

## 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 store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



#### Create a campaign without guidance

You'll choose a campaign next

## 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 Center on Google Search with Shopping ads

Select the ways you'd like to reach your goal ?

☒ Website visits

 [https://top-skills-to-earn-money-today.blogspot.com,](https://top-skills-to-earn-money-today.blogspot.com)

☐ Phone calls

☐ Store visits

☐ Lead form submissions

# 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 optimize for acquiring new customers. [Learn more about customer acquisition](#)

Next

# Campaign settings

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

## Networks



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.



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



**Use Display Expansion:** Show your ads in more places and get more conversions at a similar cost per action (CPA) [?](#)

[Apply](#)

## Locations



Select locations for this campaign ?

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

Locations (3)

Morbi, Gujarat, India city

Rajkot, Gujarat, India city

Tankara, Gujarat, India other

Reach ?

402,000

4,430,000

49,000

Enter a location to include or exclude

[Advanced search](#)


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

[Location options](#)

## Languages



Select the languages your customers speak. 

 Start typing or select a language

English 

Hindi 

Gujarati 

## 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	4 selected	<a href="#">Clear all</a>
<input type="text" value="Try 'bachelor's degree'"/>		Detailed demographics	
<div><div> Show: Recent and ideas</div><div> Select all (6)</div><div><div><input type="checkbox"/> Business Education <a href="#">?</a></div><div><input checked="" type="checkbox"/> Current College Students <a href="#">?</a></div><div><input type="checkbox"/> Email Marketing Services <a href="#">?</a></div><div><input type="checkbox"/> Advertising &amp; Marketing Services <a href="#">?</a></div><div><input type="checkbox"/> Technology Education <a href="#">?</a></div></div><div><div> New segment</div></div></div>		<div>Education</div> <div>Current College Students </div> <div>In-market</div> <div>Education</div> <div>Open Online Courses </div> <div>Business Services &gt; Business Technology &gt; Web Services</div> <div>Web Design &amp; Development </div> <div>Education </div>	

Targeting setting for this campaign [?](#)



## 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.

## Start and end dates



Start date

Sep 5, 2025



End date

☐ None



Sep 12, 2025



Your ads will continue to run unless you specify an end date.

## Ad schedule



Mondays - Fridays ▼

08:30

to

22:00



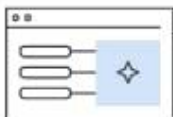
[Add](#)

Based on account time zone: (GMT+05:30) India Standard Time

Saving this removes the settings you changed and adds new ones, resetting any performance data




To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

# 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 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. Use Google AI to serve the most relevant ad copy 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](#)

☐ Optimize your campaign with AI Max BETA

Asset Optimization	Text customization and Final URL expansion turned off	▼
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists	▼

Next

### Enter keywords

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

skill income hacks  
earn smart today  
skill2cash ideas  
quick skill jobs  
trending skills 2025  
instant income skill  
learn → earn fast  
side hustle skills  
cash by talent  
skill growth hub  
profitable skills now  
nextgen money skills



**Add more keywords:** Show your ads more often to people searching for what your business offers ?

+1.8%

[View](#)

[Apply all](#)

Try including more keywords in your headlines



Ad  
strength  
Poor



- ☒ Add headlines [View ideas](#)
- ☐ Include popular keywords [View ideas](#)
- ☒ Make headlines unique [View ideas](#)
- ☐ Make descriptions unique [View ideas](#)

Skill Up → Cash In

Required 20 / 30

Learn & Earn Instantly

Required 19 / 30

Talent Turns To Income

22 / 30

Earn Smarter, Not Harder

24 / 30

Skill Power = Pay Power

23 / 30

Wealth Flows From Skills

24 / 30



10 Skills, Endless Earning

26 / 30

Skill Hacks For Quick Cash

26 / 30

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

**Tt** Descriptions  [View ideas](#) 

and turn your  
knowledge into instant  
income.



Required

68 / 90

now—start earning  
smarter and faster  
online.



Required

66 / 90

[+ Description](#)

### Future Ready Skills

<https://top-skills-to-earn-money-today.blogspot.com/2025/07/graphic-design-101-how-to-start.html>



Sitelink text

Future Ready Skills

19 / 25

Description line 1 (recommended)

Skills for 2025 success



23 / 35

Description line 2 (recommended)

Secure your rich future

23 / 35

Final URL

<https://top-skills-to-earn-money-today.blog>





### Quick Earning Hacks

<https://top-skills-to-earn-money-today.blogspot.com/2025/07/master-these-digital-marketing-skills.html>



Sitelink text

Quick Earning Hacks

19 / 25

Description line 1 (recommended)

Simple tricks for income



24 / 35

Description line 2 (recommended)

Learn & grow cash today

23 / 35

Final URL

<https://top-skills-to-earn-money-today.blog>



Previews shown here are  
your pr

### Learn Skills Online

<https://top-skills-to-earn-money-today.blogspot.com/2025/07/blog-post.html>

Sitelink text

Learn Skills Online

19 / 25

Description line 1 (recommended)

Discover top skills fast



24 / 35

Description line 2 (recommended)

Start earning with ease

23 / 35

Final URL

<https://top-skills-to-earn-money-today.blog>



### Preview



#### Sponsored



<https://top-skills-to-earn-money-today.blogspot.com/>

### Skills Unlock Your Cash - Skill Up → Cash In

Unlock top skills today and turn your knowledge into instant income. Simple skills, big rewards. Begin your income journey right away.

[Learn Skills Online](#)

[Quick Earning Hacks](#)

[Future](#)

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

# Campaign-level callouts

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

## Add new callout

Callout text 1

Start Earning Today

19 / 25

Callout text 2

Skills That Pay Fast

20 / 25

Callout text 3

Trending Skills 2025

20 / 25

Callout text 4

Unlock Extra Income

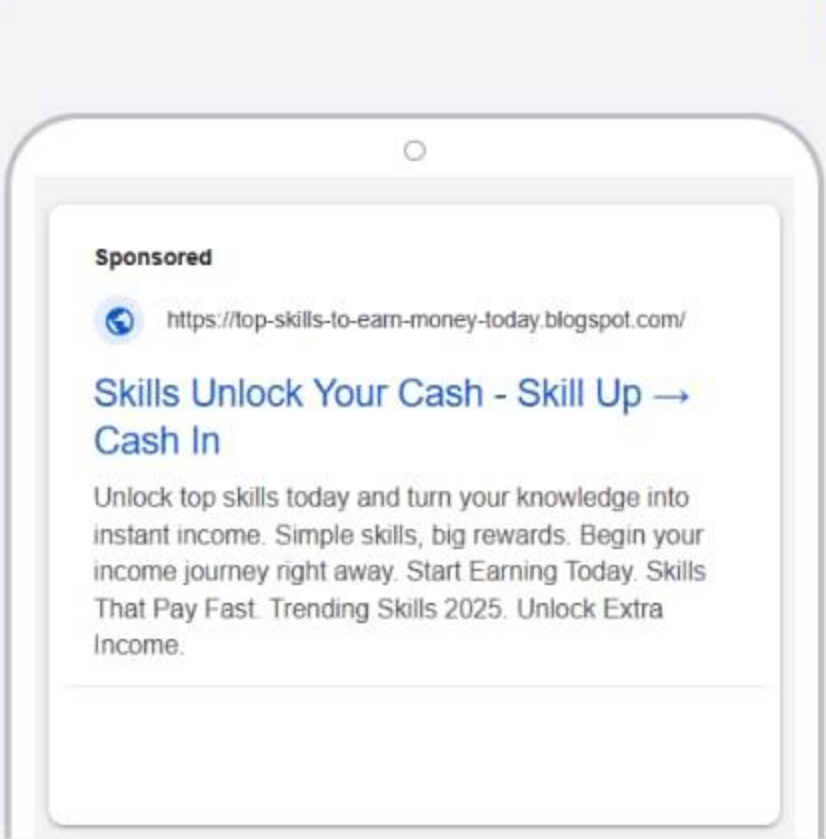
19 / 25

Add callout text

Advanced options

Save Cancel

## Preview

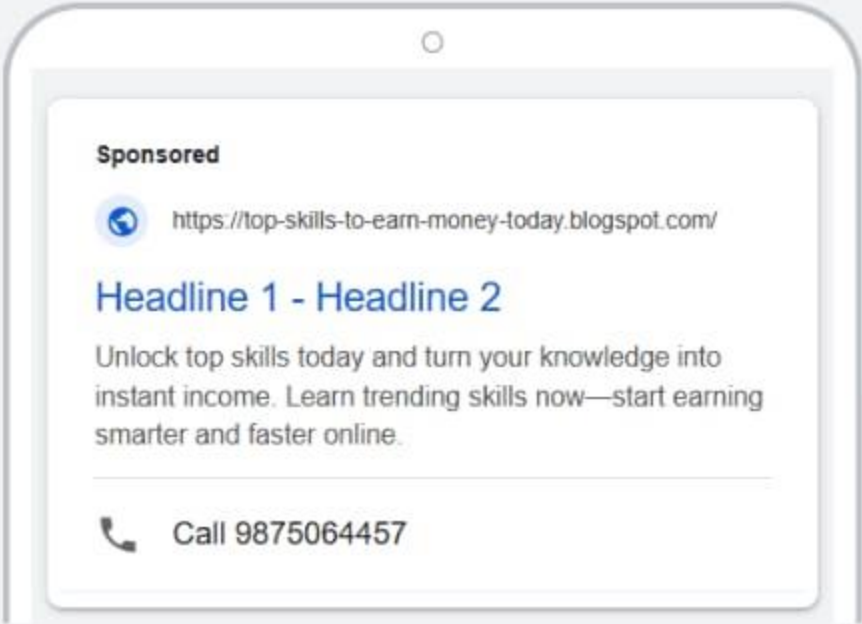


Campaign-level calls

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

Search	1 selected	Clear all
<div>2 call assets</div>	9875064457	
<div><input checked="" type="checkbox"/> 9875064457</div>		
<div><input type="checkbox"/> 9875064457</div>		
<div>+ New call</div>		

Preview



Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

# Budget

Select the average you want to spend each day.

☐ ₹3,976.63

☐ ₹3,313.86 Recommended

☐ ₹2,651.09

☒ Set custom budget

Set your average daily budget for this campaign

Weekly conv.	Cost / Conv.	Weekly cost
104	₹336.54	₹35,000.00

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

86.7%

Campaign optimization score



## Weekly estimates

Estimates are based on your keywords and daily budget

Ad group 1	
Weekly conv.	Cost / Conv.
104	₹336.54
Weekly cost	
₹35,000.00	



- ☒ Search
- ☒ Bidding
- ☒ Campaign settings
- ☒ AI Max
- ☒ Keyword and asset generation
- ☒ Keywords and ads
- ☒ Budget
- ☐ Review


# Your campaign is ready to publish

Publish campaign

## Recommendations

Apply these recommendations to optimize campaign performance

< 1 / 4 >

 **Improve your responsive search ads:** Get more clicks on your ads by improving your headlines and descriptions 

+11%

[View](#)

## Overview

Campaign name

Leads-Search-4

Campaign type

Search

Objective

Leads


Goal

Page views

86%

Campaign optimization score 

## Weekly estimates

Estimates are based on your keywords and daily budget 

### Ad group 1

Weekly conv.  
99.3

Cost / Conv.  
₹352.47

Weekly cost  
₹35,000.00

AI Max

Asset Optimization	Text customization and Final URL expansion turned off
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists

Keywords and ads

Keywords	11 keywords
Search term matching	Using only your keywords and match types
Brand inclusions	Limiting to: 0 brand lists
Locations of interest	None
URL inclusions	No URL inclusions
Ads	1 ad

Budget

Budget	₹5,000.00/day
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