

## **Project Design Phase-I Solution Architecture**

Date	3 November 2023
Team ID	NM2023TMID04566
Project Name	How to Create Google ads campaign for your brand

### **Process:**

#### **Set Clear Goals:**

Define your campaign objectives, whether it's to increase website traffic, generate leads, boost sales, or build brand awareness.

#### **Keyword Research:**

Identify relevant keywords that your target audience is likely to use when searching for your products or services.

#### **Create Campaigns:**

In Google Ads, create different campaigns based on your goals. Common campaign types include Search, Display, Video, and Shopping campaigns.

#### **Ad Groups:**

Organize your keywords into ad groups. Each ad group should have a set of closely related keywords.

#### **Ad Copy:**

Write compelling ad copy that includes your keywords and highlights your unique selling points. Create multiple variations to test what works best.

#### **Landing Pages:**

**Ensure your ads direct users to relevant, well-optimized landing pages on your website.**

#### **Budget and Bidding:**

**Set a daily or monthly budget for each campaign and choose a bidding strategy (e.g., manual CPC, automated bidding) that aligns with your goals.**

#### **Targeting:**

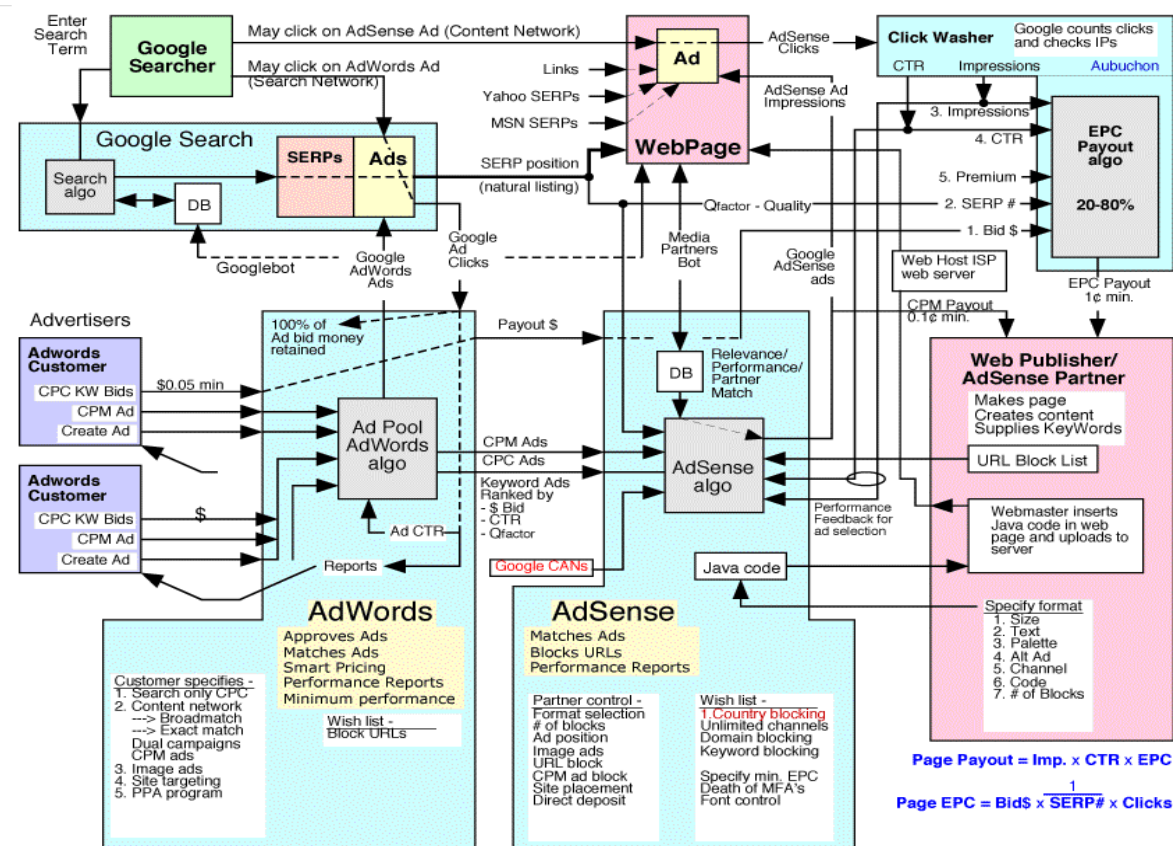
**Define your target audience based on factors like location, demographics, interests, and behavior.**

#### **Ad Extensions:**

**Use ad extensions to provide additional information and make your ads more engaging. Common extensions include site link, callout, and structured snippet extensions.**

#### **Tracking and Conversion Tracking:**

**Implement conversion tracking to measure the success of your campaigns. Set up Google Analytics to gain more insights into user behavior on your website.**



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