

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

Drive website traffic from Google Search with text ads



Performance Max

Drive website traffic 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

Drive website traffic from 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 

 <https://www.tops-int.com/>

Select the ways you'd like to reach your goal 

 <https://www.tops-int.com/>

Campaign name

Website traffic-Search-6

Cancel

Continue

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

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 [?](#)



Display Network

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

☒ Include Google Display Network [?](#)

Locations



Select locations for this campaign ?

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

Locations (3)		Reach ?	ⓧ
Ahmedabad, Gujarat, India city		22,900,000	ⓧ
Morbi, Gujarat, India city		402,000	ⓧ
Rajkot, Gujarat, India city		4,430,000	ⓧ

[Advanced search](#)

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

▼ [Location options](#)

^ Location options

Include ?

- ☒ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)
- ☐ Presence: People in or regularly in your included locations

Languages



Select the languages 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

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		4 selected		Clear all	
Try "open online courses"				Detailed demographics			
Show: Recent and ideas				Education > Highest Level of Educational Attainment			
Select all (9)				Bachelor's Degree			
<input type="checkbox"/> Open Online Courses				Education			
<input type="checkbox"/> Web Design & Development				Current College Students			
<input type="checkbox"/> Education				In-market			
<input checked="" type="checkbox"/> Current College Students				Software			
<input type="checkbox"/> Business Education				Video Editing & Production Software			
New segment				Education > Post-Secondary Education			
				Technology Education			

Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

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 6, 2025



End date



None



Sep 15, 2025



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



Sep 19, 2023

Ad schedule



Mondays - Fridays ▼

09:00

to

23:00



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	▼

1. Courses We Offer

<https://www.tops-int.com/>



Sitelink text

1. Courses We Offer

19 / 25

Description line 1 (recommended)

Learn Python, Java, Full Stack



30 / 35

Description line 2 (recommended)

Job Oriented IT Training

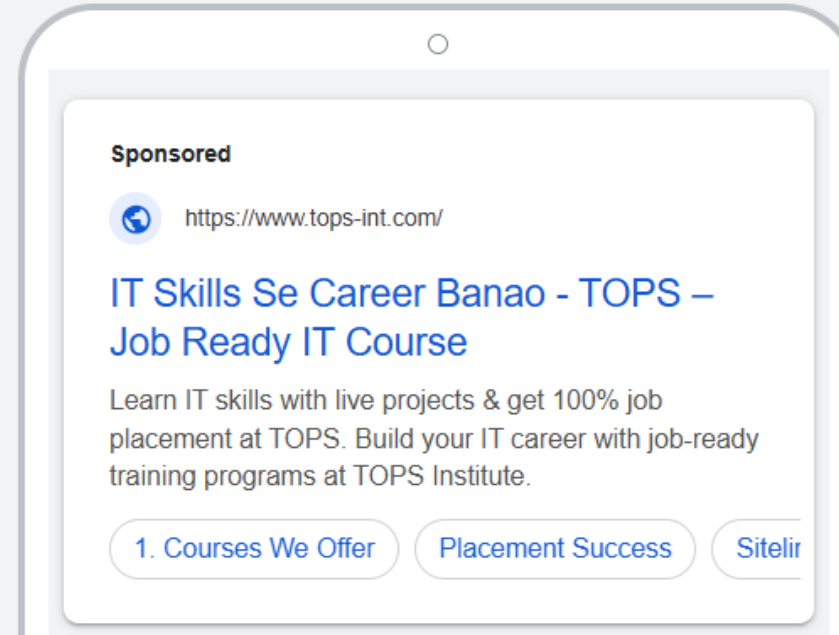
24 / 35

Final URL

<https://www.tops-int.com/>



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.

[Learn more](#)

Sitelink text

Placement Success

17 / 25

Description line 1 (recommended)

1 Lakh+ Students Placed



23 / 35

Description line 2 (recommended)

3000+ Hiring Companies

22 / 35

Final URL

<https://www.tops-int.com/>



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.

Add details to match your ads to the right searches

Keywords



Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL



<https://www.tops-int.com/>



Enter products or services to advertise

Enter keywords

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

IT Courses With 100% Placement
Learn IT, Get Hired Today!
Job-Ready Skills in 3 Months
Full Stack Developer Course
Digital Marketing Training
Python training with placement
Java programming training Ahmedabad
Full stack developer course Gujarat



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

+3.3%

[View](#)

[Apply all](#)

IT Skills Se Career Banao

Required 25 / 30

TOPS – Job Ready IT Cours

Required 26 / 30

Job Oriented IT Courses

Required 23 / 30

3000+ Companies Hiring TC

27 / 30

Python Java Digital Skills

26 / 30

Best IT Training In Gujarat

27 / 30

TOPS JobFest – Get Hired

24 / 30

Skill Up With TOPS Today

24 / 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.

[+ Headline](#)

Tt Descriptions [?] [View ideas](#) ^

Learn IT skills with live projects & get 100% job placement at TOPS.

Required 68 / 90

job-ready training programs at TOPS Institute.

Required 72 / 90

TOPS connects you with 3000+ hiring companies across India.

59 / 90

Practical IT training with assured jobs – only at TOPS Technologies.

68 / 90

Business name and logo

Campaign-level callouts

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

Add new callout

Callout text 1

100% Job Placement

18 / 25

Callout text 2

1 Lakh+ Students Placed

23 / 25

Callout text 3

Learn From IT Experts

21 / 25

Callout text 4

Affordable Course Fees

22 / 25

[Add callout text](#)

[Advanced options](#)

Preview



Sponsored



<https://www.tops-int.com/>

IT Skills Se Career Banao - TOPS – Job Ready IT Course

Learn IT skills with live projects & get 100% job placement at TOPS. Build your IT career with job-ready training programs at TOPS Institute. 100% Job Placement. 1 Lakh+ Students Placed. Learn From IT Experts. Affordable Course Fees.

Create ads to get more website traffic

Ads



Ad · www.tops-int.com

[IT Skills Se Career Banao | TOPS – Jo...](#)

Learn IT skills with live projects & get ...
Build your IT career with job-ready trai...

Next

Budget

Select the average you want to spend each day.

☐ ₹5,906.91

☐ ₹4,922.42 Recommended

☐ ₹3,937.94

☒ Set custom budget

Set your average daily budget for this campaign

Weekly conv.	Weekly clicks	Weekly cost	Avg. CPC
-	-	-	-

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

Recommendations

Apply these recommendations to optimize campaign performance

< 1 / 2 >

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

+11%

[View](#)


Overview

Campaign name	Website traffic-Search-6
Campaign type	Search
Objective	Website traffic
Goal	Page views

Bidding


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

88.9%

Campaign optimization score 



Weekly estimates

Estimates are based on your keywords and daily budget 

Ad group 1



<u>Weekly conv.</u>	<u>Cost / Conv.</u>
135	₹259.07
<u>Weekly cost</u>	
₹35,000.00	



Bidding

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

Campaign settings

Networks	Google Search Network, Search partners, Display Network
Locations	Ahmedabad, Morbi, Rajkot
Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads
Audiences	No segments
Start and end dates	September 6, 2025 - September 15, 2025
Ad schedule	Mon - Fri, 9:00 AM - 11:00 PM

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	9 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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