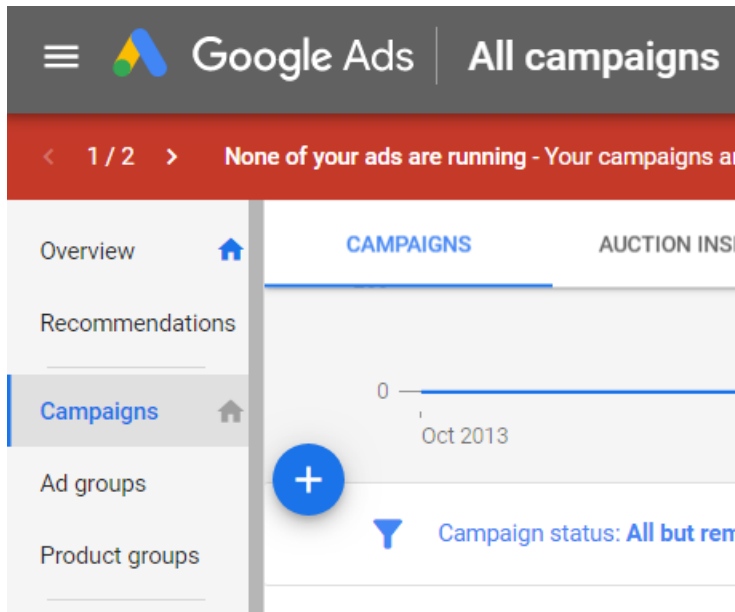


## How can you create Display network campaign to increase leads and website traffic with responsive display ads?

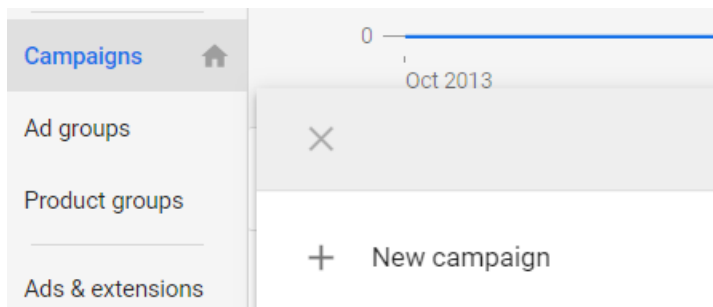
Step 1:-

Click on campaign and then click on plus icon



Step 2:-





Click on new campaign



Step 3:-

Then select your goals

Select the goal that would make this campaign successful to you ?


 Sales	 Leads
 Brand awareness and reach	 App promotion

Step 4:-


Then select campaign type for this click on display. & select campaign subtype as standard display campaign.

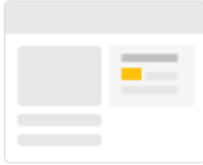
Select a campaign type 

**Search**




Reach customers interested in your product or service with text ads

**Display** 



Run different kinds of ads across the web

**Smart**



Reach your business goals with automated ads on Google and across the web

Select a campaign subtype. Keep in mind that this selection can't be changed later.

- Standard display campaign**  
Pick your settings and targeting, and have some automation options. [Learn more](#)

Then enter your website address & click on continue.

Standard display campaign  
Pick your settings and targeting, and have some automation options. [Learn more](#)

Gmail campaign  
Show interactive ads to people as they browse their emails. [Learn more](#)

Select the ways you'd like to reach your goal [?](#)

<http://www.ommaurya.com>

**CONTINUE** CANCEL

Continue.

Then enter your campaign name.

Type: Display    Goal: Leads

Campaign name    cleaning services

Then choose Location click on Advance Search.

Locations

Select locations to target [?](#)

- All countries and territories
- India
- Enter another location

[Advanced search](#)

[Location options](#)

Then click on Radius & click on save.

Location  Radius

Enter a place name, address or coordinates 20 km ▾

Included locations (1) ✕

20 km around Andheri West, Mumbai, Maharashtra radius ✕

CANCEL SAVE

Then under bidding click on or, select bid strategy directly(not recommended)

---

Bidding

What do you want to focus on? [?](#)

**Conversions** ▾

Recommended for your campaign goal

How do you want to get conversions? [?](#)

**Manually set bids** ▾

Pay for [?](#)

Clicks

**i** Based on the selections, this campaign will use the **CPC (enhanced)** bid strategy [?](#)

[Or, select a bid strategy directly \(not recommended\)](#)

Then choose **Manual CPC**.

---

Bidding

[Back to previous bidding options](#)

Select your bid strategy [?](#)

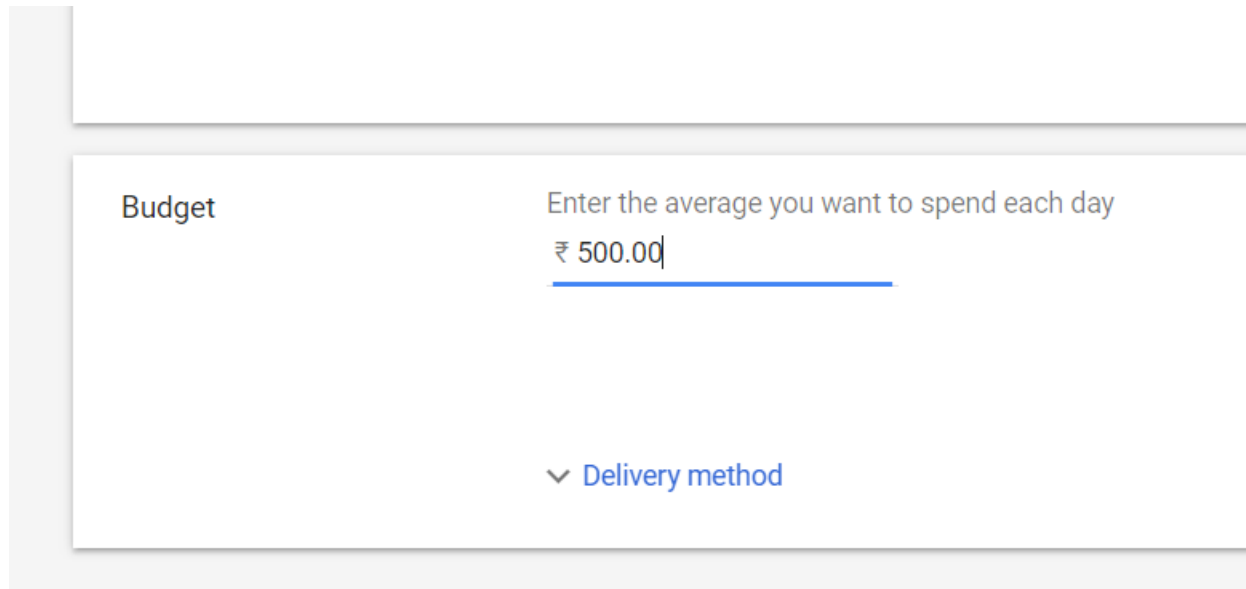
**Manual CPC** ▾

**Help increase conversions with Enhanced CPC** [?](#)

Pay for [?](#)

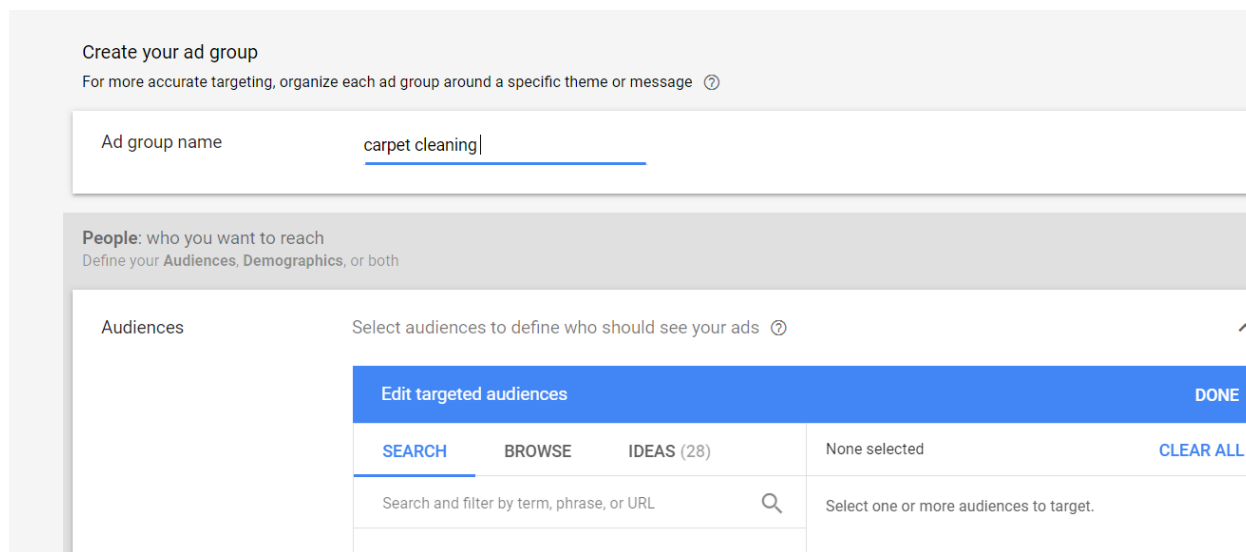
Clicks

Then enter your Budget :-



The screenshot shows a form with a label "Budget" on the left. To its right, there is a text input field containing "₹ 500.00". Above the input field is the instruction "Enter the average you want to spend each day". Below the input field is a blue link with a downward arrow icon labeled "Delivery method".

Then enter your ad group for example :- “carpet cleaning “



The screenshot shows the "Create your ad group" section. It includes a sub-header "Create your ad group" and a note "For more accurate targeting, organize each ad group around a specific theme or message". Below this is an input field for "Ad group name" with the text "carpet cleaning|".

Below the ad group name is the "People: who you want to reach" section, with the instruction "Define your Audiences, Demographics, or both". Underneath is the "Audiences" section, which says "Select audiences to define who should see your ads".

The "Audiences" section contains a modal titled "Edit targeted audiences" with a "DONE" button. It has three tabs: "SEARCH" (selected), "BROWSE", and "IDEAS (28)". The "SEARCH" tab has a search bar with the placeholder "Search and filter by term, phrase, or URL" and a magnifying glass icon. To the right of the search bar, it says "None selected" and "CLEAR ALL". Below the search bar, it says "Select one or more audiences to target."


Then Under people (who you want to reach) click on Audiences & click on search .

And enter cleaning services & enter then select relevant check list



**People:** who you want to reach  
Define your **Audiences**, **Demographics**, or both

## Audiences


Select audiences to define who should see your ads 

Edit targeted audiences

SEARCH

BROWSE

IDEAS (28)

cleaning services 

professional cleaning service



Custom intent audiences: auto-created  
> New audiences

commercial cleaning services



Custom intent audiences: auto-created  
> New audiences  
cleaning services

Then under content click on Content Targeting.

**Content:** where you want your ads to show  
Narrow your reach with **Keywords**, **Topics**, or **Placements**

 **CONTENT TARGETING**

After click on Content Targeting you will see following list

**Content:** where you want your ads to show

Narrow your reach with **Keywords, Topics, or Placements**

+ Keywords

+ Topics

+ Placements

Increase your reach  
above ?

Then click on Placements.

Placements

Choose specific websites, videos, or apps where you'd like

Edit targeted placements

cleaning services



Websites (67)



YouTube channels (304)



YouTube videos (1K+)



Apps (195)



App categories



Then enter cleaning services and press enter then you will see website list , youtube channels , youtube videos , Apps .

Choose website list as shown below. & then click on back icon

← Websites

## Placements

Choose specific websites, videos, or apps where you'd like to

Edit targeted placements		
cleaning services <span>✕</span>		
←	Websites	Impr. per week
<input checked="" type="checkbox"/>	creeklinehouse.com	500K - 1M
<input checked="" type="checkbox"/>	oflifeandlisa.com	250K - 300K
<input checked="" type="checkbox"/>	squiffyclean.com	50K - 100K

In this manner select youtube video list and youtube channel list.

Then enter ad group bid for example 50 rs.


Ad group bid	Enter your enhanced CPC bid for this ad group <span>?</span>
	<input type="text" value="₹ 50.00"/>


Then click on create new ad


Then click on Responsive display ad.

## Create your ads

Create an ad now, or skip this step and create one later.

 Responsive display ad

 Upload display ads

 Copy existing ads

## Create your ads

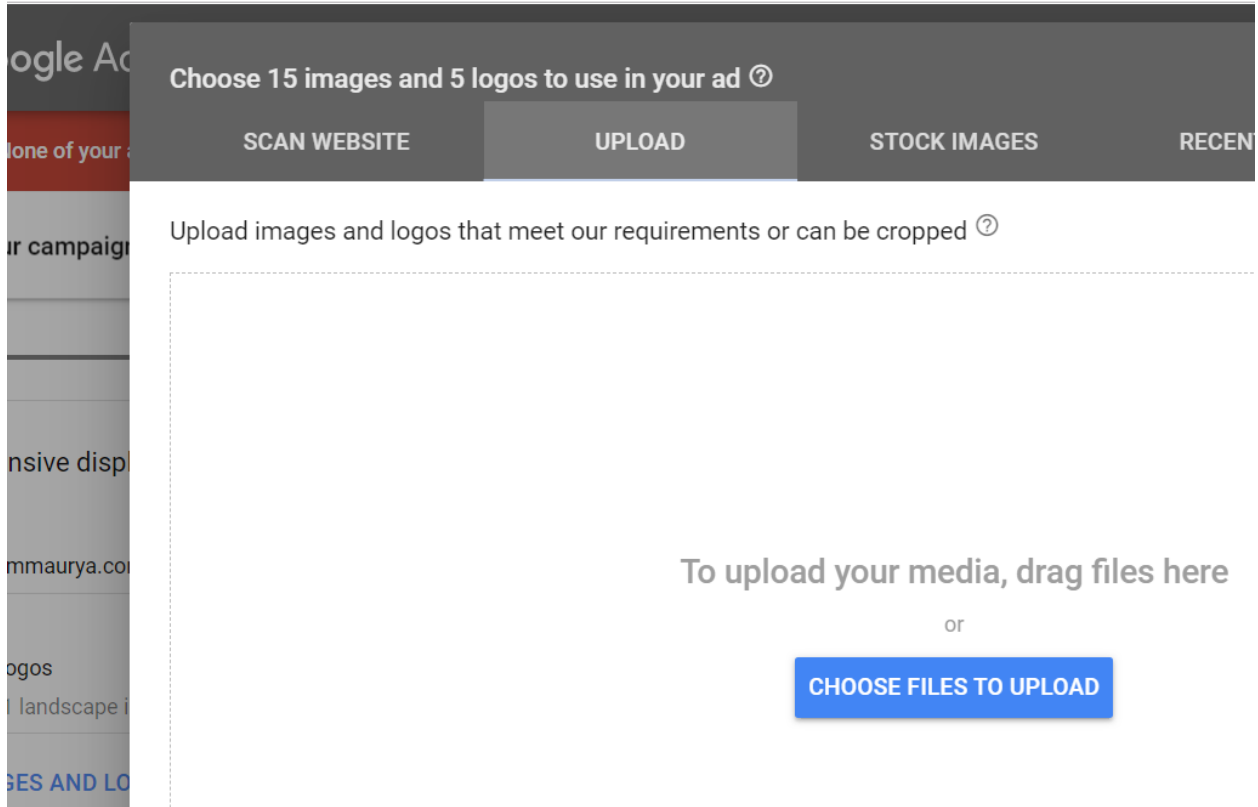
Create an ad now, or skip this step and create one later. Your campaign will be ready to go when you're done.

 NEW AD

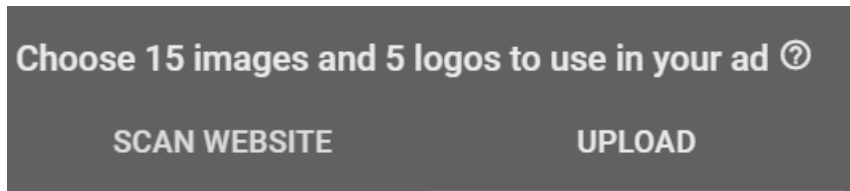
**CREATE CAMPAIGN**

CANCEL

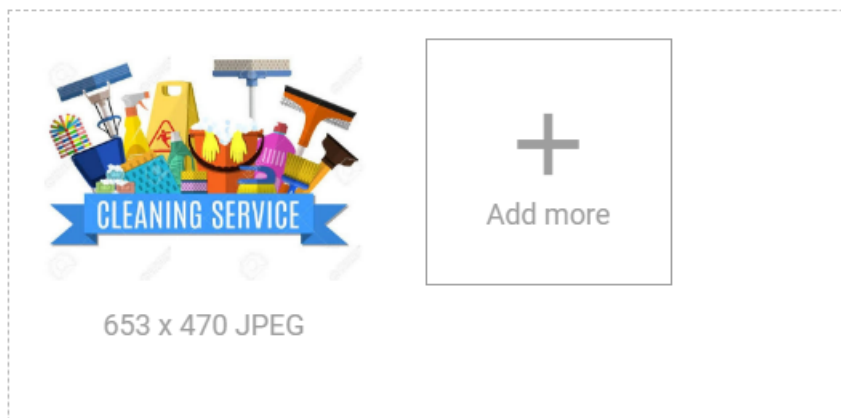
Then enter your final url and click on images & logo. Then click on Upload and choose files to upload.



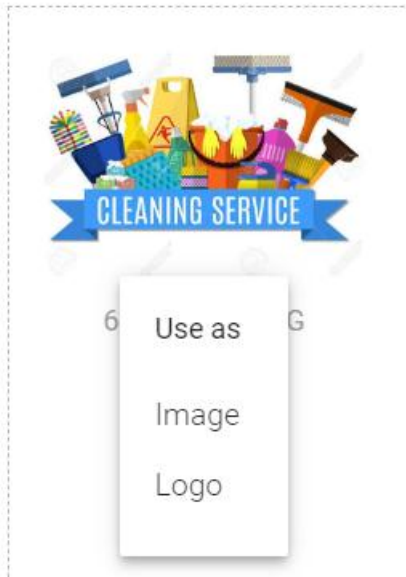
After uploading files you will see like this.



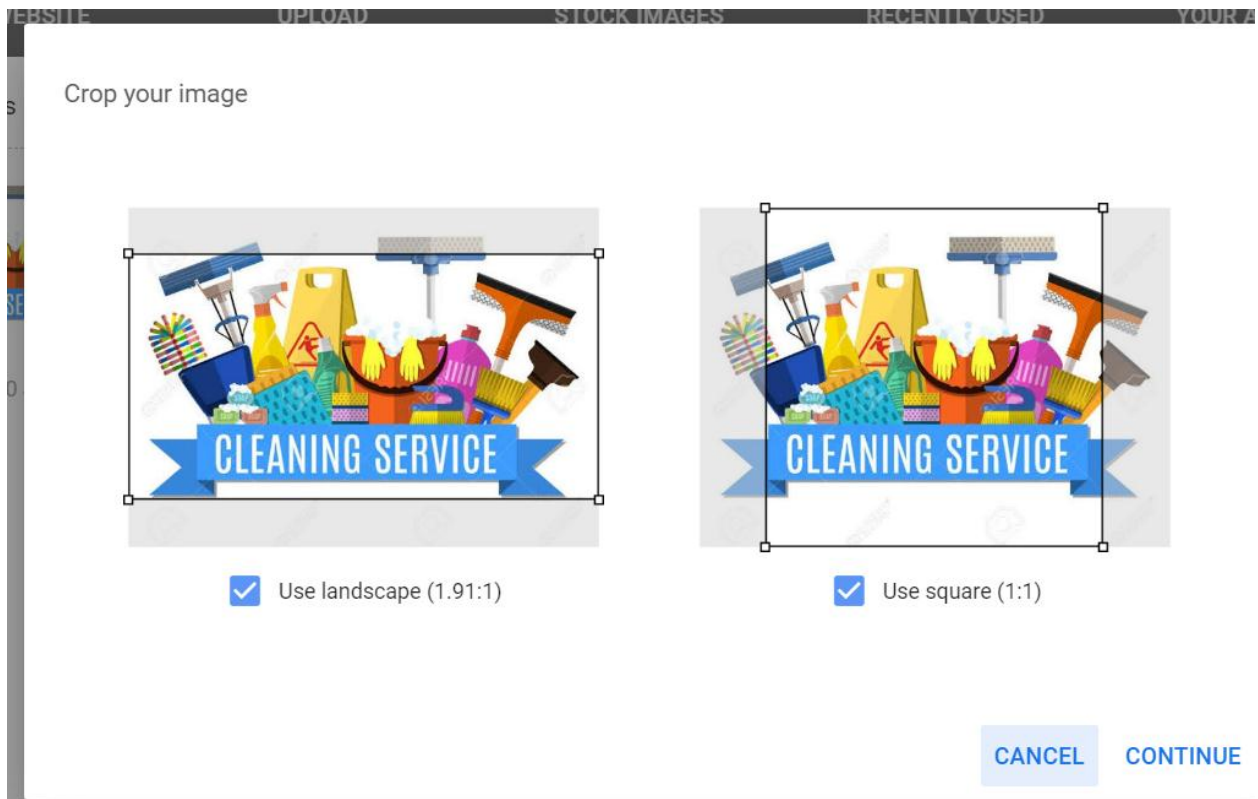
Upload images and logos that meet our requirements or c



Then click on uploaded image then click on use as and then click on image.



Then crop your image



Then click on continue.

Then click on save.

Then enter your headlines ,long headline as shown below.

Headlines (up to 5)

Cleaning Service in perth



25 / 30

Headline

Book Home Cleaning services

27 / 30

Long headline

Deep Cleaning Service in Mumbai by Professionals.



49 / 90

Then enter your description and business as show below.

49 / 90

Descriptions (up to 5)

services including deep cleaning, floor polishing, sofa sham



79 / 90

Business name

Patel|Cleaning



14 / 25

Then click on create campaign .

Then click on continue to campaign.

# Congratulations! Your campaign is ready.

Review your summary



Nov 18, 2019 – No end date

Campaign goal  
Leads



Andheri West, Mumbai, Maharashtra

Campaign subtype  
Standard



English



Ad

[CONTINUE TO CAMPAIGN](#)

[ADD TO AD GROUP](#)

[CANCEL](#)

[CREATE CAMPAIGN](#)

[CANCEL](#)



## **How can you add other ads groups and ads to this campaign which you created ?**

For that click on all campaigns and then click on campaign name and then click on Ad groups on left hand side then click on plus icon and follow the same process as we have done above ad group.