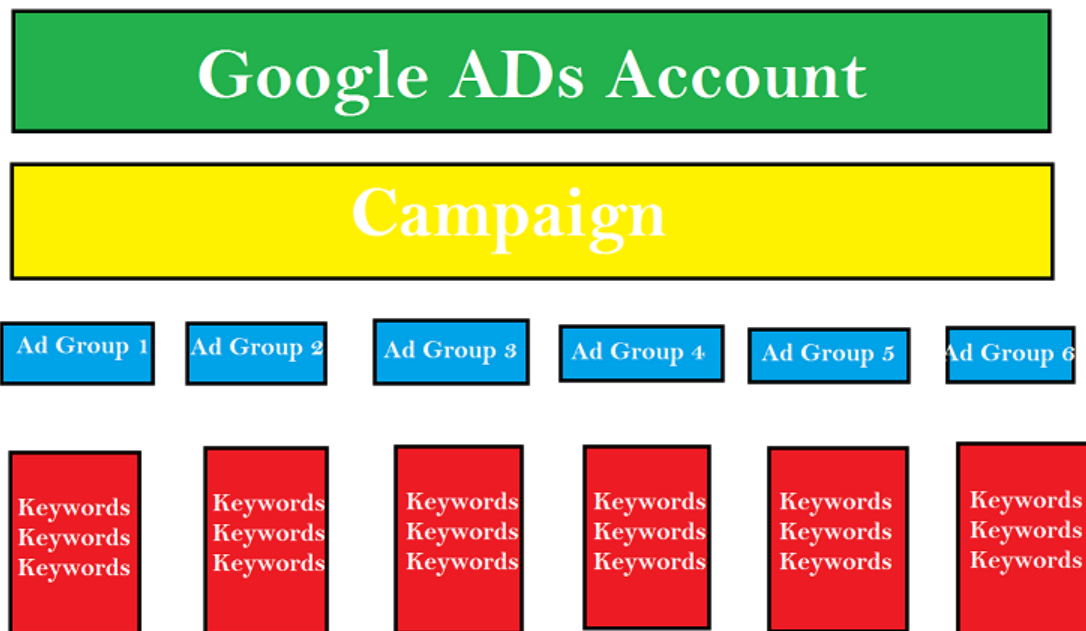


MILESTONE-4

Food2Eat

Create an SEM Campaign Structure for the site.



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

Google Ads interface showing the 'Ad groups' tab for a campaign named 'Website traffic-Search-Food2Eat'. The interface displays a table with 6 ad groups, all with a status of 'Eligible' and a budget of 'R0.01/day'. The table columns include Ad group, Status, Ad group type, Clicks, Impr., CTR, Avg. CPC, Cost, Conversions, Cost / conv., and Conv. rate. The total for all ad groups is 0 clicks, 0 impressions, 0 conversions, and a cost of R0.00.

Ad group	Status	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Ad group 1	Eligible	Standard	0	0	—	—	R0.00	0.00	R0.00	0.00%
Ad group 2	Eligible	Standard	0	0	—	—	R0.00	0.00	R0.00	0.00%
Ad group 3	Eligible	Standard	0	0	—	—	R0.00	0.00	R0.00	0.00%
Ad group 4	Eligible	Standard	0	0	—	—	R0.00	0.00	R0.00	0.00%
Ad group 5	Eligible	Standard	0	0	—	—	R0.00	0.00	R0.00	0.00%
Ad group 6	Eligible	Standard	0	0	—	—	R0.00	0.00	R0.00	0.00%
Total: All			0	0	—	—	R0.00	0.00	R0.00	
Total: Ca...			0	0	—	—	R0.00	0.00	R0.00	

Google Ads interface showing the 'Keywords' tab for a campaign named 'Website traffic-Search-Food2Eat'. The interface displays a table with 10 keywords, all with a status of 'Eligible' and a budget of 'R0.01/day'. The table columns include Keyword, Ad group, Status, Match type, Final URL, Clicks, Impr., CTR, Avg. CPC, Cost, Conversion, and Cost / conv. The total for all keywords is 0 clicks, 0 impressions, 0 conversions, and a cost of R0.00.

Keyword	Ad group	Status	Match type	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost / conv.
order food online	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
food online	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
online food delivery	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
order food	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
pizza home delivery	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
order food delivery	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
food that delivers	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
delivery restaurants near me	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
home delivery restaurants near me	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
online food delivery near me	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
food delivery near me open now	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
order delivery	Ad group 1	Eligible	Broad match	—	0	0	—	—	R0.00	0.00	R0.00
Total: All but removed keyw...					0	0	—	—	R0.00	0.00	R0.00

o Create campaign for ad on your site

Google Ads

New campaign

SETTINGS

?

🔔

833-074-5221
2020@gfitness.website

g

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-Food2Eat

^

Networks

img

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

Google Ads

New campaign

SEARCH

REPORTS

TOOLS & SETTINGS

BILLING

?

🔔

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g

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

LEARN MORE

:

1 Select campaign settings

2 Set up ad groups

3 Create ads

4 Review

Keywords

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

🔗 Enter related web page URL

📦 burger

✕

Add products or services

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

mr beast burger near me

burger king hours

chicken burger

best burgers near me

5 guys near me

big tasty

burger factory

burger bar

hamburgers near me

burger house

buffalo burger

burger joint

Daily estimates

Estimates are based on your keywords and daily budget [?](#)

✓ Ad group 1

▼

✓ Ad group 2

▼

✓ Ad group 3

▼

✓ Ad group 4

▼

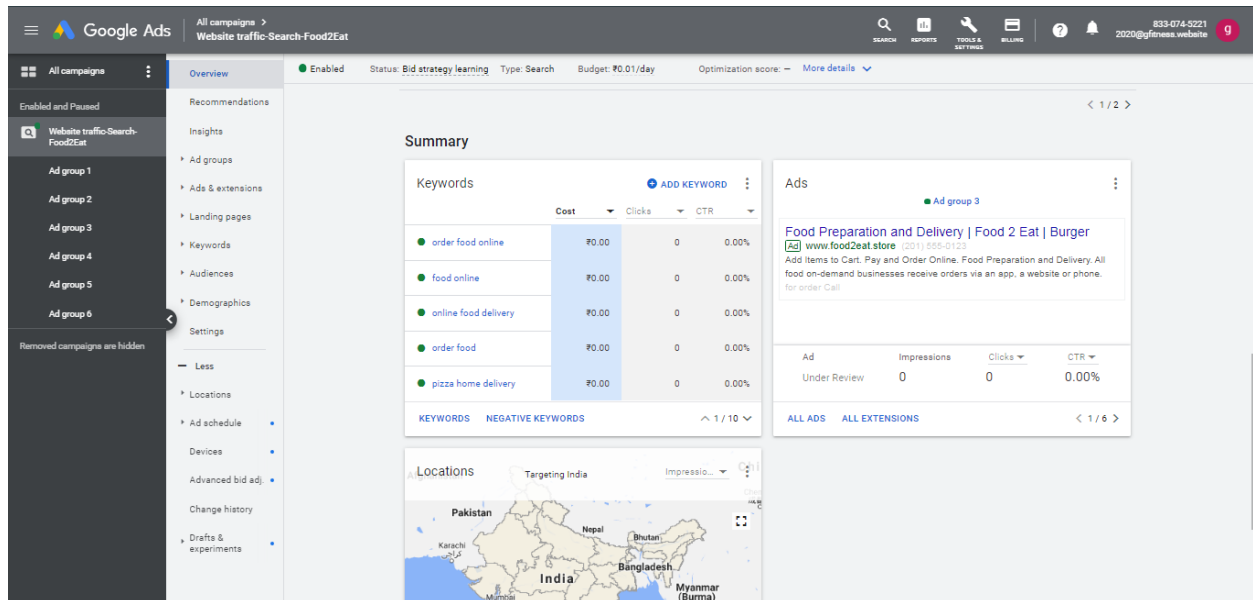
✓ Ad group 5

▼

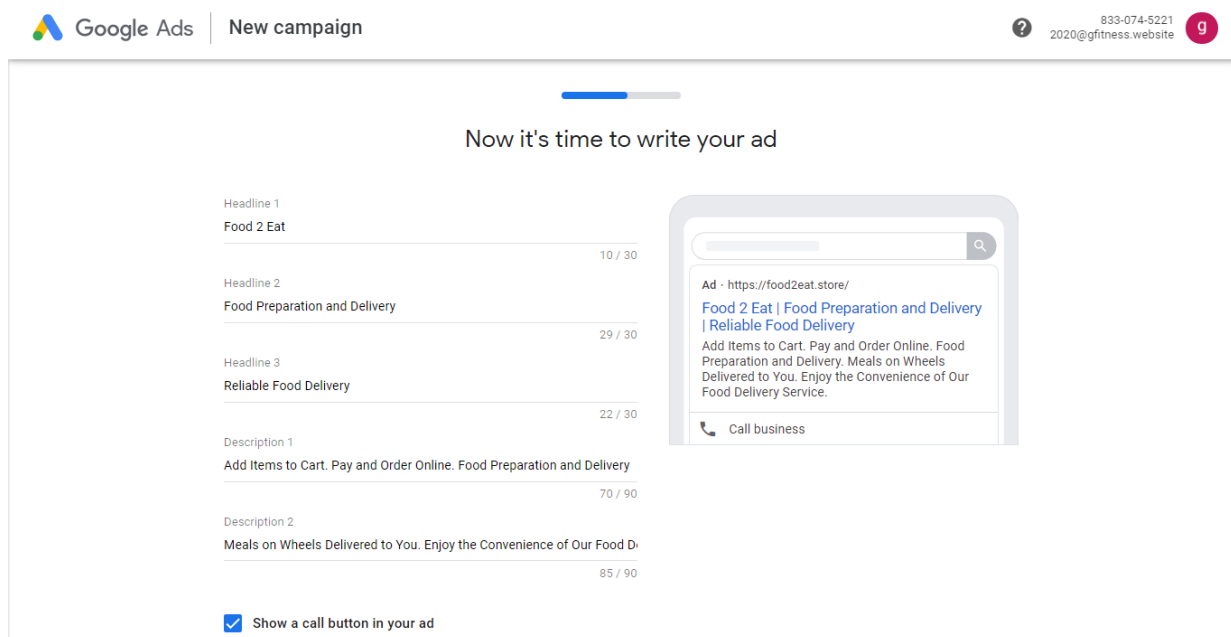
✓ Ad group 6

▼

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.

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	for order Call	▼
Call extensions	(201) 555-0123	▼
Price extensions	Services	▼
+ Ad extension		