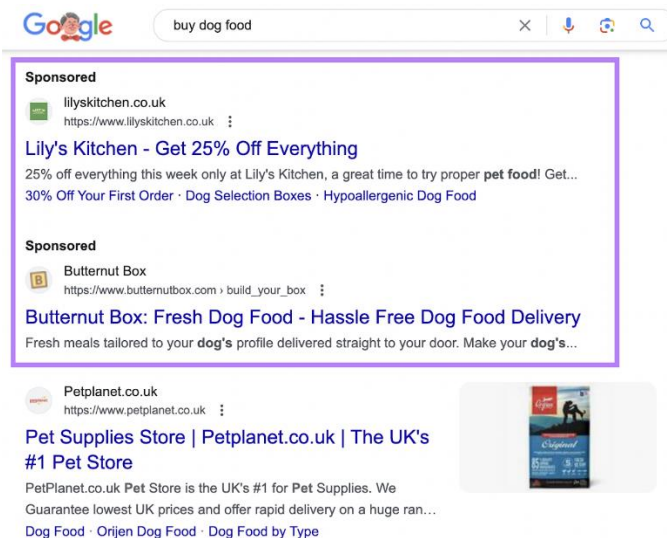


Google Ads - PPC (Pay Per Click)

Google Ads (previously Google AdWords) is an online advertising platform that lets you advertise your products or services on Google's online properties. These include the search engine, partner websites, and YouTube.

<https://business.google.com/in/google-ads/>



You pay a fee for your ads to appear on Google.

Reasons why you should use Google Ads

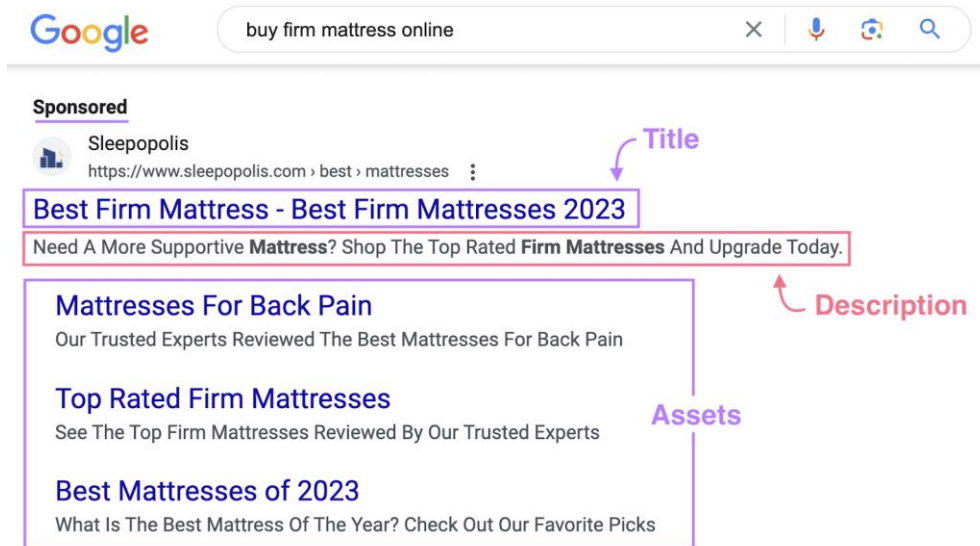
- **Immediate Visibility:** Google Ads makes your advertisement visible quickly.
- **Flexibility:** Google Ads provides a variety of ad formats—such as text, images, and videos.
- **Precise Targeting:** Precise targeting allows you to target specific audiences by age group, interests, or geographic location.
- **Remarketing:** Google Ads lets you show ads to users who have visited your website but didn't complete a desired action, such as a purchase.
- **Measurable Results:** Google Ads provides detailed performance reports for measurable results.

<https://business.google.com/in/google-ads/>

Types of Google Ads

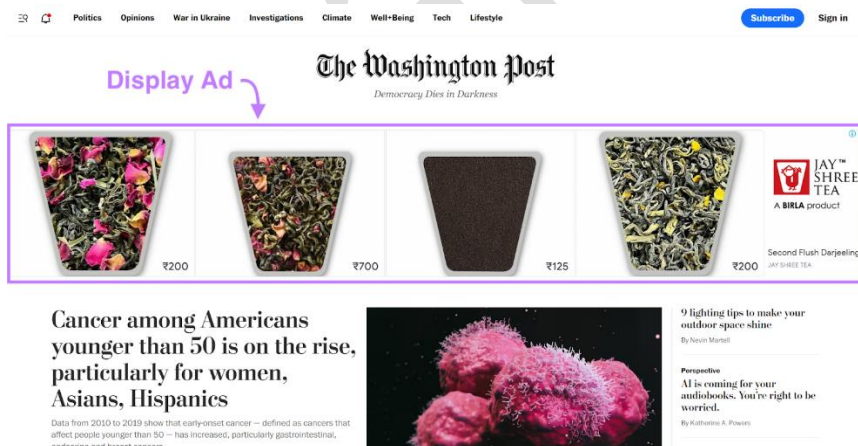
1. Google Search Ads

Google search ads show up on Google's search engine results pages (SERPs) when users search for certain keywords.



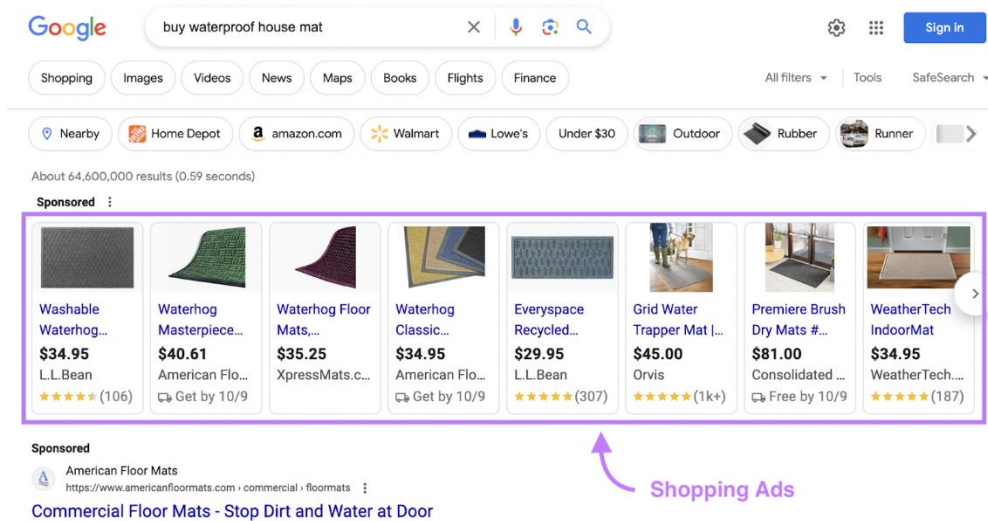
2. Google Display Ads

Google Display Network (GDN) ads are visual ads placed on websites, apps, and platforms that partner with Google through AdSense.



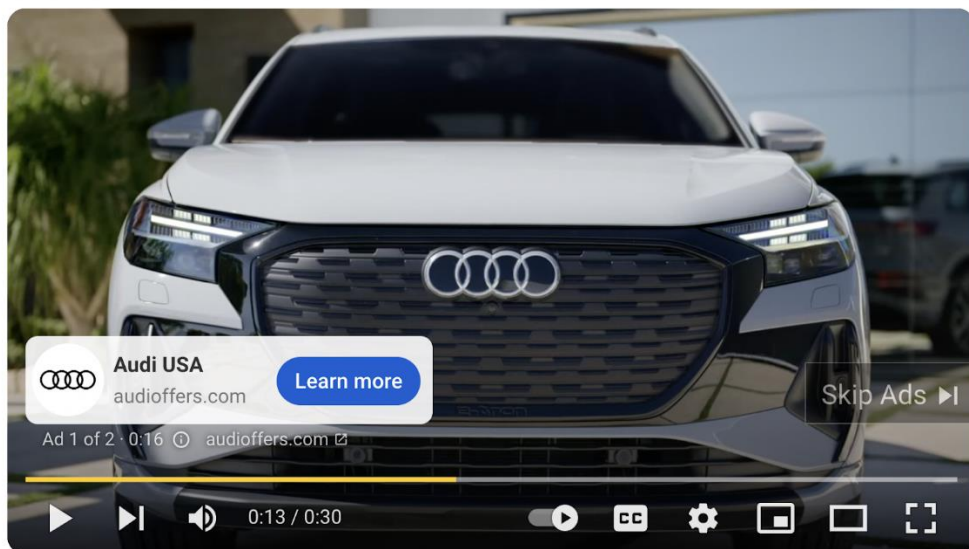
3. Google Shopping Ads

Google Shopping ads present products directly in search results, complete with images, prices, and store names.



4. Google Video Ads

Google video ads appear on YouTube. Video ads can play before (pre-roll), during (mid-roll), or after (post-roll) a user's video.

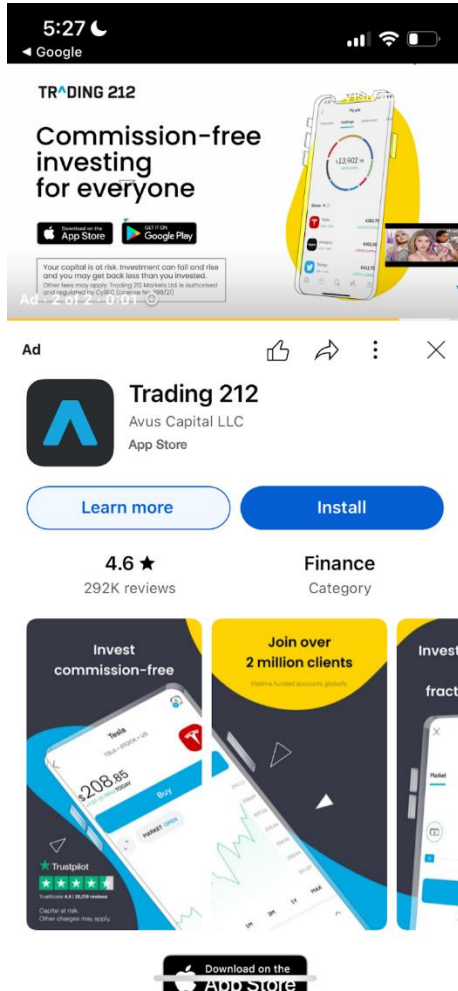


TESTING \$1400 Ai POWERED ELECTRIC SHOES in NYC



5. Google App Ads

Google App ads help you promote your mobile application. You provide text and images, and Google automatically creates multiple ad formats.



6. Other Ads types

Discovery, Local, Performance Max

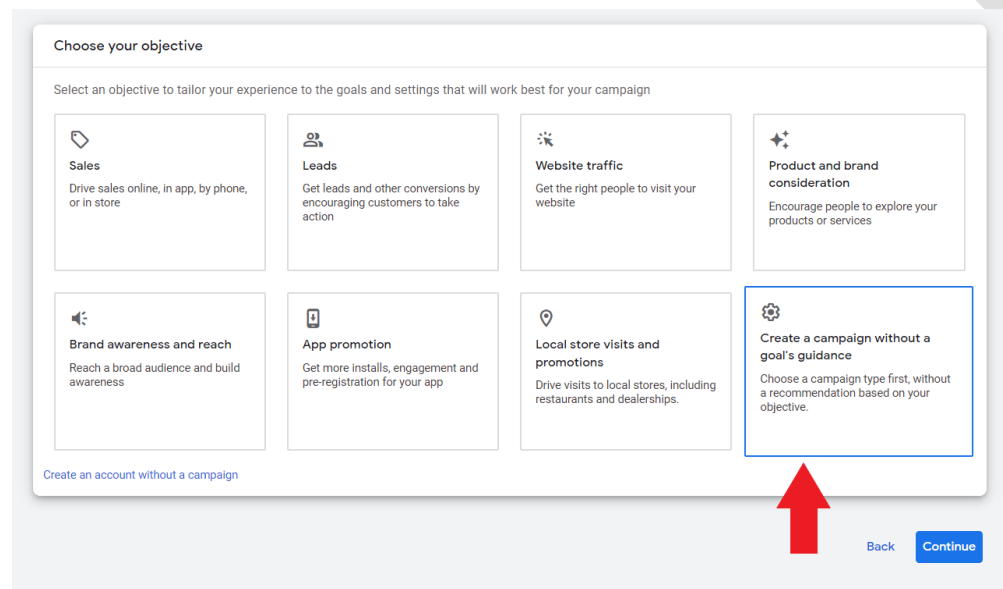
How to Run Google Ads?

1. Create Google Ads Accounts

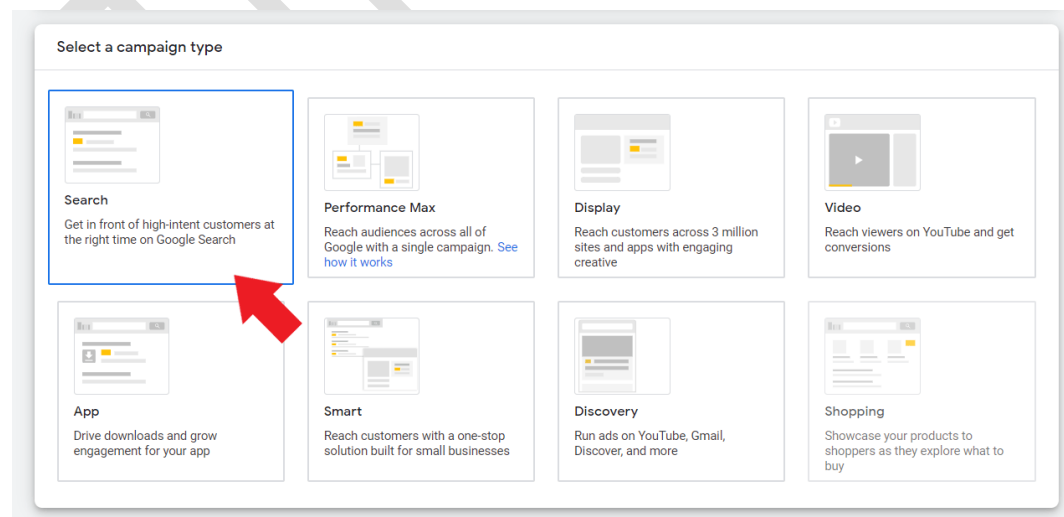
If you are starting off in a totally fresh and new account, you'll start by going to ads.google.com and clicking "get started."

2: Pick your campaign type

To pick a campaign, Google will first ask you to choose an objective. Depending on your objective, it will then show you which campaign types are available.

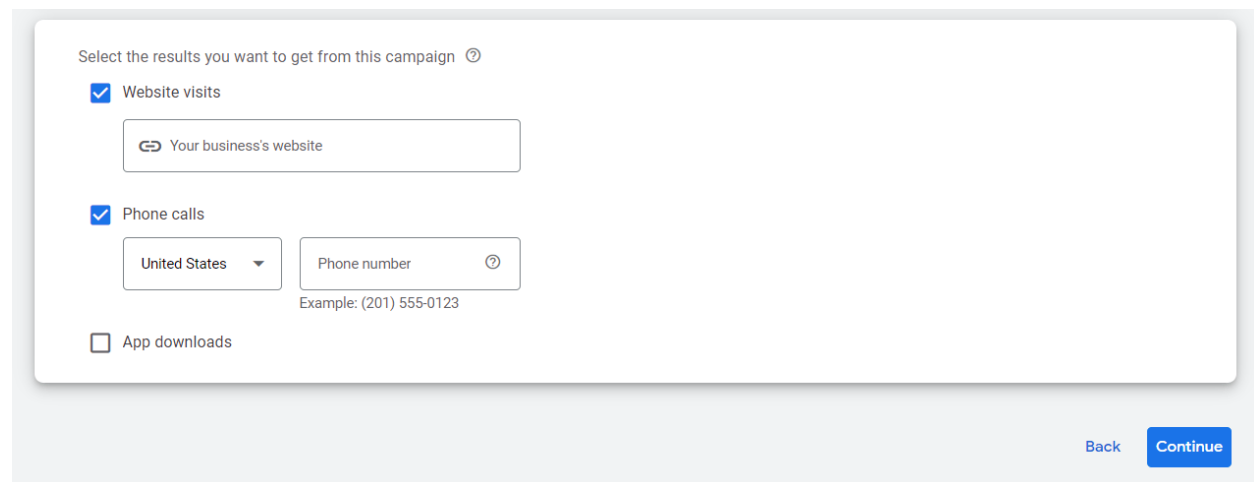


Then, under "campaign types", select "Search" since our target is to show up at the top of Google's search pages.



Then, you'll be asked to check the box for the result you want to achieve from your Google Ad campaign.

Once you're done, click **"Continue."**

A screenshot of a Google Ads setup screen. At the top, it says "Select the results you want to get from this campaign" with a help icon. There are three options: "Website visits" (checked), "Phone calls" (checked), and "App downloads" (unchecked). Under "Website visits", there is a text box with a link icon and the placeholder text "Your business's website". Under "Phone calls", there is a dropdown menu set to "United States" and a text box for "Phone number" with a help icon. Below the phone number box is an example: "Example: (201) 555-0123". At the bottom right, there are "Back" and "Continue" buttons.

Select the results you want to get from this campaign ⓘ

☒ Website visits

[🔗](#) Your business's website

☒ Phone calls

United States Phone number ⓘ

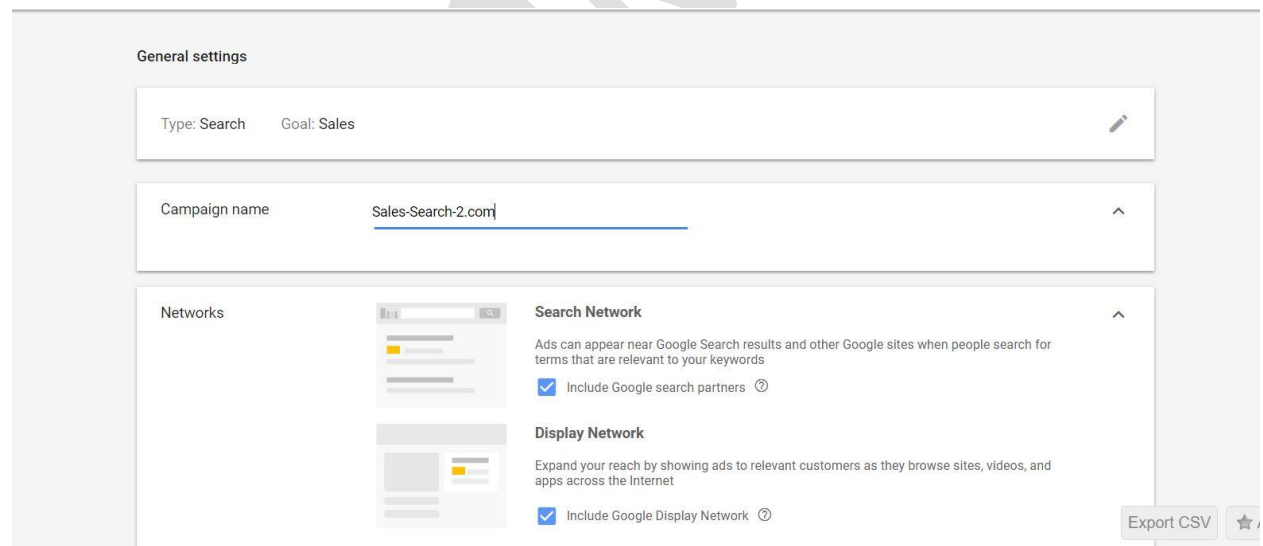
Example: (201) 555-0123

☐ App downloads

Back Continue

3. Set up the Campaign

The next step is creating your ad campaign. Here, you are going to think of a name for your mold remediation campaign.

A screenshot of the Google Ads campaign setup screen. The title is "General settings". There are two tabs: "Type: Search" and "Goal: Sales". Below this is a "Campaign name" field with the text "Sales-Search-2.com". To the left of the "Search Network" section is a "Networks" sidebar with icons for Search, Display, and Video. The "Search Network" section has a description: "Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords". It has a checked checkbox for "Include Google search partners". The "Display Network" section has a description: "Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet". It has a checked checkbox for "Include Google Display Network". At the bottom right, there are "Export CSV" and "Star" buttons.

General settings

Type: Search Goal: Sales

Campaign name Sales-Search-2.com

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

Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet

☒ Include Google Display Network ⓘ

Export CSV ☆

4. Specify Location

For your location settings, choose “Enter another location” and type the specific areas that you want to target or exclude.

The 'Locations' panel shows options to select locations to target. The 'Enter another location' option is selected. Below, a text box shows '15 mi around Los Angeles, CA radius' with 'Reach' and 'minus' icons. A search bar prompts 'Enter a location to target or exclude' with an 'Advanced search' link. Under 'Location options', the 'Target' section has two radio buttons: 'Presence or interest' (selected) and 'Presence'.

Locations

Select locations to target ⓘ

☐ All countries and territories

☐ United States and Canada

☐ United States

☒ Enter another location

Targeted locations (1) Reach ⓘ ⊗

15 mi around Los Angeles, CA radius — ⊗

[Advanced search](#)

For example, a country, city, region, or postal code

Location options

Target ⓘ

☒ Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)

☐ Presence: People in or regularly in your targeted locations

5. Audience Segments

This next section allows you to target specific audiences based on what they are actively researching. To use audience segments, simply type your business niche or industry.

The 'Audience segments' panel shows a search for 'MOLD REMEDIATION' with 14 results. Three segments are selected: 'Home Inspection Services', 'Home Cleaning Services', and 'Climate Control & Air Quality'. The 'Targeting setting' section has two radio buttons: 'Targeting' and 'Observation (recommended)' (selected).

Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on + New segment in the Search tab. ⓘ

Search **Browse** 3 selected [Clear all](#)

ⓘ

What they are actively researching or planning (14)

☒ In-market: Home Inspection Services

☒ In-market: Home Cleaning Services

☐ In-market: General Contracting & Remodeling Services

☒ In-market: Climate Control & Air Quality

[+ New segment](#)

Targeting setting for this campaign ⓘ

☐ Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

☒ Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

7. Calculate your daily budget

Next, you're going to set your average daily budget. Your Cost Per Click or CPC will depend on your specific area, your local competitors, and the keywords you are targeting.

Budget

Select the average you want to spend each day.

Set your average daily budget for this campaign

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

67.7%

Campaign optimization score ⓘ

Weekly estimates

Estimates are based on your keywords and daily budget ⓘ

Mold Remediation Services ^

Weekly clicks	Weekly cost
213	\$350.00
Avg. CPC	\$1.64

8. Choose your bid strategy

Bidding

What do you want to focus on? ⓘ

Clicks ▾

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit ⓘ

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition

☐ Only bid for new customers

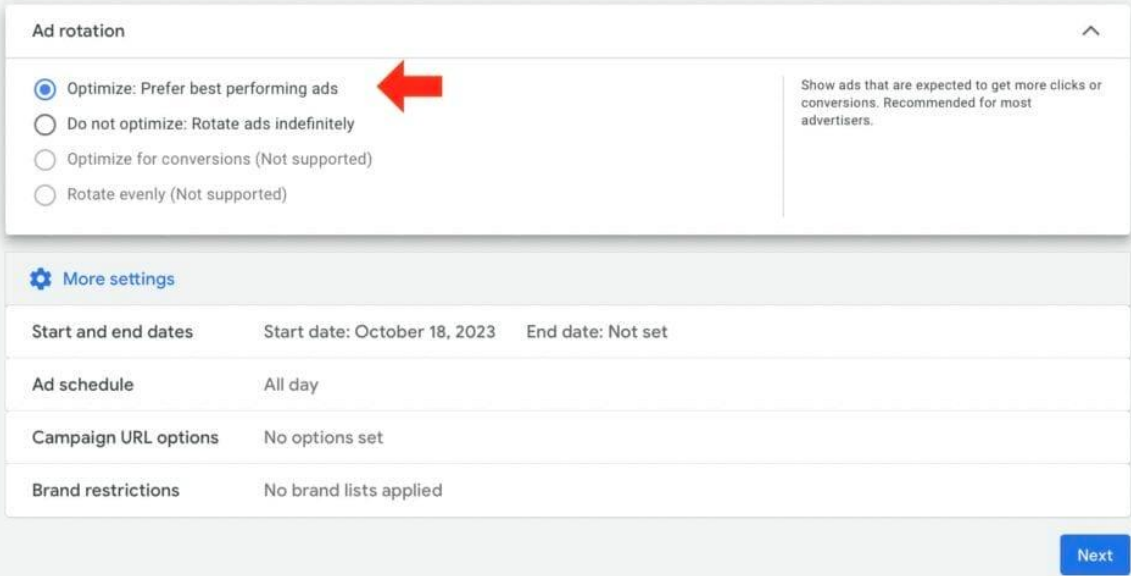
This option limits your ads to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more](#)


Next

This setting will adjust your best-performing ads to show up in a user's search query, while ads not performing so well will be shown less.

You will also be able to analyze the performance of your ad rotations and how well they are performing once you've run your Google ads campaign after a few weeks.



Ad rotation


☒ Optimize: Prefer best performing ads 

☐ Do not optimize: Rotate ads indefinitely

☐ Optimize for conversions (Not supported)

☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

 More settings

Start and end dates	Start date: October 18, 2023	End date: Not set
Ad schedule	All day	
Campaign URL options	No options set	
Brand restrictions	No brand lists applied	

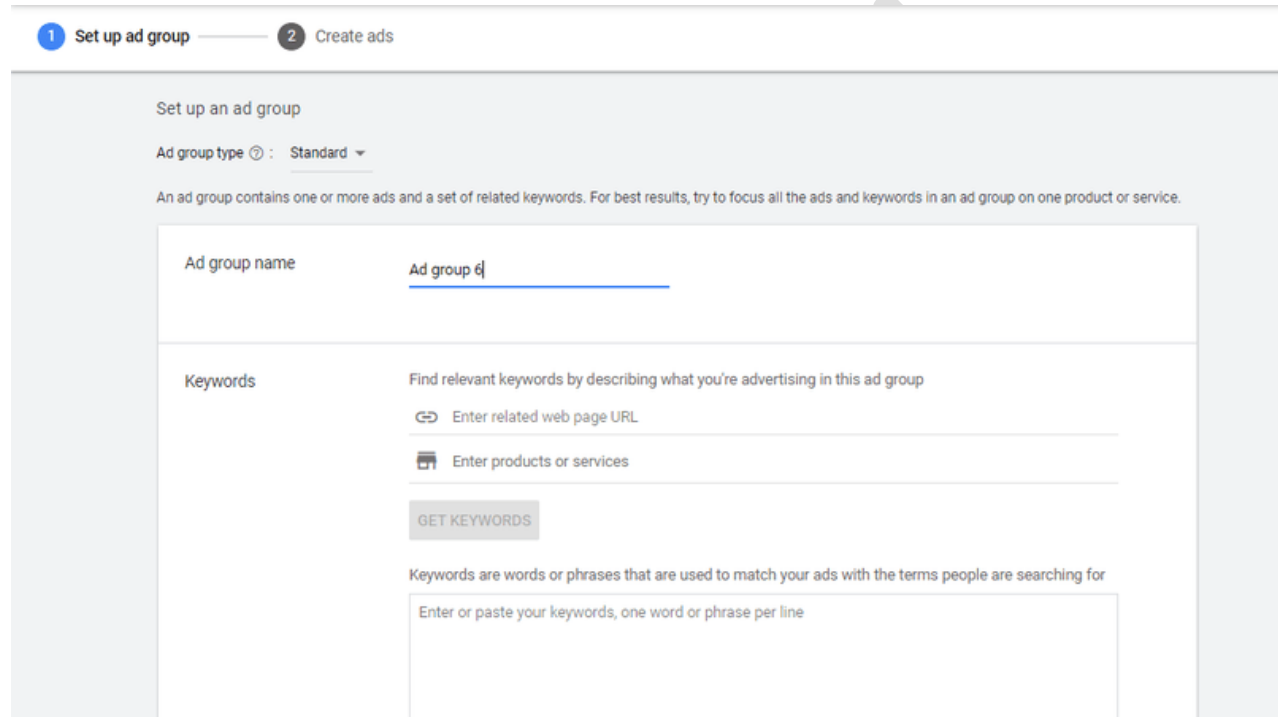
Next

Continue...

9. Ad Groups and Keywords

The next step in running Google Ads is one of the most important ones. You can't run Google Ads without keywords.

Keywords are the words and phrases your target is typing into Google Search. With Google Search ads, you bid on keywords that you want your ads to show up for.



The screenshot shows the 'Set up an ad group' step in the Google Ads setup process. At the top, there are two tabs: '1 Set up ad group' (active) and '2 Create ads'. Below the tabs, the heading 'Set up an ad group' is followed by 'Ad group type' set to 'Standard'. A note states: 'An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.' The main form area is divided into two sections. The top section is for the 'Ad group name', with a text input field containing 'Ad group e'. The bottom section is for 'Keywords'. It includes a heading 'Keywords' and a sub-heading 'Find relevant keywords by describing what you're advertising in this ad group'. Below this are two input fields: 'Enter related web page URL' (with a globe icon) and 'Enter products or services' (with a storefront icon). A 'GET KEYWORDS' button is positioned below these fields. At the bottom of the keywords section, there is a text input field with the placeholder 'Enter or paste your keywords, one word or phrase per line'.

Keyword Match Type

Broad match: allows your ad to show for any query that relates to your keyword.

Phrase match: picks up queries that include the same meaning as your keyword.

Exact match: only allows your ad to show when a query has an identical meaning to your query.

Keyword Match Types			
	LOOKS LIKE	APPEARS FOR	COULD MATCH TO
Broad match	running shoes	Searches that relate to your keyword	<ul style="list-style-type: none"> tennis shoes for men socks for running
Phrase match	"running shoes"	Searches that include the meaning of your keyword	<ul style="list-style-type: none"> men's running shoes best shoes for running
Exact match	[running shoes]	Searches that are the same meaning as your keyword	<ul style="list-style-type: none"> running shoes sneakers

10. Create your ad

Now it's time to create an eye-catching ad for your search campaign. Make sure to use relevant keywords in headlines and descriptions which you have entered in your ad groups.

Ads

< > Add a final URL

Ad strength

Incomplete

☐ Add headlines [View ideas](#)

☐ Include popular keywords [View ideas](#)

☐ Make headlines unique [View ideas](#)

☐ Make descriptions unique [View ideas](#)

Final URL [?](#)

https://www.example.com

This will be used to suggest headlines and descriptions

Display path [?](#)

www.example.com

/

0 / 15

Headlines 0/15 [?](#) [View ideas](#)

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

Preview

Ad - www.example.com/

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

11. Ad extensions and Ad Assets

Ad assets are a great way to make your Google ads campaign stand out, by making it bigger and allowing you to add more information about your mold remediation business.

Ad • <https://www.filterbuy.com/> ▾ (855) 345-8289

Air Filters - Free Next Day Shipping

High Quality Replacement **Filters** For More Than 40 **Air Filter** Brands. Pick Yours Today.
Arrange to Have New Replacement **Filters** Arrive at Your Home. Order Hassle Free Online.
3,000+ 5-Star Ratings. Cancel Anytime, No Hassle. Free Shipping Included.

★★★★★ Rating for filterbuy.com: 4.7 - 15,975 reviews - Return policy: Most items 90+ d...

Shop By Filter Size

The Largest Selection Anywhere.
Custom Sizing Also Available.

Shop By MERV Rating 11

Traps 95% Of Airborne Particles.
Ideal For Allergies Or Asthma.

Shop By MERV Rating 13

Traps 98% Of Airborne Particles.
Hospital Grade. Best-Of-Breed.

Shop By Brand

View Replacements For 40+ Brands.
Guaranteed Fit Quality Replacement.

Sitelink 1

Sitelink text 0 / 25

Description line 1 (recommended) 0 / 35

Description line 2 (recommended) 0 / 35

Final URL 0 / 35

Preview

Sponsored

<https://www.mold-remediation.com/>

Mold Remediation Company - Free Estimates

Eliminate the mold and mildew in your home today! Certified and licensed professionals with 25 years of experience. Call Now.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Campaign-level callouts

Add callouts to this campaign. Any callouts added here can be used across campaigns.

Add new callout

Callout text 1 24/7 Customer Service 21 / 25

Callout text 2 Quality Mold Inspection 23 / 25

Callout text 3 Lowest Cost Guaranteed 22 / 25

Callout text 4 Free Online Quotes 18 / 25

[Add callout text](#)

[Advanced options](#)

[Save](#) [Cancel](#)

Preview

Sponsored

<https://www.mold-remediation.com/>

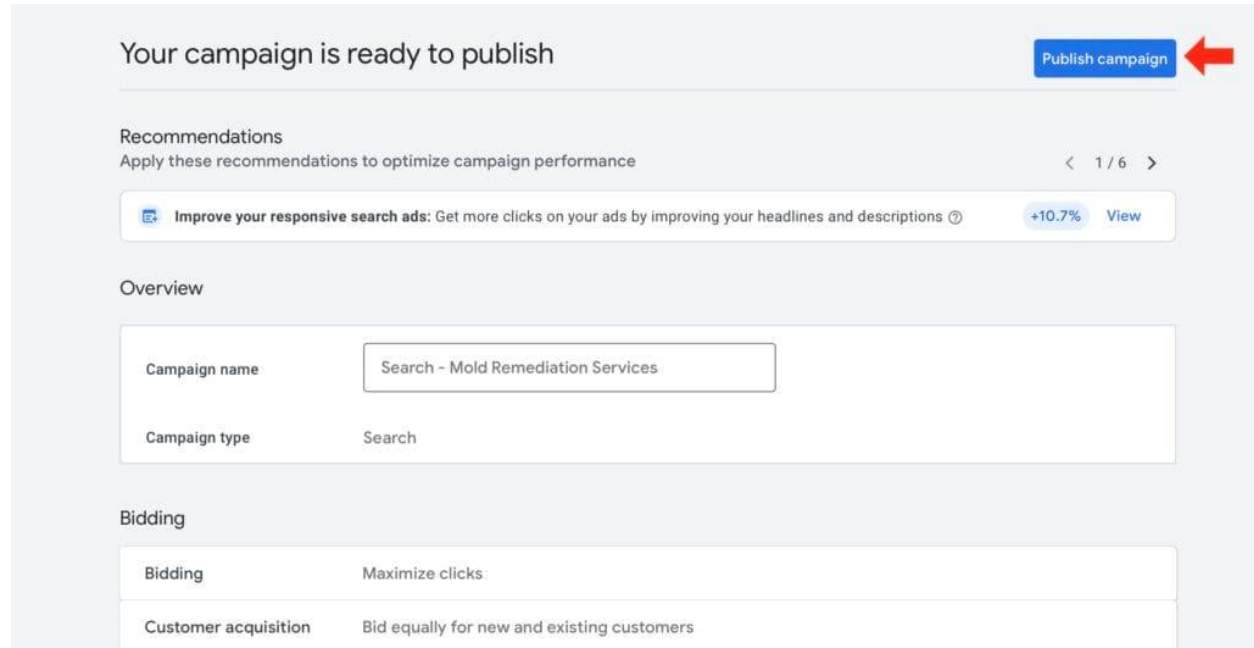
Mold Remediation Company - Free Estimates

Eliminate the mold and mildew in your home today! Certified and licensed professionals with 25 years of experience. Call Now. 24/7 Customer Service. Quality Mold Inspection. Lowest Cost Guaranteed. Free Online Quotes.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)


12. Publish Campaign

Before finalizing your Google Ads Campaign, you will get a chance to review your settings before publishing. Once you are happy with your settings, click Publish Campaign and you are done!



Your campaign is ready to publish Publish campaign

Recommendations
Apply these recommendations to optimize campaign performance < 1 / 6 >

 **Improve your responsive search ads:** Get more clicks on your ads by improving your headlines and descriptions ⓘ +10.7% [View](#)

Overview

Campaign name	Search - Mold Remediation Services
Campaign type	Search

Bidding

Bidding	Maximize clicks
Customer acquisition	Bid equally for new and existing customers

Video Tutorial:

<https://www.youtube.com/watch?v=X3wIOTeAX2o>

<https://www.youtube.com/watch?v=hbM3befCOv4>