Project 5 - Part 1 Create an AdWords Campaign

Campaign Approach

Description, Marketing Objective, and KPI

1. Approach Description

In my approach to this project (Website Performance Optimization) and country (United Kingdom). I had researched the country through Moz for keywords and linking domains and ranking keywords. Then differentiated between both ad groups to major between head keywords and tail keywords. Regarding the website optimization and other queries to better the ads.

2. Marketing Objective & KPI

My main marketing objective is to increase conversions (student sign ups) for the website with a budget of $7/day within a timeline of 5 days.

The KPI would be to intensify the amount of student sign ups to the site by a 5% increase for the amount paid $7/day within a 5 day period.

Ad Groups

Ads and Keywords

Keywords Ad Group #1

online e learning websites

website management training courses

online lecture website

top online learning

internet learning sites

training web pages

website management course

web designer education and training

google developer tools

online course application

best course websites

html developer tools

introduction to programming class

introduction to c++ programming

intro to computer programming

web development course outline

site training courses

intro to coding

course platforms

devtools

Ads display Group #1

Edit text ad

Final URL
https://www.udacity.com/course/website-performance-optimization--ud884

Headline 1
Udacity

Headline 2   7 / 30
Performance|Optimization

Headline 3   24 / 30
Website Performance   NEW

Display path   19 / 30
www.udacity.com / course   / Website PERF
       6 / 15   12 / 15

Description 1
You'll learn how to optimize website's by diving into details on mobile and desktop.
   84 / 90

Description 2
In this short course, you'll learn about the Critical Rendering Path.   NEW
   69 / 90

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1 of 2 previews   <   >

Mobile

Udacity | Performance Optimization | Website Performance
Ad   www.udacity.com/course/Website_PERF

You'll learn how to optimize website's by diving into details on mobile and desktop. In this short course, you'll learn about the Critical Rendering Path.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

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New text ad

Final URL
https://www.udacity.com/course/website-performance-optimization--ud884

Headline 1
Udacity

Headline 2   7 / 30
Website Optimization

Headline 3   20 / 30
Critical Rendering Path   NEW

Display path   23 / 30
udacity.com / course   / Website OPT
       6 / 15   11 / 15
Enter fewer characters

Description 1
You'll learn how to optimize website's on mobile and desktop.
   61 / 90

Description 2
This course is also a part of our Front-End Web Developer Nanodegree.   NEW
   69 / 90

---

1 of 2 previews   <   >

Mobile

Udacity | Website Optimization | Critical Rendering Path
Ad   www.udacity.com/course/Website_OPT

You'll learn how to optimize website's on mobile and desktop. This course is also a part of our Front-End Web Developer Nanodegree.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

Keywords Ad Group #2

udacity c++ course

web developer school

learn javascript free online course

best online sites to learn coding

free programming learning websites

learn javascript online course

online javascript bootcamp

c programming classes

learn javascript course

Internet learning sites

html codes website

basic html course

html training classes

html code online

free coding school

online code academy

codeschool free courses

web coding for beginners

c++ code

c language online course

Ads display Group #2

New text ad

Final URL
https://www.udacity.com/course/website-performance-optimization--ud884

Headline 1
Udacity
7 / 30

Headline 2
C++ Course
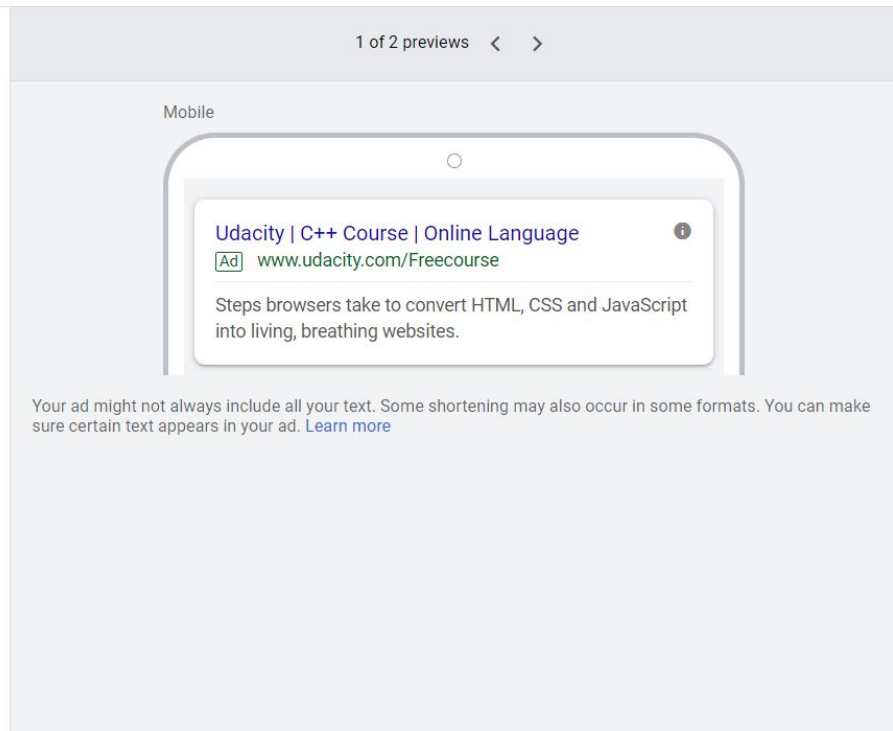10 / 30

Headline 3
Online Language **NEW**
15 / 30

Display path ⓘ
udacity.com / Freecourse / Path 2
10 / 15   0 / 15
Enter fewer characters

Description 1
Steps browsers take to convert HTML, CSS and JavaScript into living, breathing websites.
88 / 90

Description 2 **NEW**
0 / 90

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1 of 2 previews ‹ ›

Mobile

Udacity | C++ Course | Online Language ⓘ
[Ad] www.udacity.com/Freecourse
Steps browsers take to convert HTML, CSS and JavaScript into living, breathing websites.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

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New text ad

Final URL
https://www.udacity.com/course/website-performance-optimization--ud884

Headline 1
Udacity
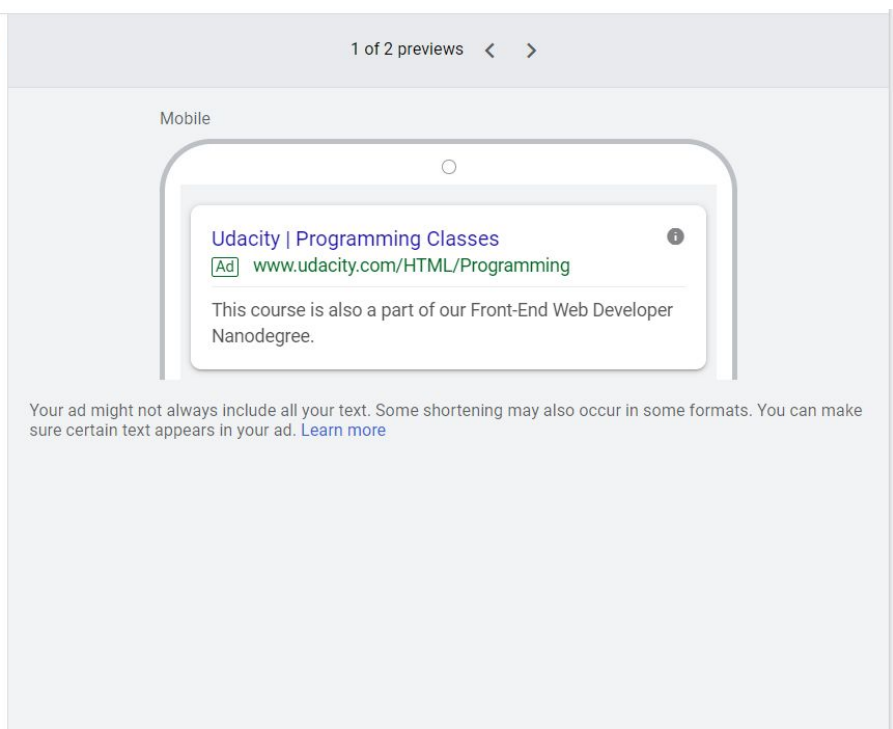7 / 30

Headline 2
Programming Classes
19 / 30

Headline 3 **NEW**
0 / 30

Display path ⓘ
udacity.com / HTML / Programming
4 / 15   11 / 15
Enter fewer characters

Description 1
This course is also a part of our Front-End Web Developer Nanodegree.
69 / 90

Description 2 **NEW**
0 / 90

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1 of 2 previews ‹ ›

Mobile

Udacity | Programming Classes ⓘ
[Ad] www.udacity.com/HTML/Programming
This course is also a part of our Front-End Web Developer Nanodegree.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

Appendix

Screenshots for

Reference

Example:
Review your campaign

The budget was changed, although the editor had said to change it to $10 or $15 the mentor had set it to $7.
Also the end date is set in 5 days as soon as the project is a go.

Congratulations! Your campaign is ready.

Review your campaign summary ⑦

Clicks	Cost
1	$1.59
Daily estimate	Daily estimate

📅 Jan 18, 2020 – No end date

📍 United Kingdom

🔤 English

Campaign budget
$7.00/day

Campaign goal
Leads

Bid strategy
Manual CPC

② Ad Groups   ㊵ Keywords   ④ Ads   ⌄

Campaign name	MuhndDohl-Misk-SLBarry	⌄
Campaign status	⏸ Paused	⌄
Goal	Leads	⌄
Networks	Google Search Network, Search partners	⌄
Locations	United Kingdom (country)	⌄
Languages	English	⌄
Budget	$7.00/day	⌄
Bidding	Manual CPC	⌄
Start and end dates	Start date: January 18, 2020 End date: January 23, 2020	⌄

Example:
Campaign Summary