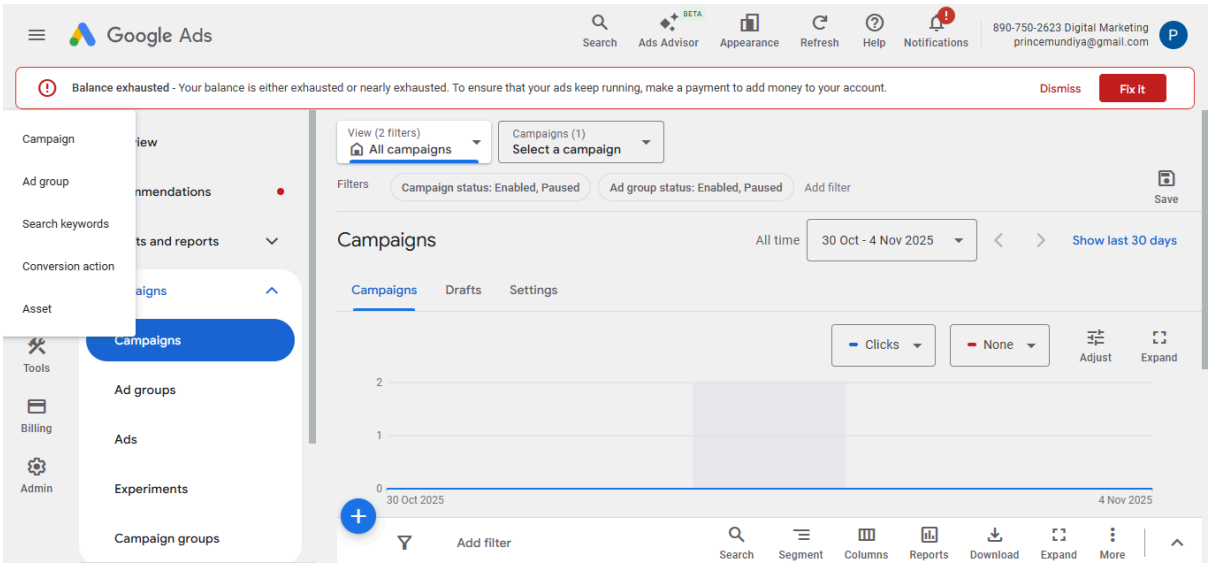
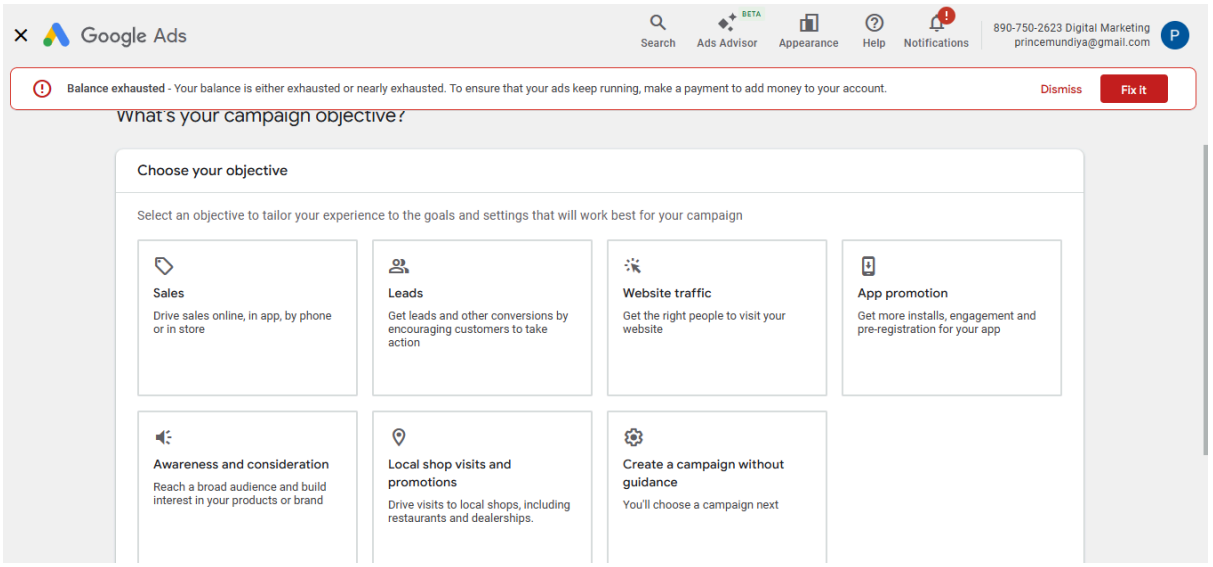
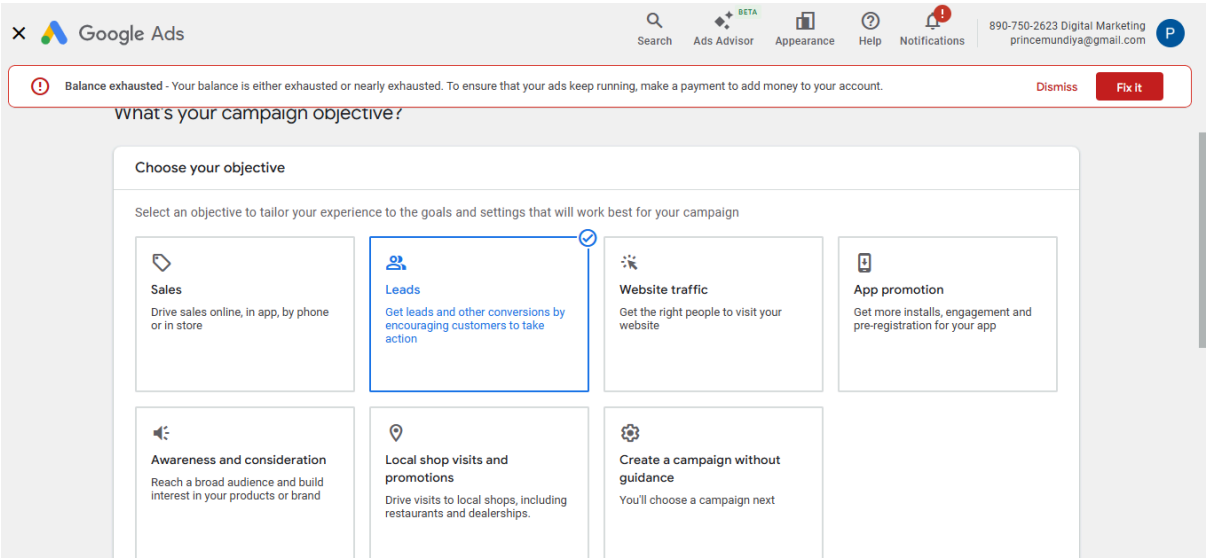
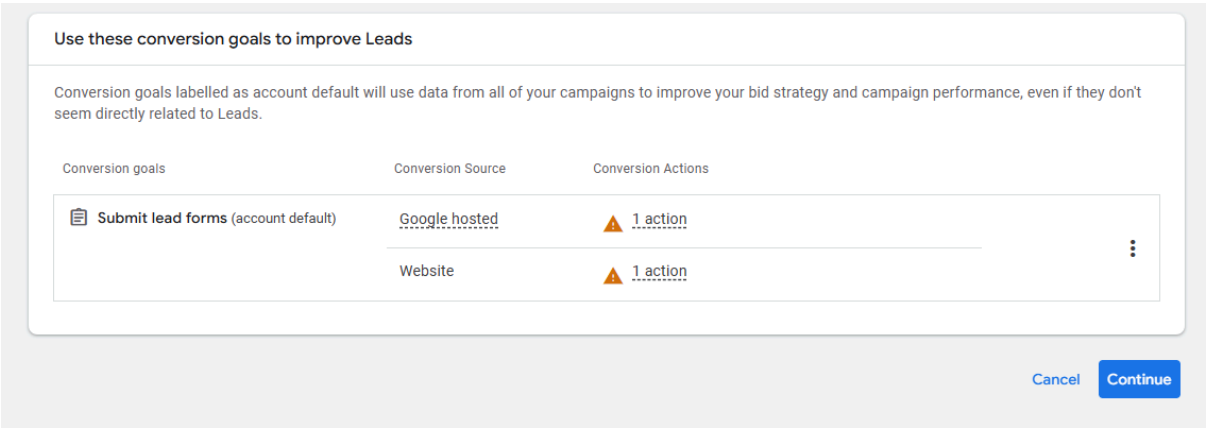
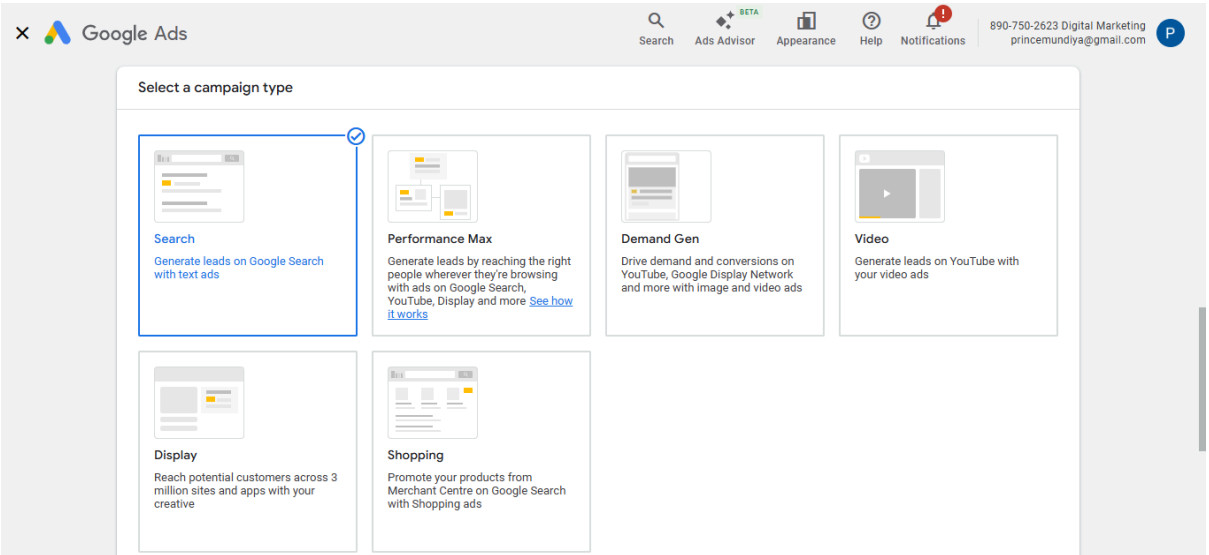
Project 2 - Google Ads






Google Ads
Search
Ads Advisor
BETA
Appearance
Help
Notifications
890-750-2623 Digital Marketing
princemundiya@gmail.com
P
Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account.
Dismiss
Fix it
What's your campaign objective?
Choose your objective
Select an objective to tailor your experience to the goals and settings that will work best for your campaign
Sales
Drive sales online, in app, by phone or in store
Leads
Get leads and other conversions by encouraging customers to take action
Website traffic
Get the right people to visit your website
App promotion
Get more installs, engagement and pre-registration for your app
Awareness and consideration
Reach a broad audience and build interest in your products or brand
Local shop visits and promotions
Drive visits to local shops, including restaurants and dealerships.
Create a campaign without guidance
You'll choose a campaign next


Use these conversion goals to improve Leads
Conversion goals labelled 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
Submit lead forms (account default)
Google hosted
1 action
Website
1 action
Cancel
Continue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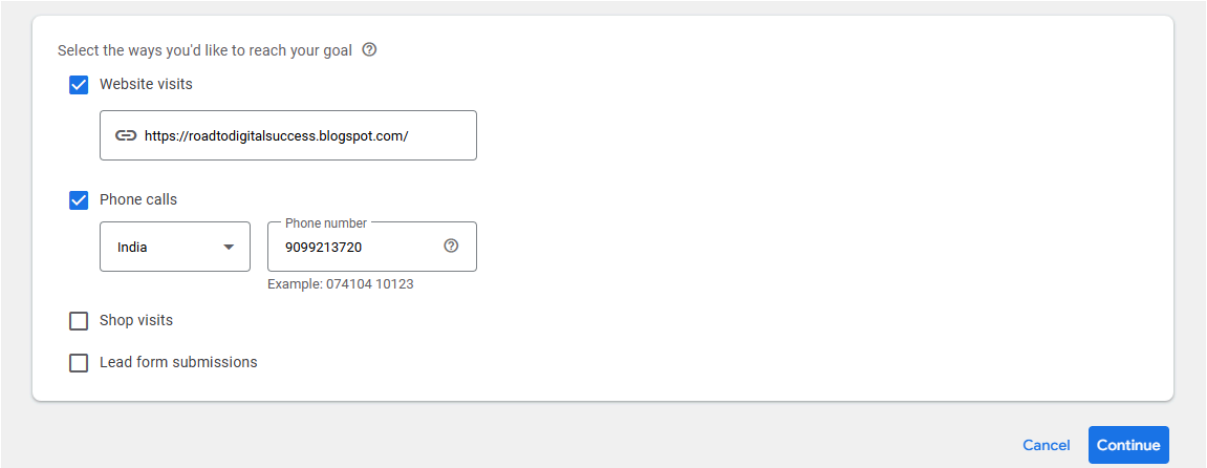
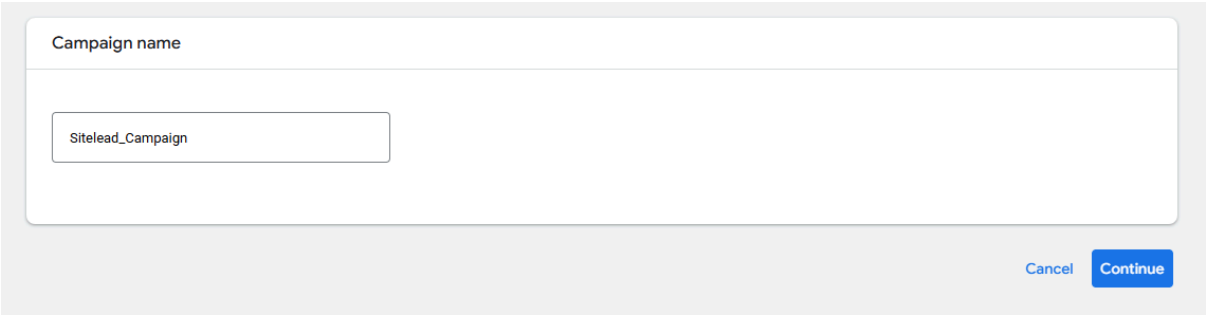
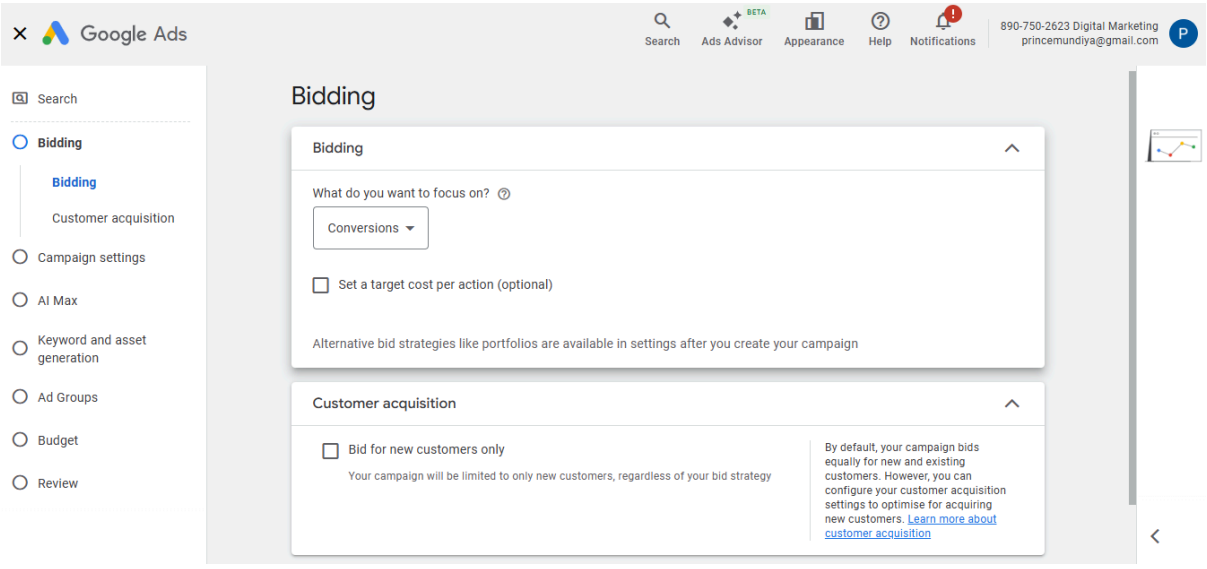
P
Select a campaign type
Search
Generate leads on Google Search with text ads
Performance Max
Generate leads by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more See how it works
Demand Gen
Drive demand and conversions on YouTube, Google Display Network and more with image and video ads
Video
Generate leads on YouTube with your video ads
Display
Reach potential customers across 3 million sites and apps with your creative
Shopping
Promote your products from Merchant Centre on Google Search with Shopping ads


Select the ways you'd like to reach your goal
Website visits
https://roadtodigitalsuccess.blogspot.com/
Phone calls
India
Phone number
9099213720
Example: 074104 10123
Shop visits
Lead form submissions
Cancel
Continue


Campaign name
Sitelead_Campaign
Cancel
Continue


Google Ads
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princemundiya@gmail.com
Search
Bidding
Bidding
Customer acquisition
Campaign settings
AI Max
Keyword and asset generation
Ad Groups
Budget
Review
Bidding
Bidding
What do you want to focus on?
Conversions
Set a target cost per action (optional)
Alternative bid strategies like portfolios are available in settings after you create your campaign
Customer acquisition
Bid for new customers only
Your campaign will be limited 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 optimise for acquiring new customers. Learn more about customer acquisition

Campaign settings

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

Networks

- [x] Google search partners network (recommended)
  Ads can appear near Google search results and on other Google search partners websites when people search for terms that are relevant to your keywords. Search partners can include hundreds of non-Google websites, parked domains, as well as YouTube and other Google Sites.
- [x] Google Display Network (recommended)
  Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Locations

Select locations for this campaign

- ( ) All countries and territories
- ( ) India
- (•) Enter another location

Locations (3)	Reach
Jamnagar, Gujarat, India city	2,640,000
Junagadh, Gujarat, India city	1,280,000
Rajkot, Gujarat, India city	4,760,000

Enter a location to include or exclude

Advanced search

For example, a country, city, region or postcode

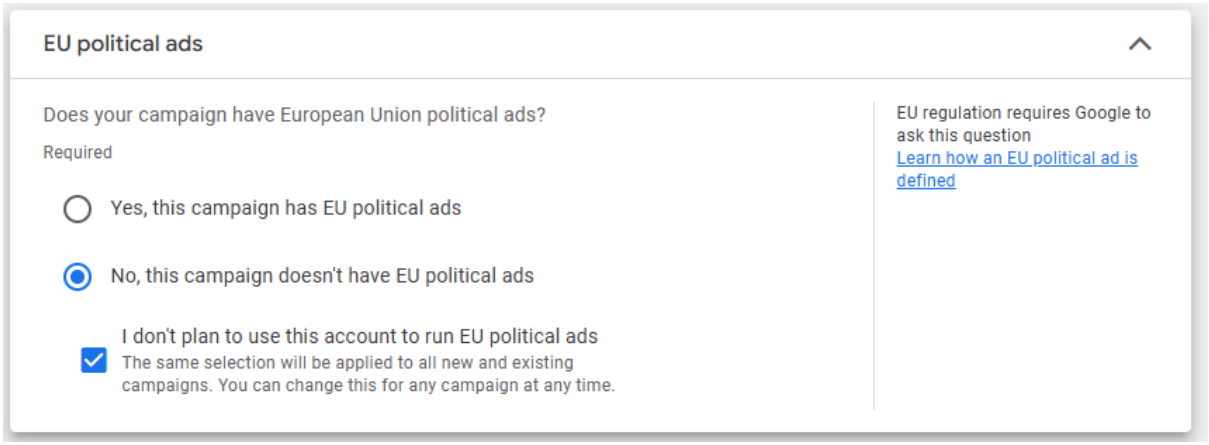
Location options

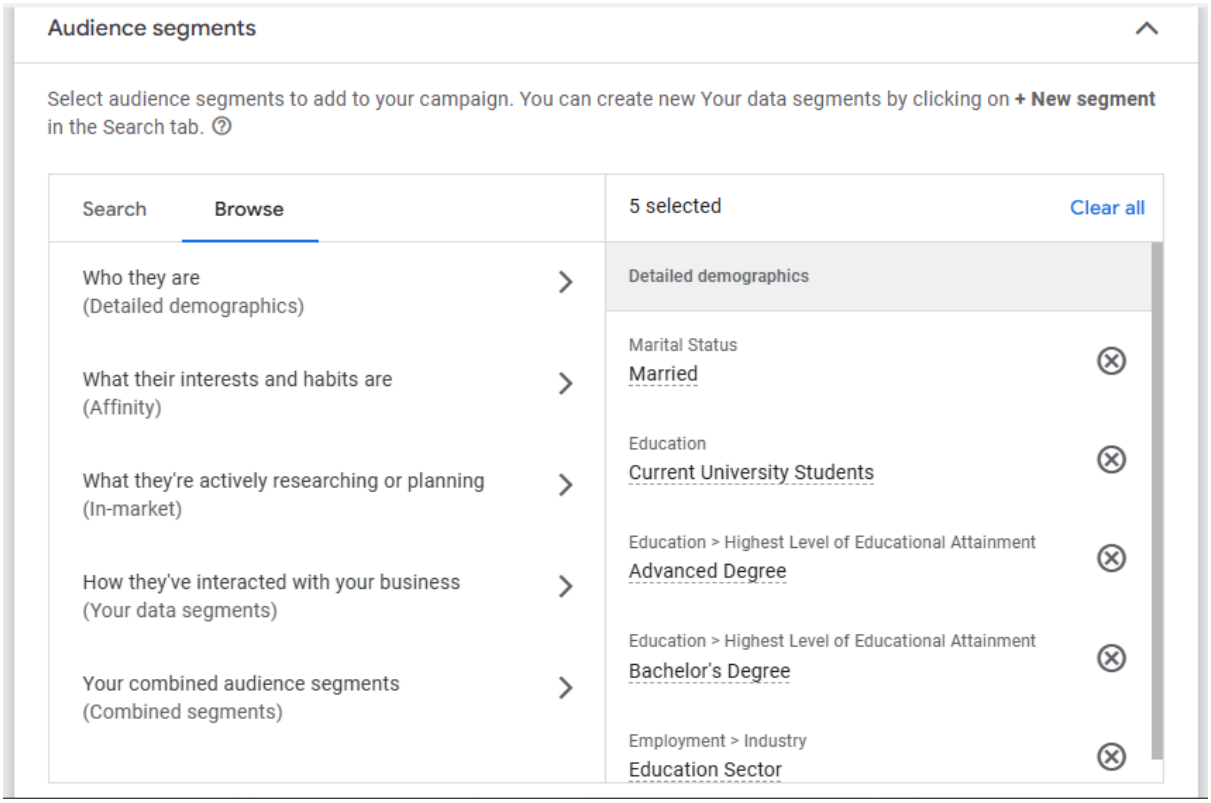
Languages

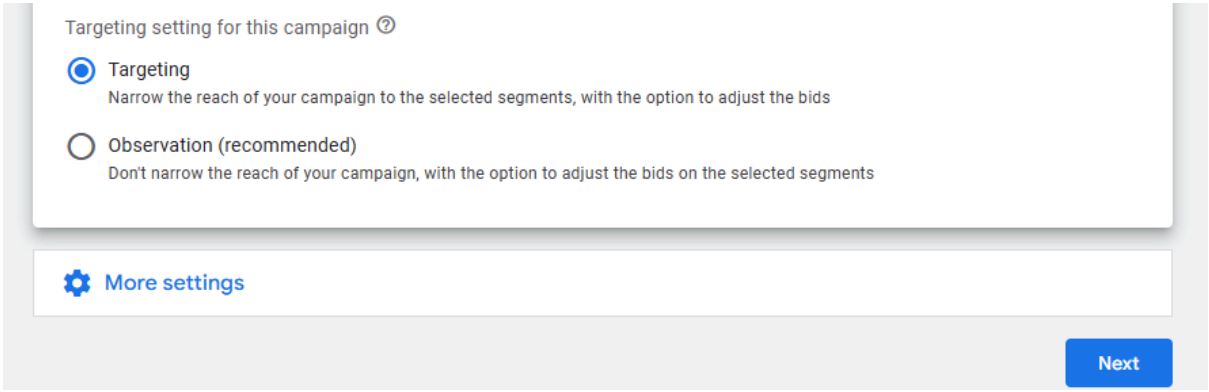
Select the languages that your customers speak.

Start typing or select a language

English × Hindi × Gujarati ×


EU political ads
Does your campaign have European Union political ads?
Required
Yes, this campaign has EU political ads
No, this campaign doesn't have EU political ads
I don't plan to use this account to run EU political ads
The same selection will be applied to all new and existing campaigns. You can change this for any campaign at any time.
EU regulation requires Google to ask this question
Learn how an EU political ad is defined


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
Who they are
(Detailed demographics)
What their interests and habits are
(Affinity)
What they're actively researching or planning
(In-market)
How they've interacted with your business
(Your data segments)
Your combined audience segments
(Combined segments)
5 selected
Clear all
Detailed demographics
Marital Status
Married
Education
Current University Students
Education > Highest Level of Educational Attainment
Advanced Degree
Education > Highest Level of Educational Attainment
Bachelor's Degree
Employment > Industry
Education Sector


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
More settings
Next

More settings

Ad rotation	Optimise: Prefer best performing ads	
Start and end dates	Start date: 4 November 2025	End date: Not set
Ad schedule	All day	
Campaign URL options	No options set	
Page feeds	Add page feeds to your campaign	

Next

AI Max for search campaigns

Get the best AI powered performance on Google Search

Advertisers that activate AI Max in search campaigns will typically see 14% more conversions or conversion value at a similar CPA/ROAS

Engage more customers and boost performance. Easily expand your keywords with broad match technology and let Google AI match content from your data feed, landing pages and assets to help you show up on more relevant searches. New ad group settings help you guide which customers you reach.

Tailor your ads and keep them fresh by using a data feed. You choose which items from your feed that you'd like to show ads for and use to reach additional users. Use Google AI to serve the most relevant ad content and landing pages to each customer based on their unique interest and intent.

Take charge and understand how the newest and best Google AI is working for you. You'll get new actionable insights in search term reports that show how AI Max improves performance.

Learn more

Optimise your campaign with AI Max BETA

Asset optimisation

Text customisation

Use text from your website, landing pages, ads and provided assets to create customised ad copy. Learn more about text customisation

Final URL expansion BETA

Send traffic to the most relevant URLs on your website when it's likely to result in better performance

Requires text customisation to be turned on to ensure that ad copy matches landing page

Add URL exclusions

Brands Limiting to: 0 brand lists
Excluding: 0 brand lists

Next

Add URL exclusions

URL exclusions

Enter URLs or create rules to exclude non-commercial pages or sections of your website

URLs | Custom labels | Rules

Enter URLs to exclude:

https://roadtodigitalsuccess.blogspot.com/

Add

None selected

Select targets on the left.

Save Cancel

Keyword and asset generation

Keyword and asset generation

Get help creating your ad BETA

Google AI will use your URL and the information that you provide to create assets, like keywords, headlines and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate and process the information that you provide. Don't enter anything that you wouldn't want reviewed or used.

Your use is subject to Google's Terms of Service and Generative AI Prohibited Use Policy Your data is handled as explained in the Google Privacy Policy.

What is the URL of the products or service that you want to advertise?

Google Ads will suggest a campaign structure based on your URL.

Final URL (required)*

https://roadtodigitalsuccess.blogspot.com/

Keyword and asset generation is not available in all languages

What makes your products or services unique?

Describe the product or service to advertise (required)*

I provide a step-by-step digital marketing roadmap to help businesses achieve success online. My blog offers practical guidance on various digital marketing strategies, including SEO, social media, content marketing, email marketing, and paid advertising. I aim to empower startups, entrepreneurs, and small businesses to thrive in the digital landscape by providing actionable insights and up-to-date information on the latest trends.

Brands

Use brand settings to ensure that your campaign meets your branded traffic needs. You can add up to 20 brand lists across your brand inclusions and exclusions. Learn more about brand settings

Brand inclusions

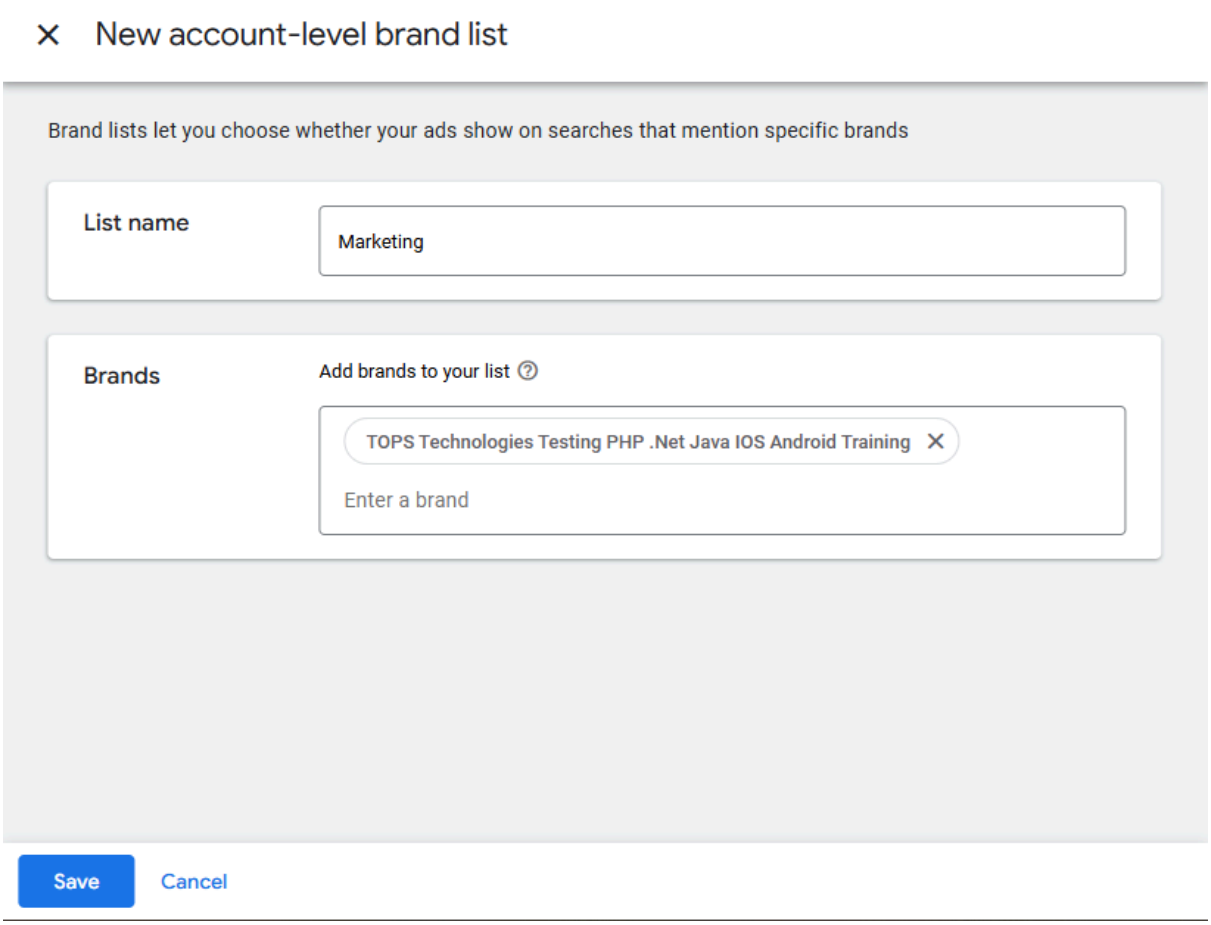
Your ads will only show on searches that match your keywords and mention selected brands, including related products and services. Brand inclusions will limit search traffic, so apply only necessary brands.

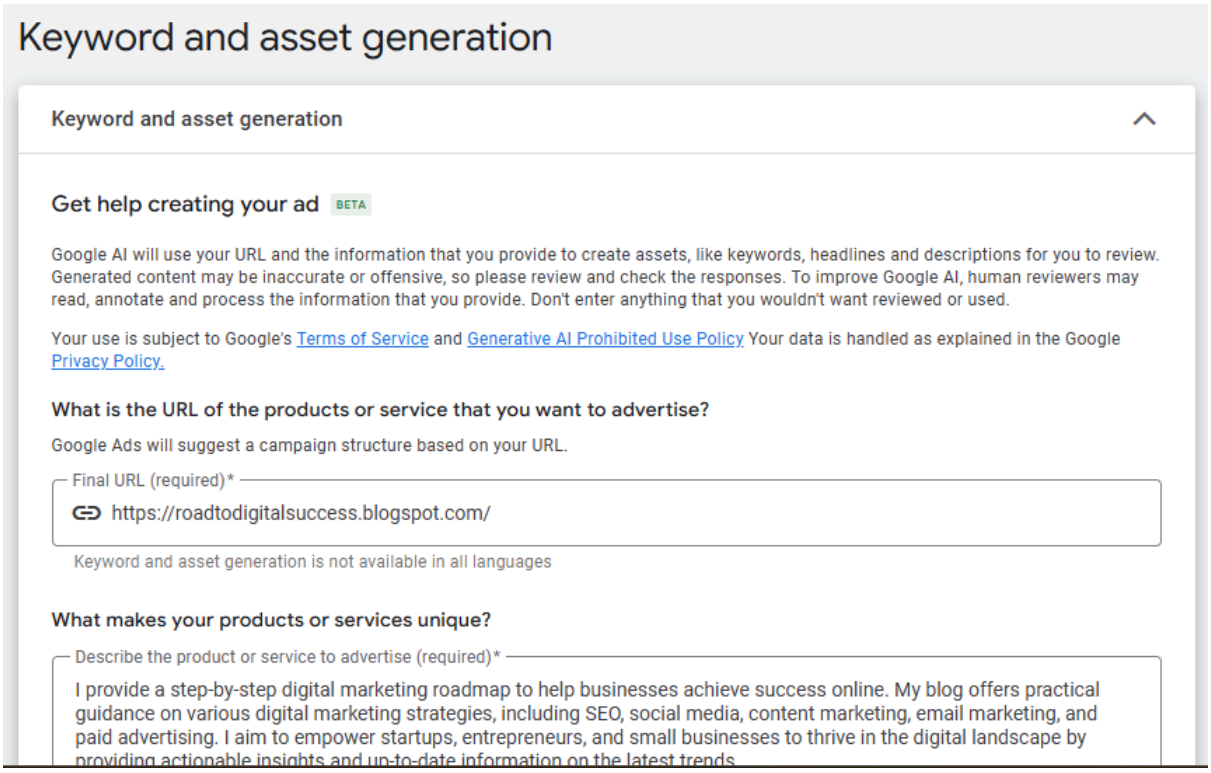
Add brand lists

Brand exclusions

Your ads won't show on searches that mention selected brands or related products and services. If you exclude and include the same brand, only the exclusion will work.

Add brand lists


New account-level brand list
Brand lists let you choose whether your ads show on searches that mention specific brands
List name
Marketing
Brands
Add brands to your list
TOPS Technologies Testing PHP .Net Java IOS Android Training
Enter a brand
Save
Cancel


Keyword and asset generation
Keyword and asset generation
Get help creating your ad
BETA
Google AI will use your URL and the information that you provide to create assets, like keywords, headlines and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate and process the information that you provide. Don't enter anything that you wouldn't want reviewed or used.
Your use is subject to Google's Terms of Service and Generative AI Prohibited Use Policy Your data is handled as explained in the Google Privacy Policy.
What is the URL of the products or service that you want to advertise?
Google Ads will suggest a campaign structure based on your URL.
Final URL (required)*
https://roadtodigitalsuccess.blogspot.com/
Keyword and asset generation is not available in all languages
What makes your products or services unique?
Describe the product or service to advertise (required)*
I provide a step-by-step digital marketing roadmap to help businesses achieve success online. My blog offers practical guidance on various digital marketing strategies, including SEO, social media, content marketing, email marketing, and paid advertising. I aim to empower startups, entrepreneurs, and small businesses to thrive in the digital landscape by providing actionable insights and up-to-date information on the latest trends

Review ad groups

Google AI suggests these ad groups to make sure that your ads are relevant to your keywords. You can edit ad groups on the next step.
Organise your account with ad groups.

Digital Marketing
Final URL: https://roadtodigitalsuccess.blogspot.com/

+ Add an ad group

By adding generated assets, you're confirming that you'll review the suggested keywords and assets on the next page and ensure that they're accurate, not misleading and not in violation of any Google advertising policies or applicable laws before publishing them.

Skip | Generate

All Ad Groups

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

Digital Marketing — Ad strength: Good

Keywords (6)
- content marketing strategy
- digital marketing agency
- digital marketing for business

See 3 more

Headlines 15/15
- Digital Marketing Strategy
- Your Online Marketing Plan

See 13 more

Descriptions 4/4
- Our Digital Marketing Agency Helps Businesses Grow Online. Get A Free Strategy Today!

See 3 more

Other assets

Images (9)

We found 9 images for you to add. Images are campaign-level assets.

Review 9 images

Sitelinks (6)

Sitelinks are campaign-level assets.

Mobile Accessories | Science Projects | God Wallpapers | Articles On Construction | Wedding Cards | Classic Car

Final URL: https://roadtodigitalsuccess.blogspot.com/ — Remove | Edit

Create an ad group manually | Next

Budget

Select the average that you want to spend each day.

- ○ ₹3,591.64
- ◉ ₹2,993.03 Recommended
  Average daily budget

  Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.
- ○ ₹2,394.42
- ○ Set custom budget

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

Your campaign is ready to publish

Publish campaign

Recommendations
Apply these recommendations to optimise campaign performance

Improve your responsive search ads for 'Digital Marketing': Get more clicks on your ads by improving your headlines, descriptions and adding sitelinks

View

Overview

Campaign name	Sitelead_Campaign
Campaign type	Search
Objective	Leads
Goal	Submit lead forms (Google hosted Website)

Bidding

Bidding	Maximise conversions
Customer acquisition	Bid equally for new and existing customers

Campaign settings

Networks	Google Search Network, Search partners, Display Network
Locations	Jamnagar, Junagadh, Rajkot
Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads
Audiences	Current University Students + 4 more

AI Max

Asset optimisation	Text customisation and Final URL expansion turned on
Brands	Limiting to: 1 brand list Excluding: 0 brand lists

Ad Groups

Digital Marketing	6 keywords 1 ad Search term matching: On

Budget

Budget	₹2,993.03/day

Publish campaign