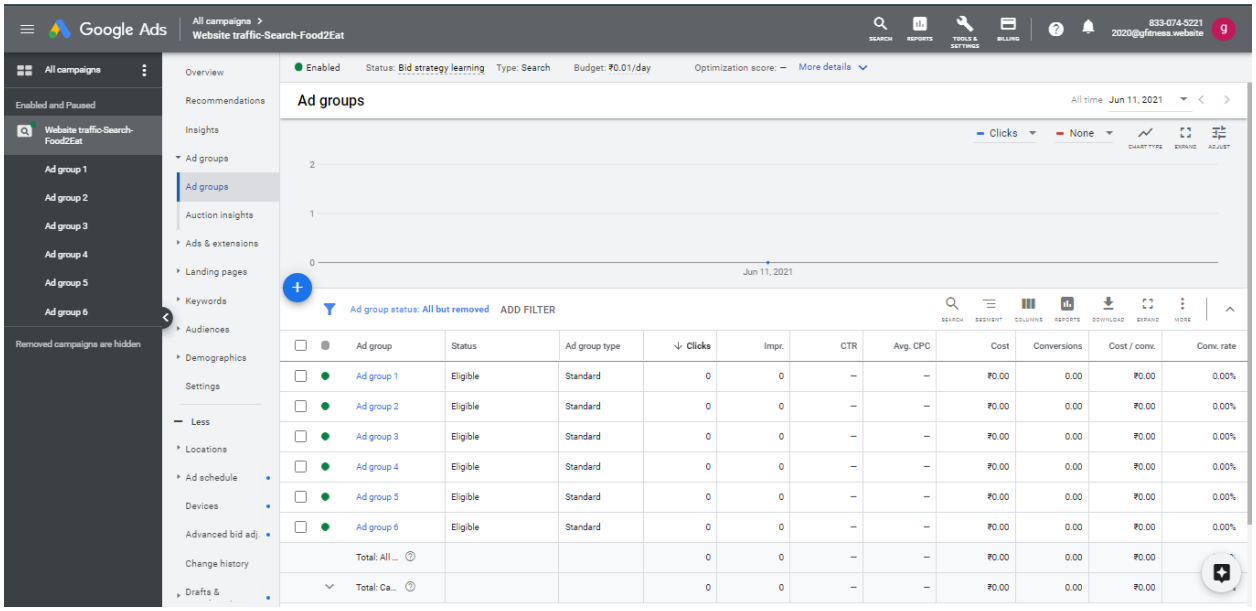
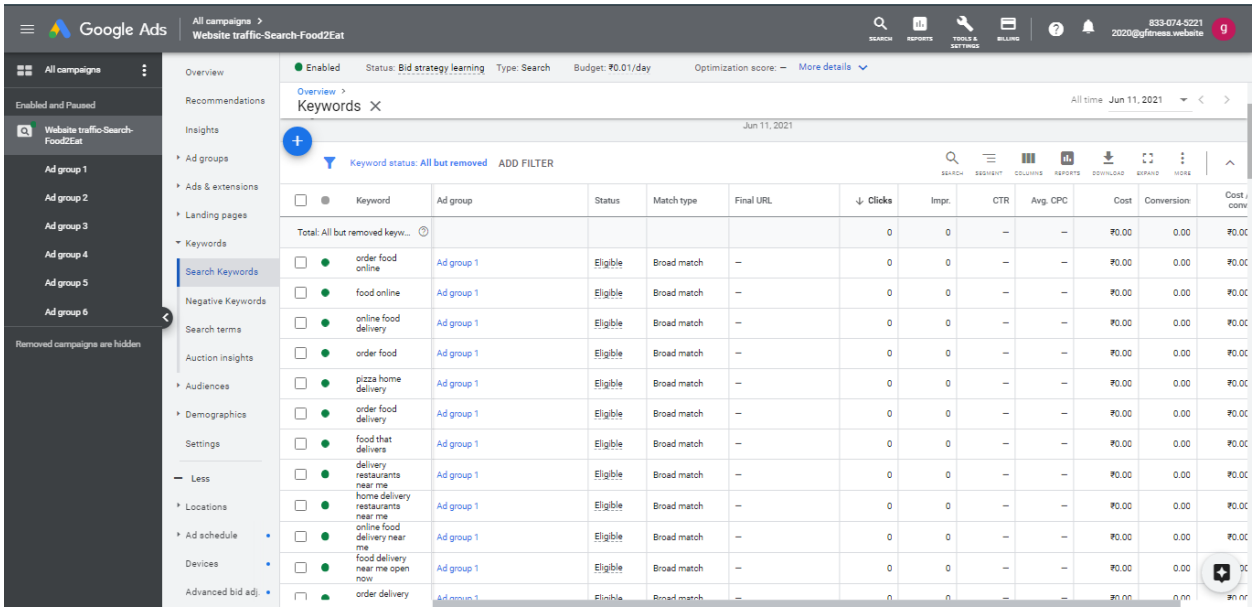
MILESTONE-4
Food2Eat

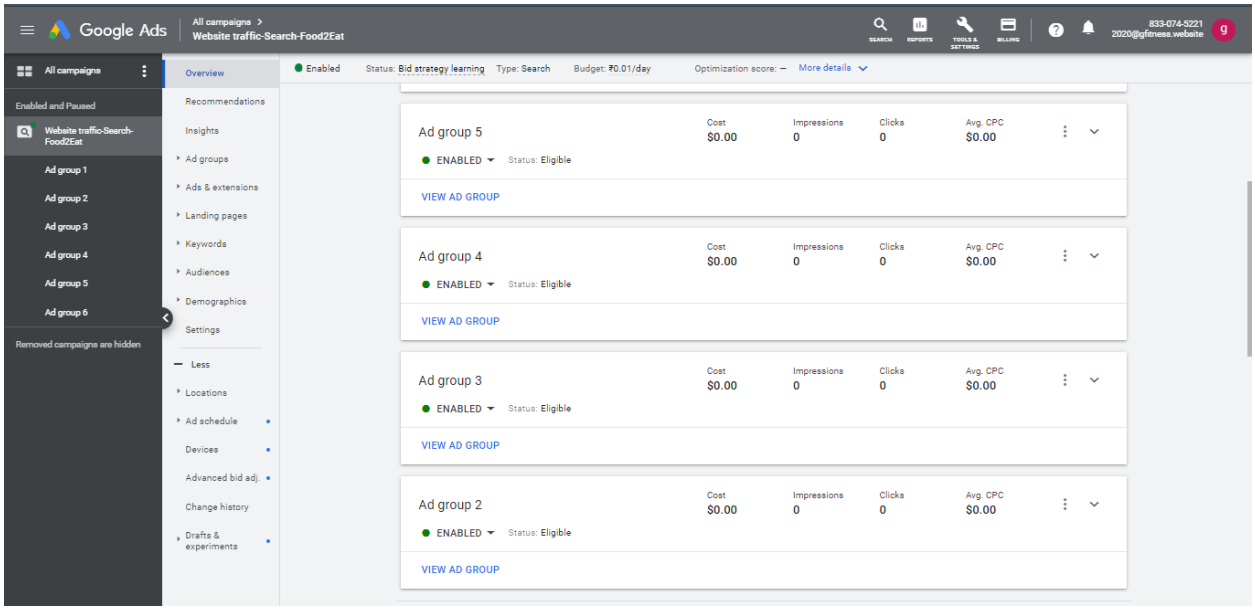
Create an SEM Campaign Structure for the site.

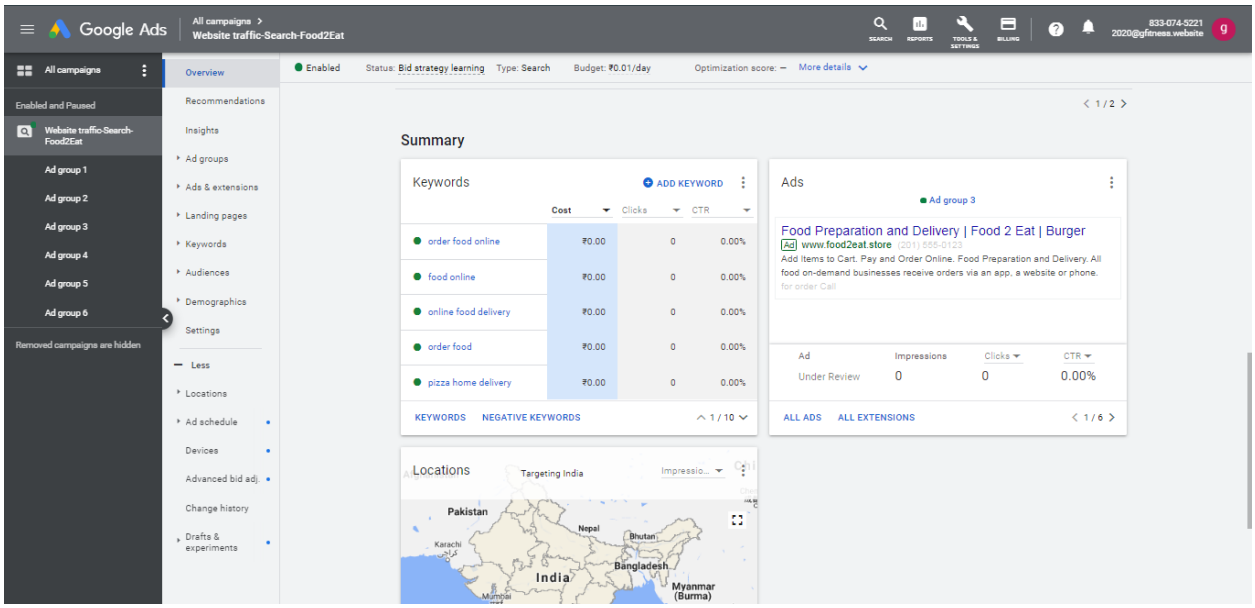


o Create ADS and Keywords for at least 6 ad groups.






Google Ads
All campaigns > Website traffic-Search-Food2Eat
833-074-5221
2020@gfitness.website
All campaigns
Enabled and Paused
Website traffic-Search-Food2Eat
Ad group 1
Ad group 2
Ad group 3
Ad group 4
Ad group 5
Ad group 6
Removed campaigns are hidden
Overview
Recommendations
Insights
Ad groups
Ads & extensions
Landing pages
Keywords
Audiences
Demographics
Settings
Less
Locations
Ad schedule
Devices
Advanced bid adj.
Change history
Drafts & experiments
Enabled
Status: Bid strategy learning
Type: Search
Budget: ₹0.01/day
Optimization score: –
More details
Ad group 5
ENABLED
Status: Eligible
Cost $0.00
Impressions 0
Clicks 0
Avg. CPC $0.00
VIEW AD GROUP
Ad group 4
ENABLED
Status: Eligible
Cost $0.00
Impressions 0
Clicks 0
Avg. CPC $0.00
VIEW AD GROUP
Ad group 3
ENABLED
Status: Eligible
Cost $0.00
Impressions 0
Clicks 0
Avg. CPC $0.00
VIEW AD GROUP
Ad group 2
ENABLED
Status: Eligible
Cost $0.00
Impressions 0
Clicks 0
Avg. CPC $0.00
VIEW AD GROUP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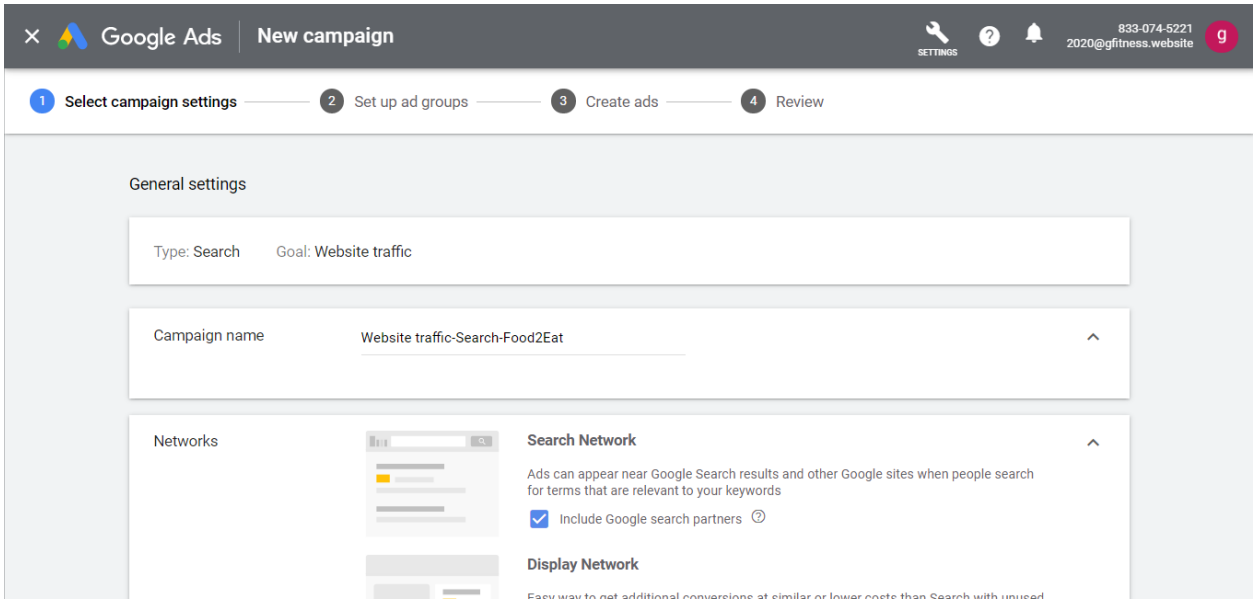
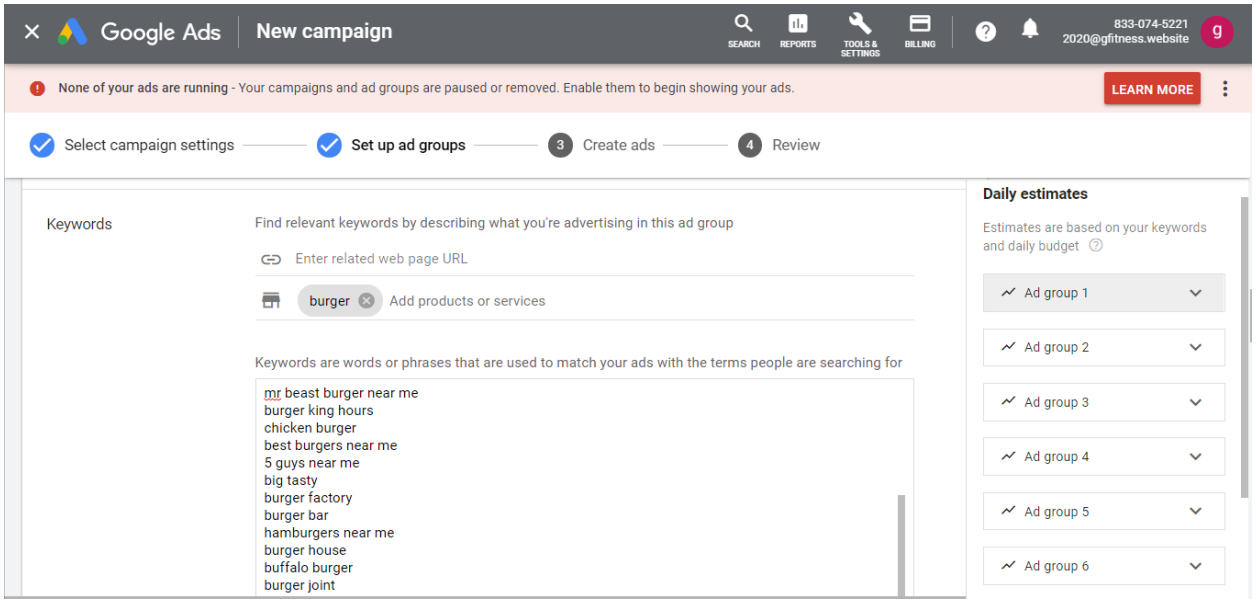
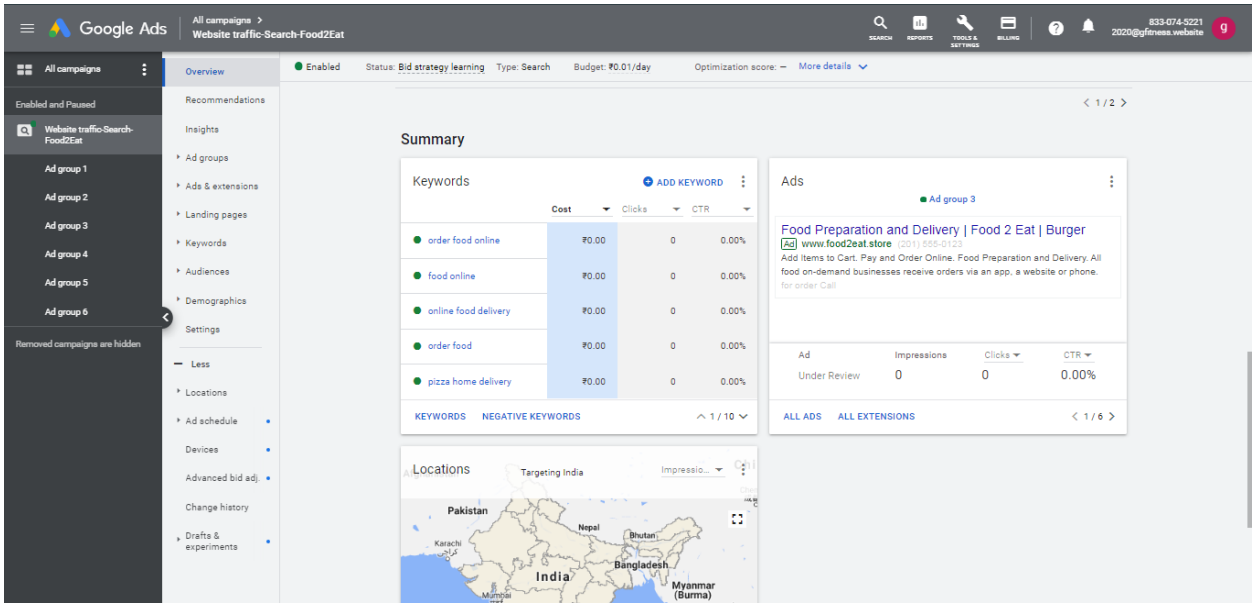
Change history
Drafts & experiments
Enabled
Status: Bid strategy learning
Type: Search
Budget: ₹0.01/day
Optimization score: –
More details
1 / 2
Summary
Keywords
ADD KEYWORD
Cost
Clicks
CTR
order food online ₹0.00 0 0.00%
food online ₹0.00 0 0.00%
online food delivery ₹0.00 0 0.00%
order food ₹0.00 0 0.00%
pizza home delivery ₹0.00 0 0.00%
KEYWORDS
NEGATIVE KEYWORDS
1 / 10
Ads
Ad group 3
Food Preparation and Delivery | Food 2 Eat | Burger
Ad www.food2eat.store (201) 555-0123
Add Items to Cart. Pay and Order Online. Food Preparation and Delivery. All food on-demand businesses receive orders via an app, a website or phone.
for order Call
Ad
Impressions
Clicks
CTR
Under Review 0 0 0.00%
ALL ADS
ALL EXTENSIONS
1 / 6
Locations
Targeting India
Impressio...
Pakistan
Karachi
Nepal
Bhutan
Bangladesh
India
Mumbai
Myanmar (Burma)

o Create campaign for ad on your site

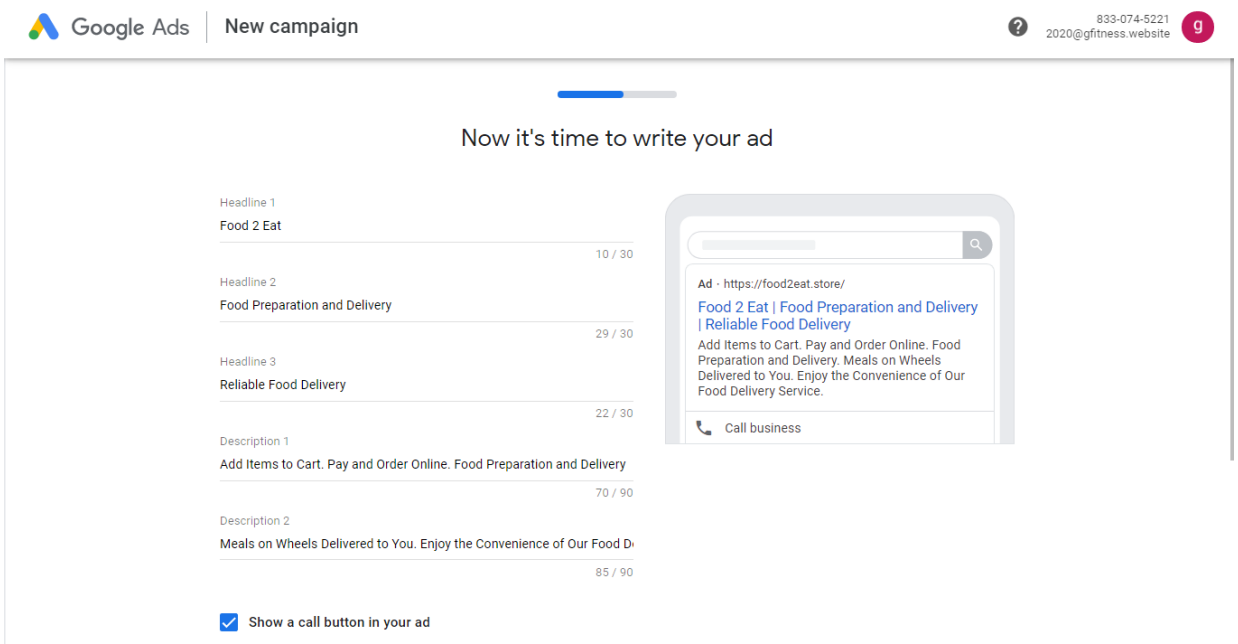
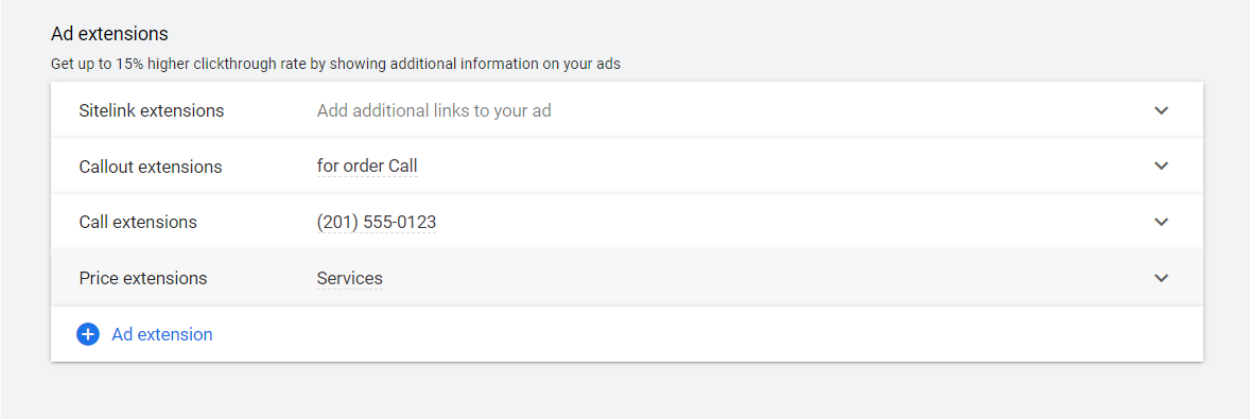




o Make sure that you are tapping into the local aspect.



o Make sure that there is a logical campaign structure



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