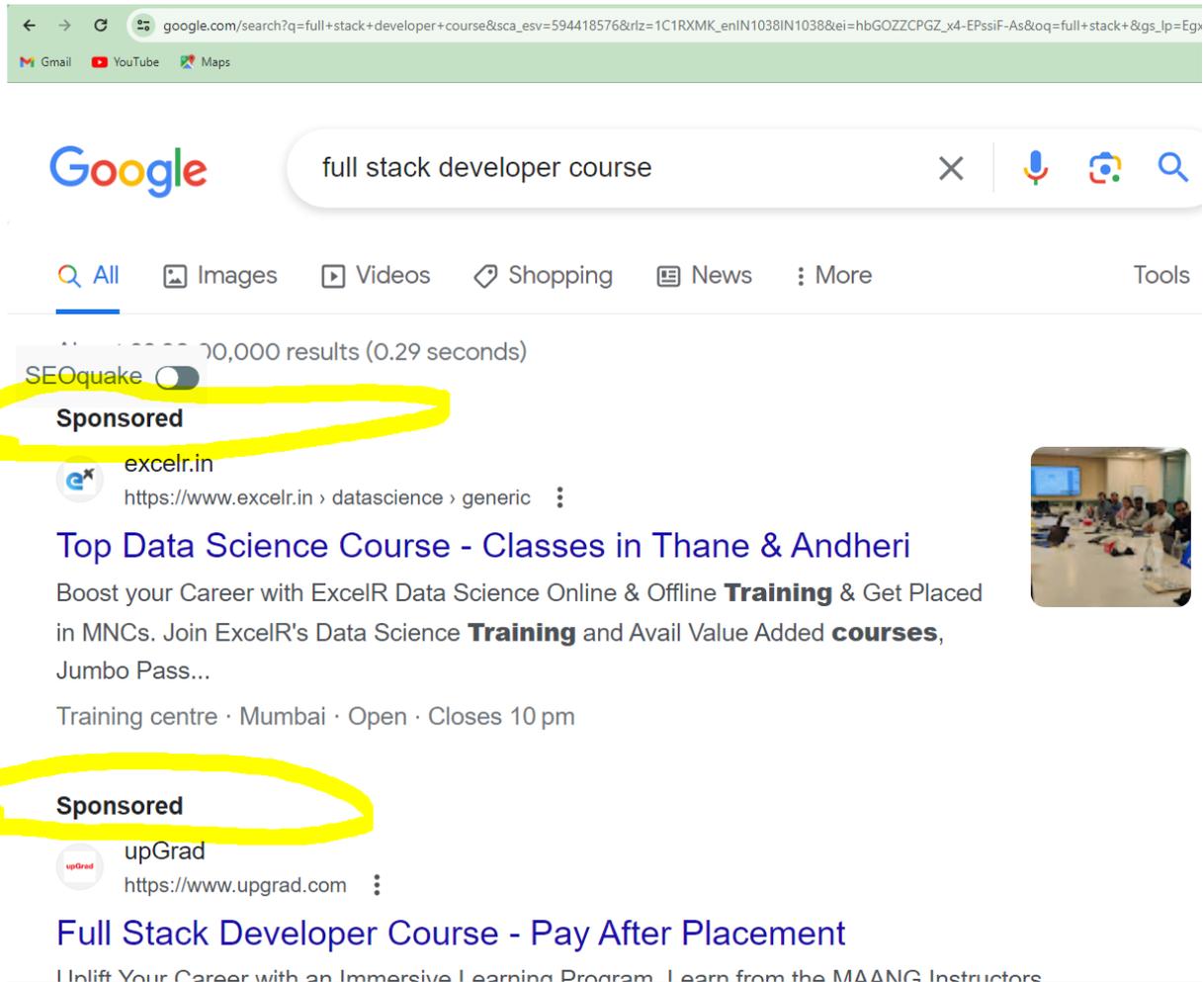


How can you create Google Ads Search Campaign ?

Just search any keyword for example “full stack developer course” then you will see paid ranking as shown below sponsored yello mark.

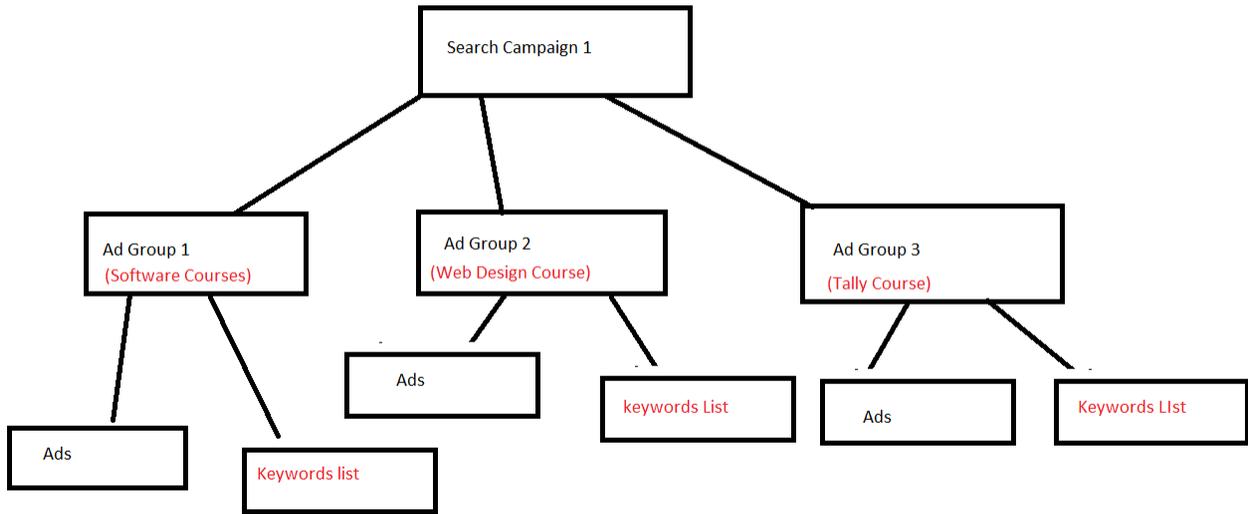


The screenshot shows a Google search page for the query "full stack developer course". The search results are displayed on a light green background. At the top, the Google logo is on the left, and the search bar contains the query. Below the search bar, there are navigation tabs for "All", "Images", "Videos", "Shopping", "News", and "More". The search results show "70,000 results (0.29 seconds)". A yellow circle highlights the "Sponsored" label. Below it, the first sponsored result is from "excelr.in" with the title "Top Data Science Course - Classes in Thane & Andheri". The description mentions "Boost your Career with ExcelR Data Science Online & Offline Training & Get Placed in MNCs. Join ExcelR's Data Science Training and Avail Value Added courses, Jumbo Pass...". A small image of a classroom is shown to the right. The second sponsored result is from "upGrad" with the title "Full Stack Developer Course - Pay After Placement". The description starts with "Unlift Your Career with an Immersive Learning Program. Learn from the MAANG Instructors".

In this topic we are going to learn about this paid ranking step by step in google ads

Step 1:-

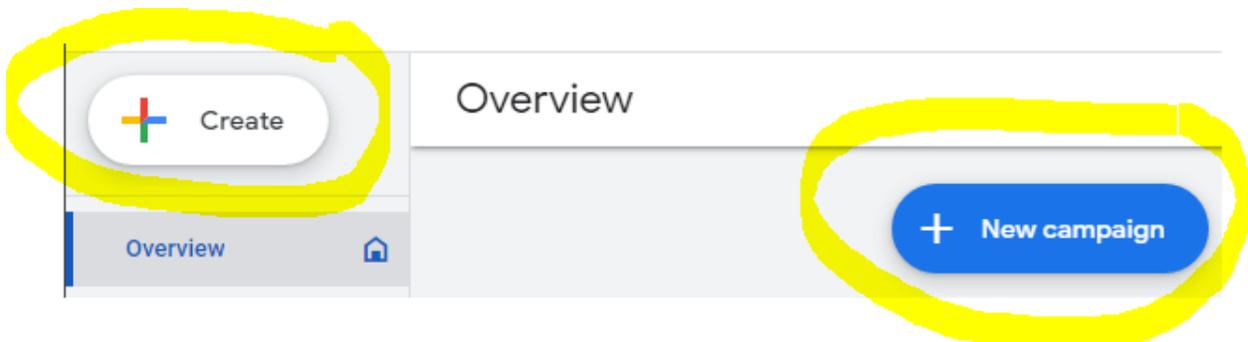
First we will Draw Campaign Structure



Step 2:- Create excel file format for Campaign structure as shown below

Search Campaign 1		
Software Courses (Ad Group 1)	WEB DESIGN COURSES (Ad Group 2)	TALLY COURSES (Ad Group 3)
Keyword List :- Software development courses Ms office course Computer programming courses Manual testing course	Keyword List :- Web designing software Diploma in web designing Internet and web designing Web design and development course	Keyword List :- tally erp tally computer course tally accounti tally course online
AD COPY :- HEADLINE 1 = Software development courses HEADLINE 2 = Ms office course HEADLINE 3 = Computer programming courses HEADLINE 4 = Manual testing course	AD COPY :- HEADLINE 1 = Web designing software HEADLINE 2 = Diploma in web designing HEADLINE 3 = Internet and web designing HEADLINE 4 = Web design and development course	AD COPY :- HEADLINE 1 = tally erp HEADLINE 2 = tally computer course HEADLINE 3 = tally account HEADLINE 4 = tally course online
DESCRIPTION 1 = In today's fast-paced and technology-driven world, software courses have become a vital gateway to success for individuals seeking to navigate the digital landscape. DESCRIPTION 2 = These courses are meticulously designed to equip learners with the essential skills and knowledge required to thrive in the ever-evolving realm of software development, programming, and technology.	DESCRIPTION 1 = Web design courses offer a captivating voyage into the world of digital creativity, where artistry and technical prowess converge to shape the visual landscape of the Internet. DESCRIPTION 2 = These courses are meticulously crafted to empower aspiring designers, developers, and creative enthusiasts with the knowledge and skills	DESCRIPTION 1 = Tally courses provide a comprehensive and specialized learning experience for individuals seeking to excel in financial management and accounting tasks. DESCRIPTION 2 = Tally, a widely used accounting software, has become the backbone of numerous businesses, making these courses indispensable for aspiring accountants

Step 3:-



Step 4:-

What's your campaign objective?

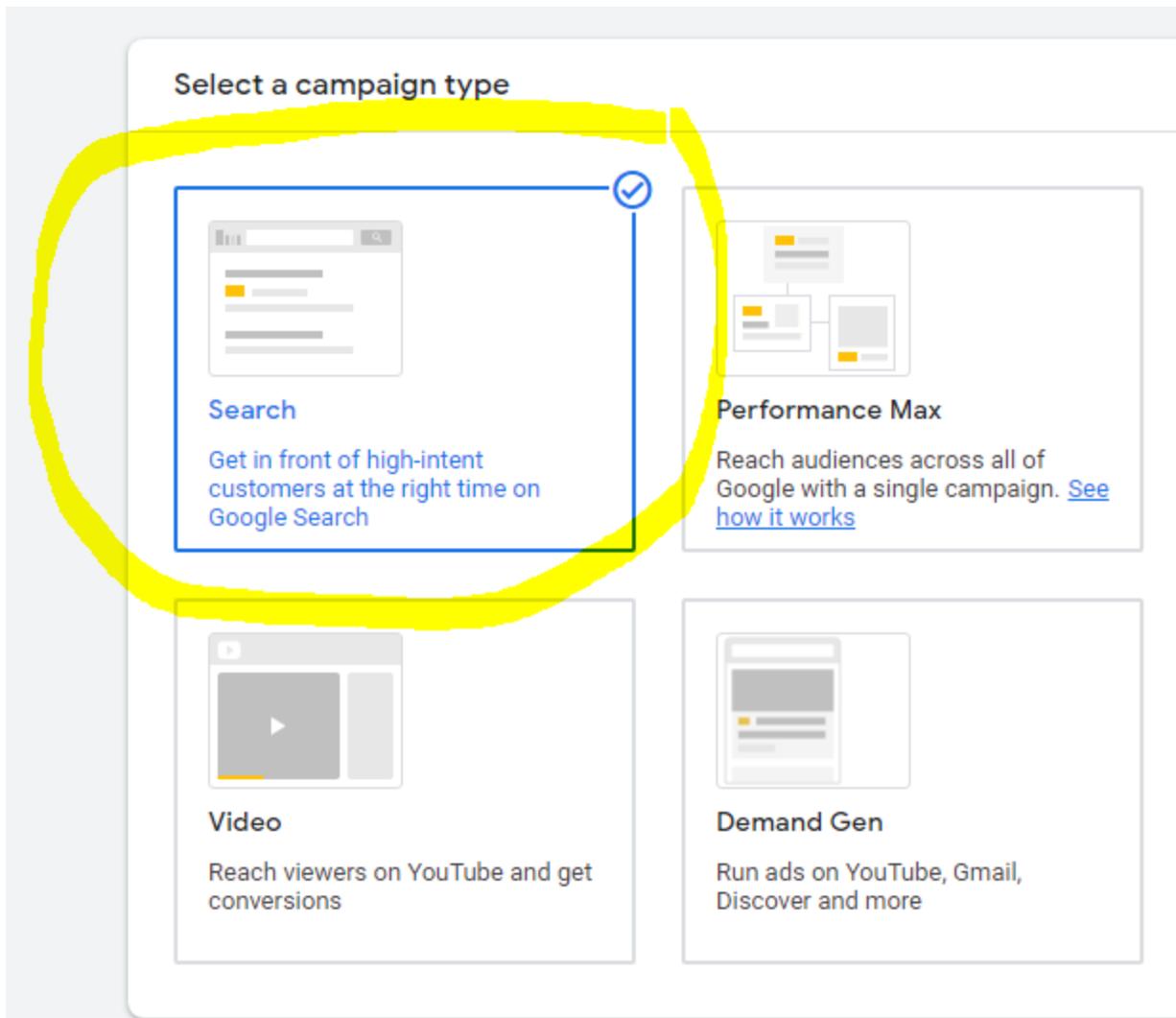
Choose your objective

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
 Brand awareness and reach Reach a broad audience and build awareness	 App promotion Get more installs, engagement and pre-registration for your app	 Local store visits and promotions Drive visits to local shops, including restaurants and dealerships.

Step 5:-

Select a campaign type



The image shows a selection screen for Google Ads campaign types. The 'Search' option is highlighted with a yellow circle and a blue checkmark icon in its top right corner. The other options are Performance Max, Video, and Demand Gen.

Campaign Type	Description
Search	Get in front of high-intent customers at the right time on Google Search
Performance Max	Reach audiences across all of Google with a single campaign. See how it works
Video	Reach viewers on YouTube and get conversions
Demand Gen	Run ads on YouTube, Gmail, Discover and more

Step 6:-

Select the ways you'd like to reach your goal 

Website visits

 www.ommaurya.com

Phone calls

Shop visits

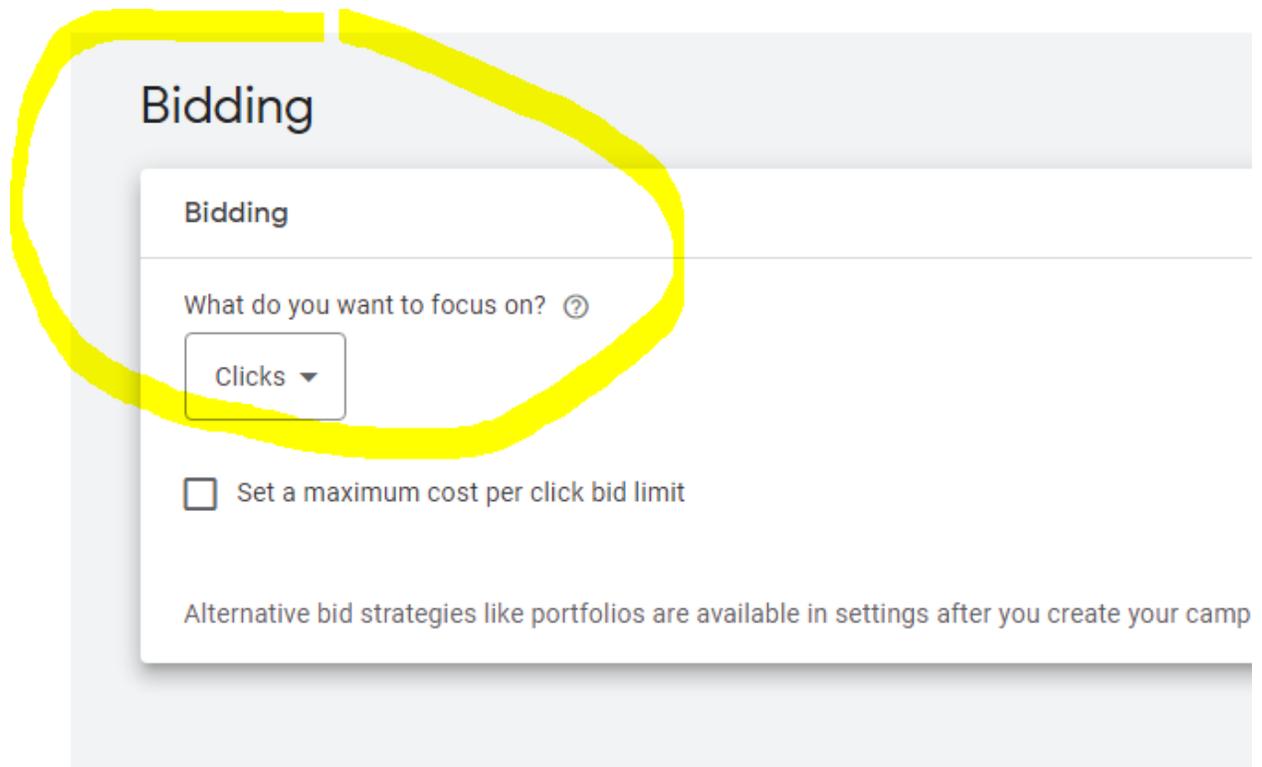
App downloads

Lead form submissions

Campaign name

search campaign 1|

Step 7:-



And click on next

Step 8:-

Campaign settings

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

Networks



Search Network

Ads can appear near Google Search results and other Google keywords.

Include Google search partners [?](#)



Display Network

Easy way to get additional conversions at similar or lower cost

Include Google Display Network [?](#)



Use Display Expansion: Show your ads in more places
action (CPA) [?](#)

Step 9:-

Locations

Select locations to target [?](#)

- All countries and territories
- India
- Enter another location

For example, a country, city, region or postcode

[Advanced search](#)

[Location options](#)

Step 10:-

Location Radius

20 mi

Locations that match: andheri

- Andheri, Maharashtra **Target**
- Andheri East, Mumbai, Maharashtra
- Andheri West, Mumbai, Maharashtra
- Andheri Railway Station East Northern Overpass, Railway Colony...

Cancel Save

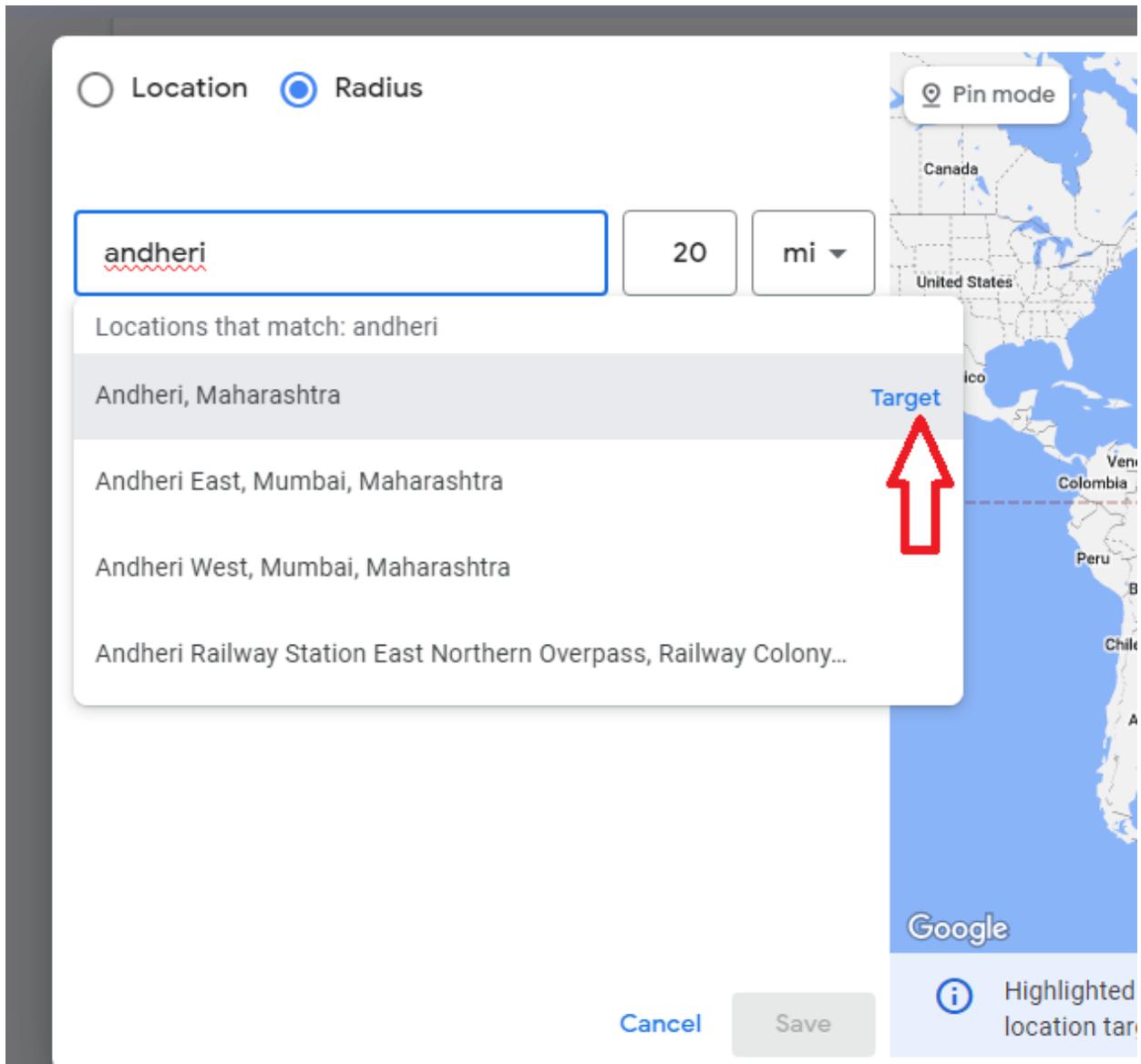
Pin mode

Canada

United States

Google

Highlighted location tar



Step 11:-

Location Radius

Enter a place name, address or c... 20 mi ▾

Targeted locations (1) Reach ? ⊗
20 mi around Andheri, Maharashtra radius - ⊗

Cancel Save

Step 12:-

Audience segments

Select audience segments to add to your campaign. You can create new Your data

search relevant topic

Search Browse

computer courses

- What they're actively researching or planning (16)
- In-market
Open Online Courses
- In-market
Early Childhood Education
- In-market
Foreign Language Study
- In-market
Business Education

Step 13:-

After it select relevant segments as shown below

Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New s**

Search Browse

4 selected

computer courses

- In-market Web Design & Development
- In-market Accounting Software
- In-market Accounting & Finance Jobs
- In-market Online Fitness Classes
- In-market Education

+ New segment

In-market

Education
Open Online Courses

Education

Software
Accounting Software

Business Services > Business Technology
Web Design & Development

Step 14:-

Keywords and ads

Ad groups help you organise your ads around a common theme. For the best results, focus your ads and k

Software Courses 

Enter Ad Group 1

Keywords

Get keyword suggestions (optional)

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

 www.ommaurya.com

 Enter products or services to advertise

[Get keyword suggestions](#)

Step 15:-

Enter keywords

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

Software development courses
Ms office course
Computer programming courses

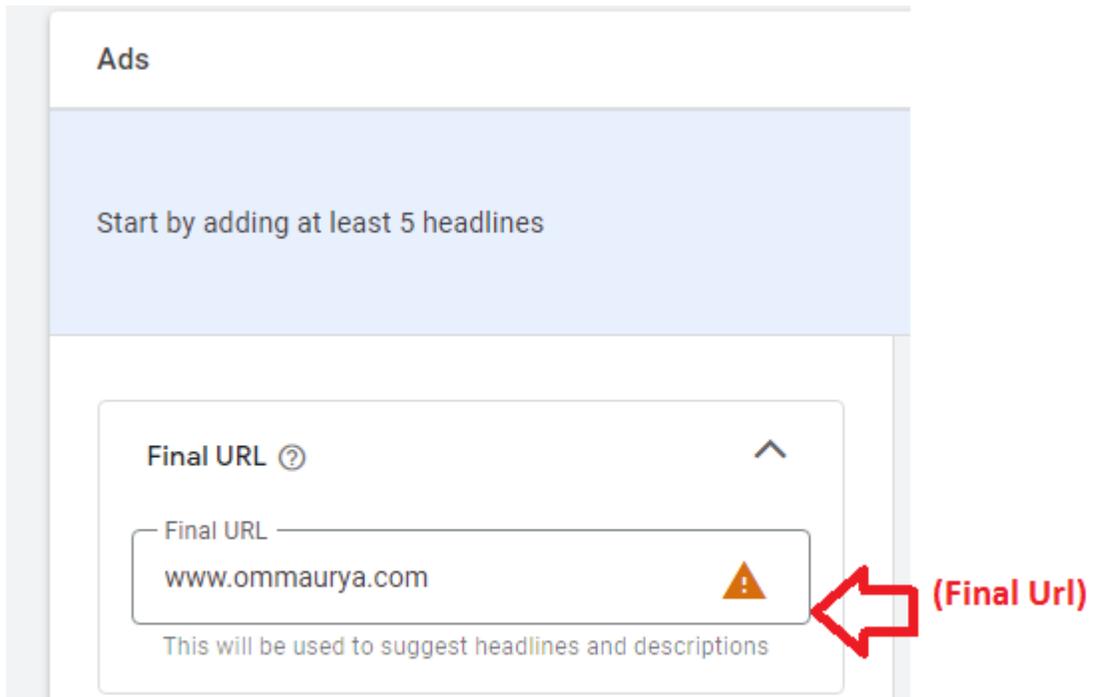
(enter keywords one
by one)

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

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

Step 16:- enter final url in ads section as shown below.



Ads

Start by adding at least 5 headlines

Final URL ⓘ

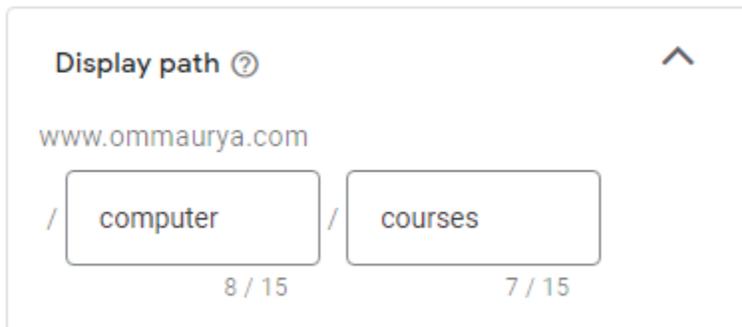
Final URL

www.ommaurya.com

This will be used to suggest headlines and descriptions

(Final Url)

And after it enter display path



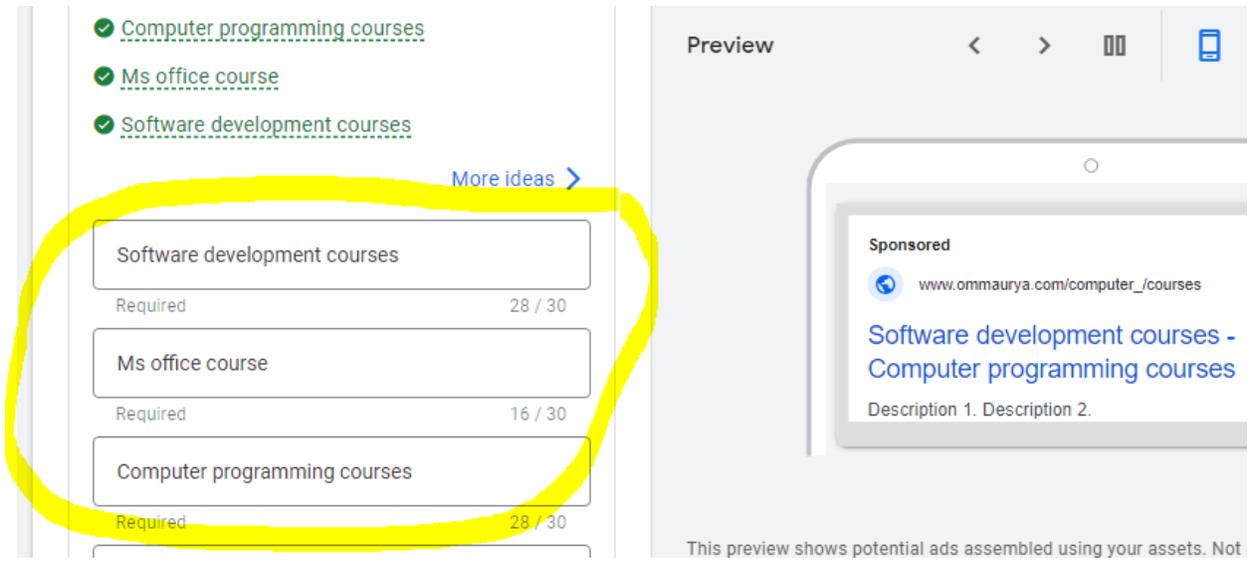
Display path ⓘ

www.ommaurya.com

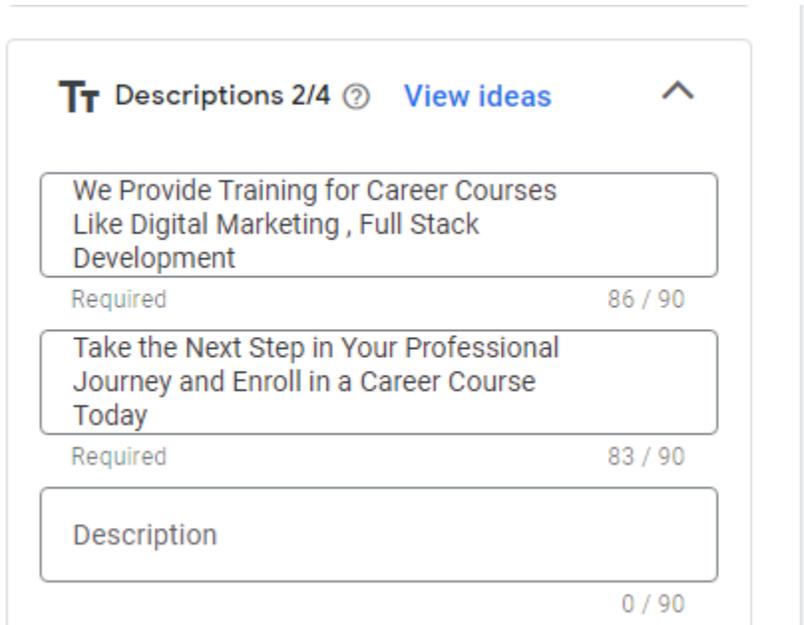
/ computer / courses

8 / 15 7 / 15

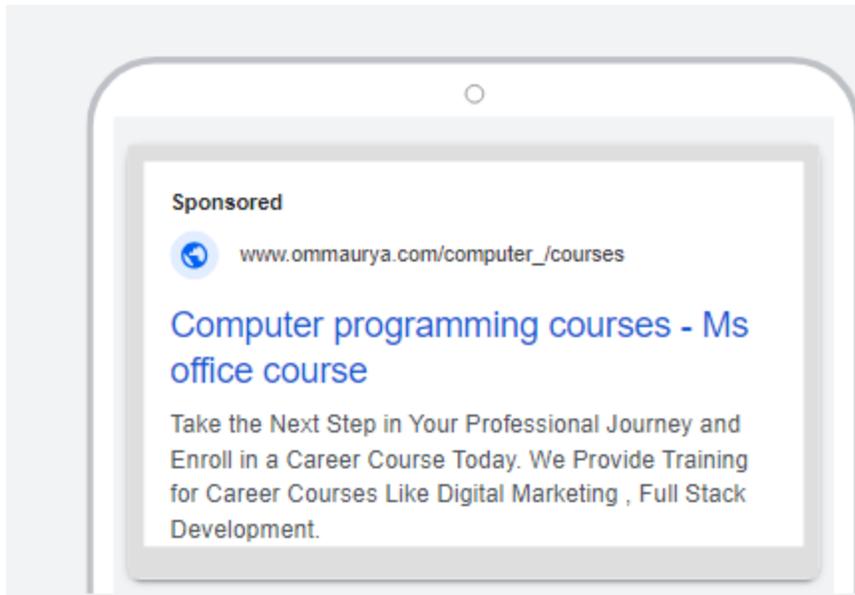
And after it enter headlines



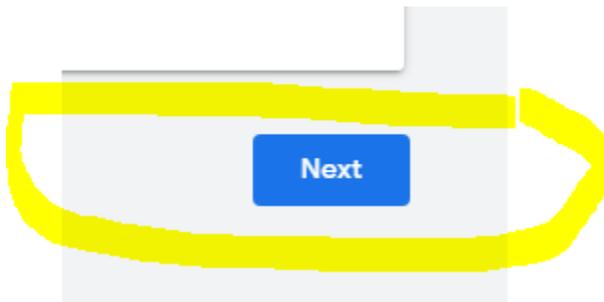
After it enter 2 description as shown Below



Right hand side you will see your ad preview like shown below



And click on next



Step 17:- Click on set custom budget and enter your daily budget as shown below.

Budget

Select the average that you want to spend each day.

₹2,003.43

₹1,669.52 **Recommended**

₹1,334.67

Set custom budget

Set your average daily budget for this campaign

₹ 1,669.52

<u>Weekly clicks</u>	<u>Avg. CPC</u>	<u>Weekly cost</u>
3,372	₹3.47	₹11,686.67

For the month, you won't pay more than your daily budget times the average number of clicks, and on others you might spend up to twice as much. [Learn more](#)

And Finally click on next and you will see

Your campaign is almost ready to publish

[Publish campaign](#)

Recommendations

Apply these recommendations to optimise campaign performance

1 / 5 >

click on it

And you will see your campaigns as shown below

Campaigns

22 Dec 2023

[+](#) [Add filter](#)

<input type="checkbox"/> ● Campaign	Budget	Status
<input type="checkbox"/> 🟡 Draft: Call ads campagin Finish	₹0.00/day	In progress
<input type="checkbox"/> ● Leads form Campagin	₹500.00/day	Eligible
<input type="checkbox"/> ● search campaign 1	₹1,669.52/day	Bid strategy learning
Total: All but removed campaigns in your ...		
<input checked="" type="checkbox"/> Total: Account	₹2,169.52/day	

And click on your campaign name you will see your Ad Group

▸ Insights and reports

Ad groups

▸ Ads and assets

▸ Keywords

Audiences

Settings

Change history

+ Show more

1

0

22 Dec 2023

+ Add filter

<input type="checkbox"/>	Ad group	Status
<input type="checkbox"/>	Software Courses	Eligible
Total: All but removed ad groups in your c... ?		
Total: Campaign ?		