
GOOGLE ADS

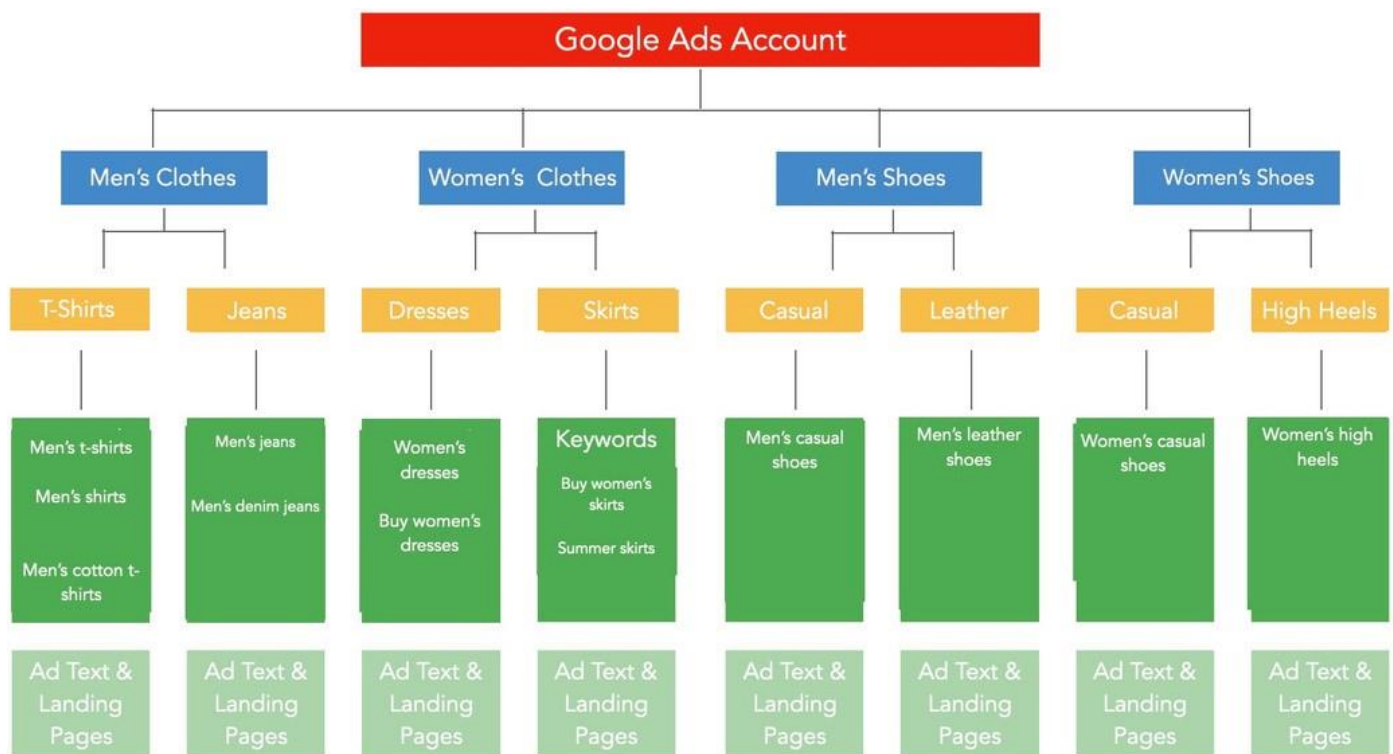
SEARCH CAMPAIGN

SET-UP GUIDE

BEST PRACTICES FOR SETTING UP **GOOGLE ADS SEARCH** **CAMPAIGNS**

1. Make you use the correct campaign structure.

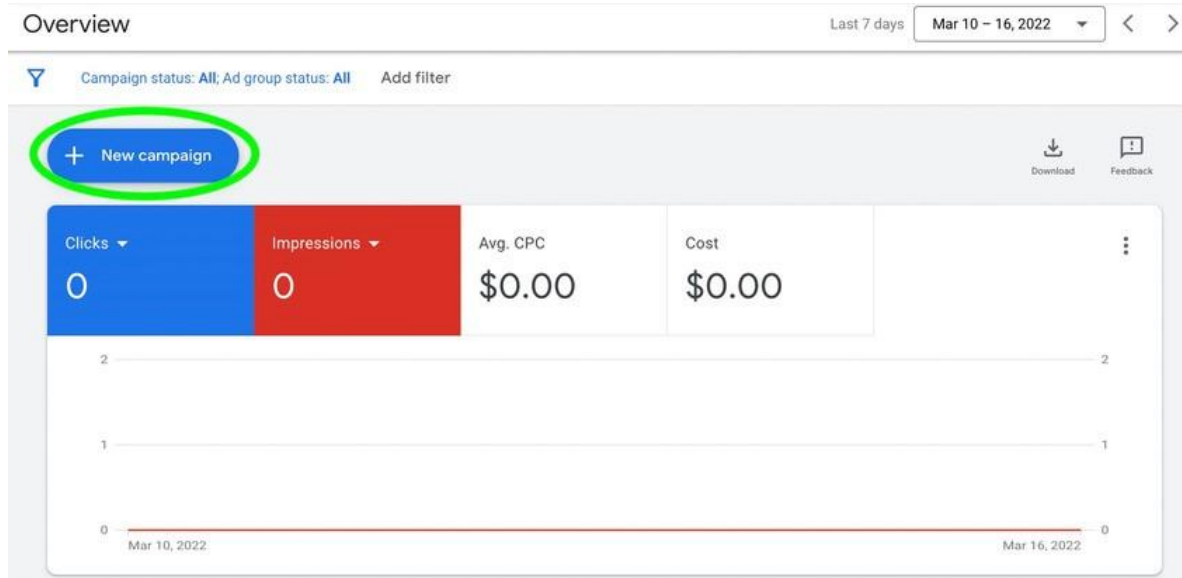
- > With Campaigns targeting top level products or services.
- > Ad Groups that only have 1 x Keyword theme in each ad group.
- > Each Ad Group having targeting Ad Copies that sent users to the most relevant product or service page.



GOOGLE ADS SEARCH

CAMPAIGN SET-UP STEPS

1. Select New Campaign






2. Select Sales or Leads

3. Choose which Conversion Actions you want Google totarget.

The screenshot shows the 'Choose your objective' screen in Google Ads. The title is 'Choose your objective'. Below the title, there's a subtitle: 'Select an objective to tailor your experience to the goals and settings that will work best for your campaign'. There are eight objective cards arranged in a 2x4 grid. The first two cards, 'Sales' and 'Leads', are highlighted with a green border. The 'Sales' card has a tag icon and the description 'Drive sales online, in app, by phone, or in store'. The 'Leads' card has a group of people icon and the description 'Get leads and other conversions by encouraging customers to take action'. The other cards are 'Website traffic' (sun icon, 'Get the right people to visit your website'), 'Product and brand consideration' (star icon, 'Encourage people to explore your products or services'), 'Brand awareness and reach' (megaphone icon, 'Reach a broad audience and build awareness'), 'App promotion' (app icon, 'Get more installs, interactions and pre-registration for your app'), 'Local store visits and promotions' (location pin icon, 'Drive visits to local stores, including restaurants and dealerships.'), and 'Create a campaign without a goal's guidance' (gear icon, 'Choose a campaign type first, without a recommendation based on your objective.').

Use these conversion goals to improve Leads

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Leads.

Conversion Goals	Conversion Source	Conversion Actions
 Contacts (account default)	Website (Not Active)	2 actions
 Purchases (account default)	Website (Not Active)	2 actions
 Submit lead forms (account default)	Website (Not Active)	1 action

[ADD GOAL](#)

CANCEL


CONTINUE

4. Select "Search" as the campaign type.

Then choose any conversion actions to track.


And name your campaign.

Select a campaign type




Search

Reach customers interested in your product or service with text ads




Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)




Display

Run different kinds of ads across the web




Shopping

Promote your products with Shopping ads



Video

Reach and engage viewers on YouTube and across the web



Discovery

Run ads on YouTube, Gmail, Discover, and more

Select the ways you'd like to reach your goal

☐ Website visits

☐ Phone calls

☐ Store visits

☐ App downloads

☐ Lead form submissions

☒ A conversion action has been created, but the tag is not yet verified for: [Website lead](#)

To start tracking conversions, you'll need to install the tracking code on your website.

Finish creating your campaign or click installation options to install it now

Installation options

Campaign name

1BV Search

CANCEL CONTINUE

5. Set Your Campaigns Settings, Add Locations to target,language & your ad schedule (if required)

Tip: Unselect 'Search Network' & 'Display Network'

Campaign settings

To reach the right people, start by defining key settings for your campaign

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 ?

! Most advertisers include their ads on Google search partner sites



Display Network

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

☐ Include Google Display Network ?

! Don't miss the opportunity to get additional conversions at similar or lower costs with just one click.

Locations

Select locations to target ?

- ☐ All countries and territories
- ☐ Australia
- ☒ Enter another location

Targeted locations (4)		Reach ?	
Austria country		9,140,000	✕
New Zealand country		4,100,000	✕
Singapore country		19,900,000	✕
United Kingdom country		69,000,000	✕

Enter a location to target or exclude

[Advanced search](#)

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

▼ [Location options](#)

6. Add Daily Budget & Select Bidding to target by 'Maximise Conversions' or 'Maximise Clicks'

Budget and bidding

Select the budget and bidding options that work best for your goals

Budget

Enter the average you want to spend each day

A\$

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](#)

Bidding

What do you want to focus on? ?

Conversions ▾

☐ Set a target cost per action (optional)

✓ This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

NEXT

7. Add your targeting via Audiences & keep this set in the 'observation' method.

Languages

Select the languages your customers speak. ?

Start typing or select a language

English

Based on your targeted locations, you may want to add these languages:

German

ADD ALL

Audience segments

Select audience segments to add to your campaign. You can create new segments in [Audience Manager](#). ?

SEARCH

BROWSE

holidays

☒ Affinity segments
Travel

☒ Affinity segments
Beachbound Travelers

☐ Affinity segments
Skiing Enthusiasts

☐ Affinity segments
Nightlife Enthusiasts

☐ Affinity segments
Winter Sports Enthusiasts

☒ Affinity segments
Swimming Enthusiasts

☒ Affinity segments
Business Travelers

8 selected

CLEAR ALL

Affinity segments

Sports & Fitness > Sports Fans

Swimming Enthusiasts

Travel

Travel

Business Travelers

Travel > Travel Buffs

Beachbound Travelers

Travel > Travel Buffs

Family Vacationers

Travel > Travel Buffs

Luxury Travelers

In-market segments

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

Dynamic Search Ads setting

Get automated search targeting and customized ad headlines based on your website

☒ MORE SETTINGS

NEXT

8. Add Your Keywords

- Remembering to only have 1 x Keyword theme per ad group.

Keywords and ads

Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

1BV Seminyak ✎

Keywords

Get keyword suggestions

🔗 Enter related web page URL

🏠 Enter products or services

Enter keywords

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

1 bedroom seminyak villas
one bedroom villa seminyak
1 bedroom villa seminyak private pool

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

9. Add Your Ads

- Using Headlines & Descriptions with: Emotional Triggers & Call to Actions

Ads

Add more headlines to increase your chances for better performance

Ad strength

Good

Add headlines
View ideas

Include popular keywords
View ideas

Make headlines unique
View ideas

Make descriptions unique
View ideas

Final URL

<https://www.myvillasinbali.com/1-bedroom-villa>

Required

Display path

www.myvillasinbali.com/

0 / 15

Headlines 9/15

For optimal ad performance, include these keywords in your headlines

1 bedroom seminyak villas

one bedroom villa seminyak

1 bedroom villa seminyak private pool

More ideas

1 Bedroom Seminyak Villa

Required

24 / 30

Sale On Now Save Up to 45%

Required

26 / 30

Skinny Dip In Your Own Pool

Required

27 / 30

Guaranteed Best Price

21 / 30

My Villas in Bali

17 / 30

Award Winning Villa Resort

26 / 30

Free Airport Transfers

22 / 30

Personal Butler Service

23 / 30

Relax By Your Own Private Pool

30 / 30

New headline

0 / 30

+ HEADLINE

Descriptions 2/4

View ideas

Set In The Heart Of Seminyak: Discover Bali's Beaches, Shopping, Restaurants &

Required

89 / 90

Award Winning Villa Resort: Guests Love Our Butlers & Personal Service. Book Now

Required

80 / 90

+ DESCRIPTION

Ad URL options

DONE

CANCEL

Preview

Ad

www.myvillasinbali.com/

Award Winning Villa Resort | Personal Butler Service | Guaranteed Best Price

Set In The Heart Of Seminyak: Discover Bali's Beaches, Shopping, Restaurants & Day-spa's. Award Winning Villa Resort: Guests Love Our Butlers & Personal Service. Book 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

CREATE ANOTHER AD GROUP


NEXT

10. Add Your Extensions

Extensions

Get more clicks and drive valuable customer actions by adding key information about your business

Sitelink extensions	Add additional links to your ad	▼
Callout extensions	Add more business information to your ad	▼
Call extensions	Add a phone number to your ad	▼

 [MORE EXTENSIONS](#)

NEXT

11. Review Your Campaign

Review your campaign

PUBLISH CAMPAIGN

Double-check your details before you publish

Campaign name	1BV Search
Campaign type	Search
Objective	Leads
Goal	Submit lead forms

Budget and bidding

Budget	A\$15.00/day
Bidding	Maximize conversions

Campaign settings

Networks	Google Search Network
Locations	Austria (country) + 3 more
Languages	English
Audiences	Swimming Enthusiasts + 7 more
Dynamic Search Ads setting	Domain: Language: English Targeting Source: Use Google's index of my website

Keywords and ads

Keywords	3 keywords
Ads	1 ad

PUBLISH CAMPAIGN