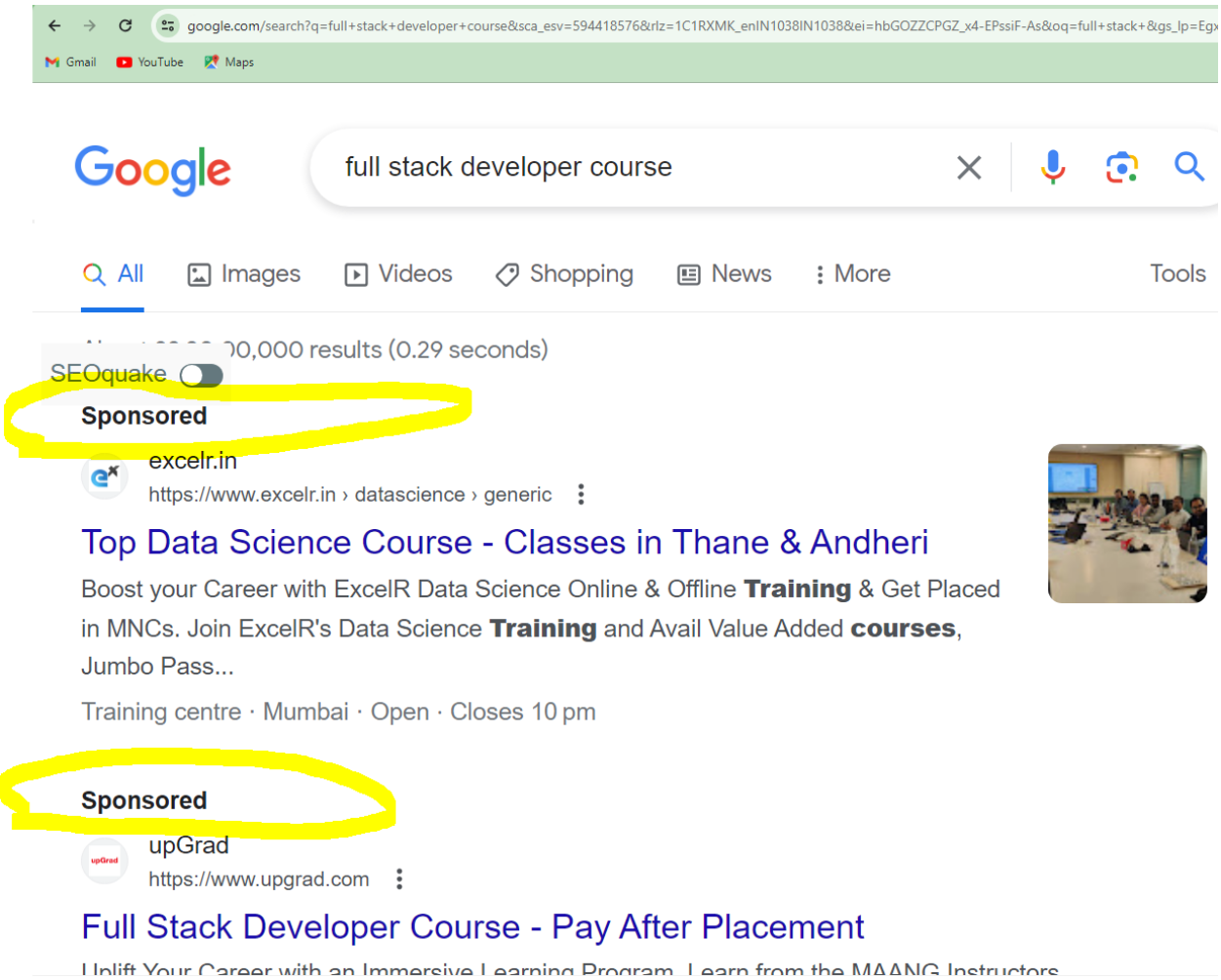
How can you create Google Ads Search Campaign ?

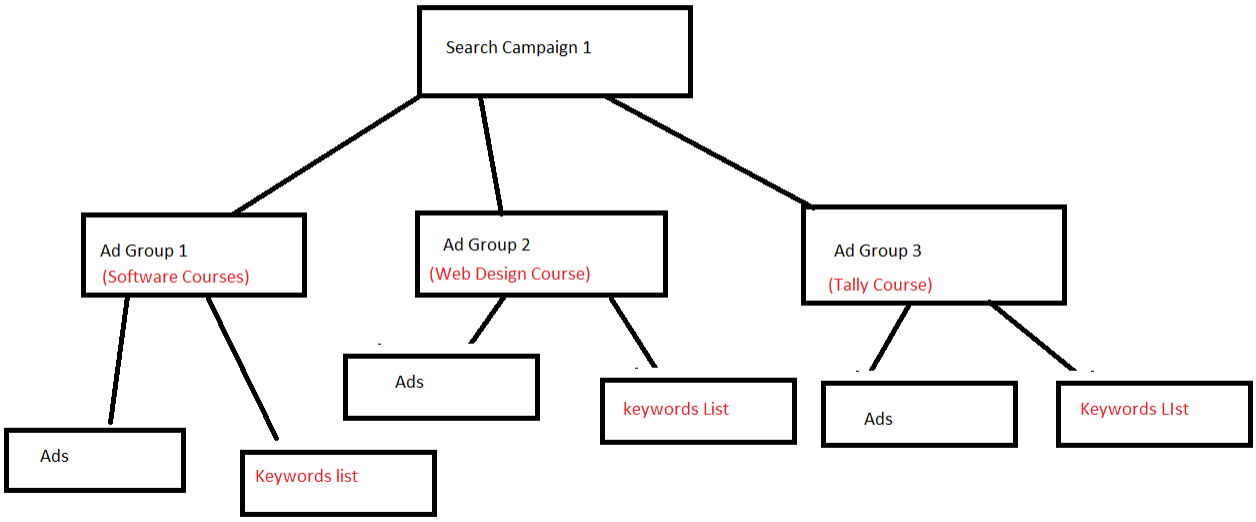
Just search any keword for example “full stack developer course” then you will see paid ranking as shown below sponsored yello mark.



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

Step 1:-

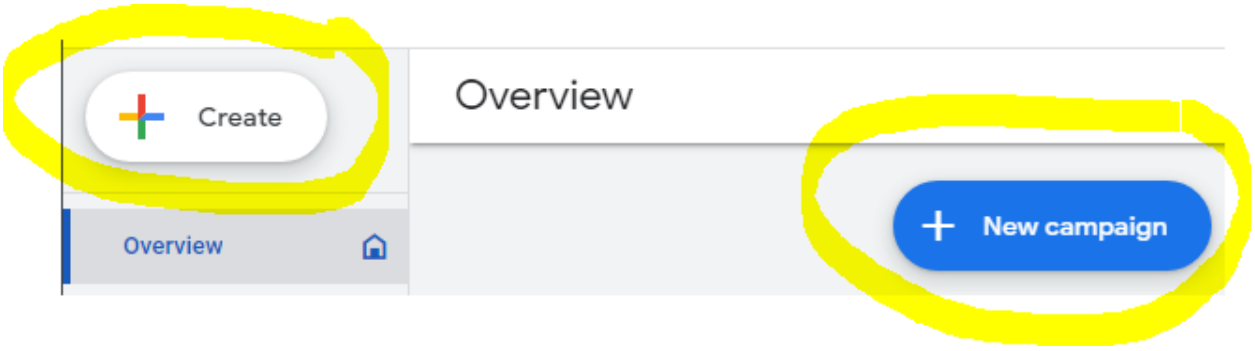
First we will Draw Campaign Structure



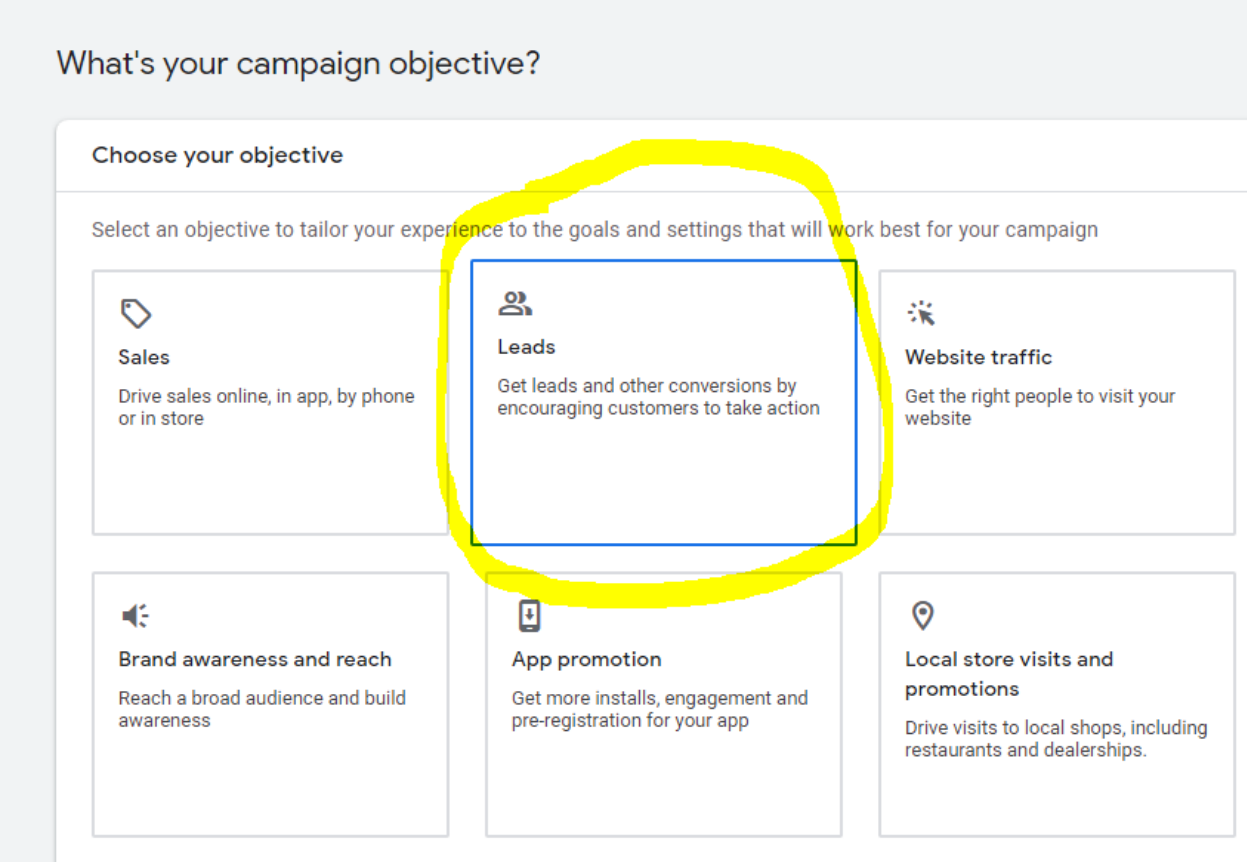
Step 2:- Create excel file format for Campaign structure as shown below

Search Campaign 1		
Software Courses (Ad Group 1)	WEB DESIGN COURSES (Ad Group 2)	TALLY COURSES (Ad Group 3)
Keyword List :-	Keyword List :-	Keyword List :-
Software development courses Ms office course Computer programming courses Manual testing course	Web designing software Diploma in web designing Internet and web designing Web design and development course	tally erp tally computer course tally accounti tally course online
AD COPY :-	AD COPY :-	AD COPY :-
HEADLINE 1 = Software development courses	**HEADLINE 1** = Web designing software	**HEADLINE 1** = tally erp
HEADLINE 2 = Ms office course	**HEADLINE 2** = Diploma in web designing	**HEADLINE 2** = tally computer course
HEADLINE 3 = Computer programming courses	**HEADLINE 3** = Internet and web designing	**HEADLINE 3** = tally account
HEADLINE 4 = Manual testing course	**HEADLINE 4** = Web design and development course	**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 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 1 =** Tally courses provide a comprehensive and specialized learning experience for individuals seeking to excel in financial management and accounting tasks.
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 2 =** These courses are meticulously crafted to empower aspiring designers, developers, and creative enthusiasts with the knowledge and skills	**DESCRIPTION 2 =** Tally, a widely used accounting software, has become the backbone of numerous businesses, making these courses indispensable for aspiring accountants

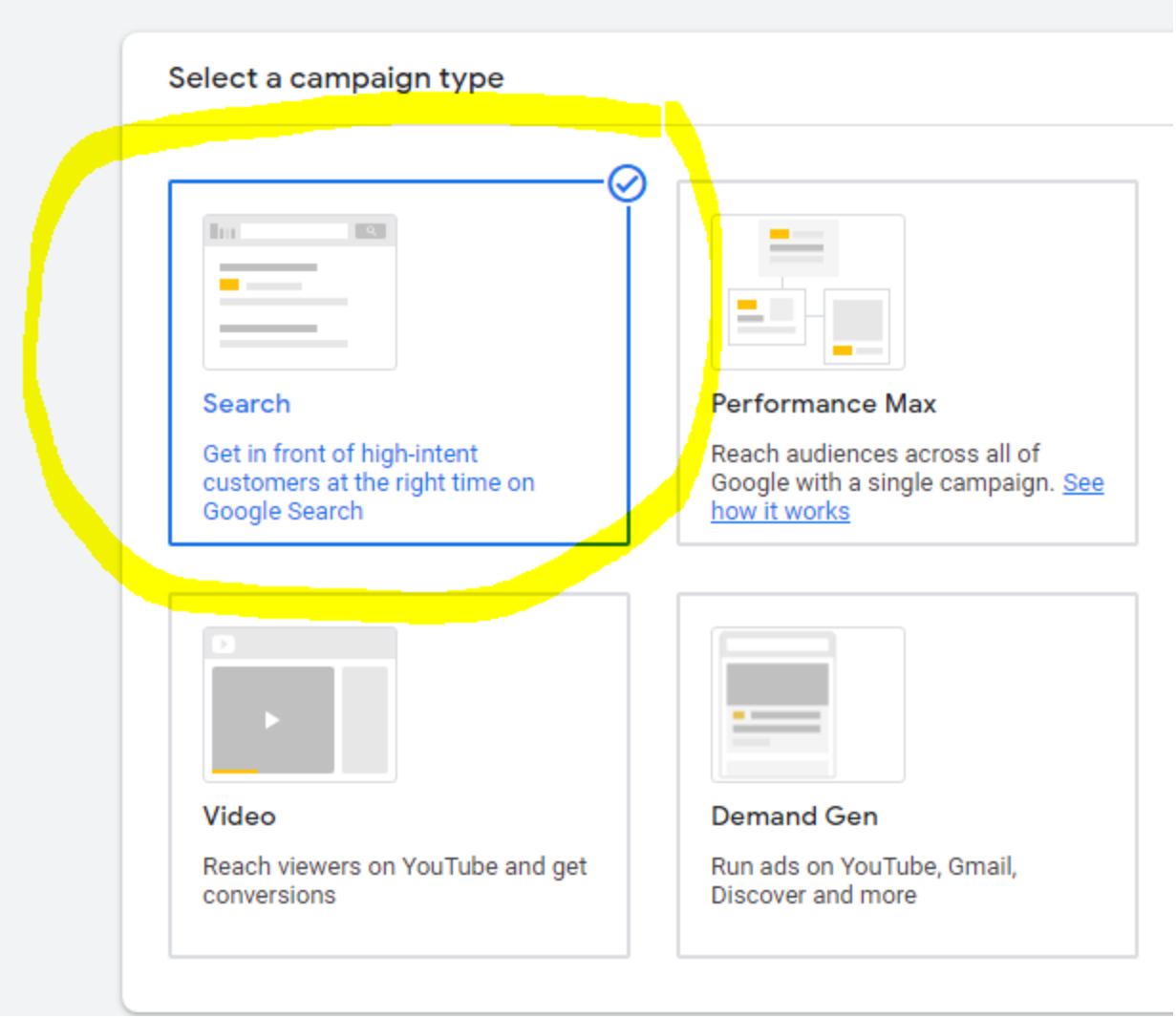
Step 3:-



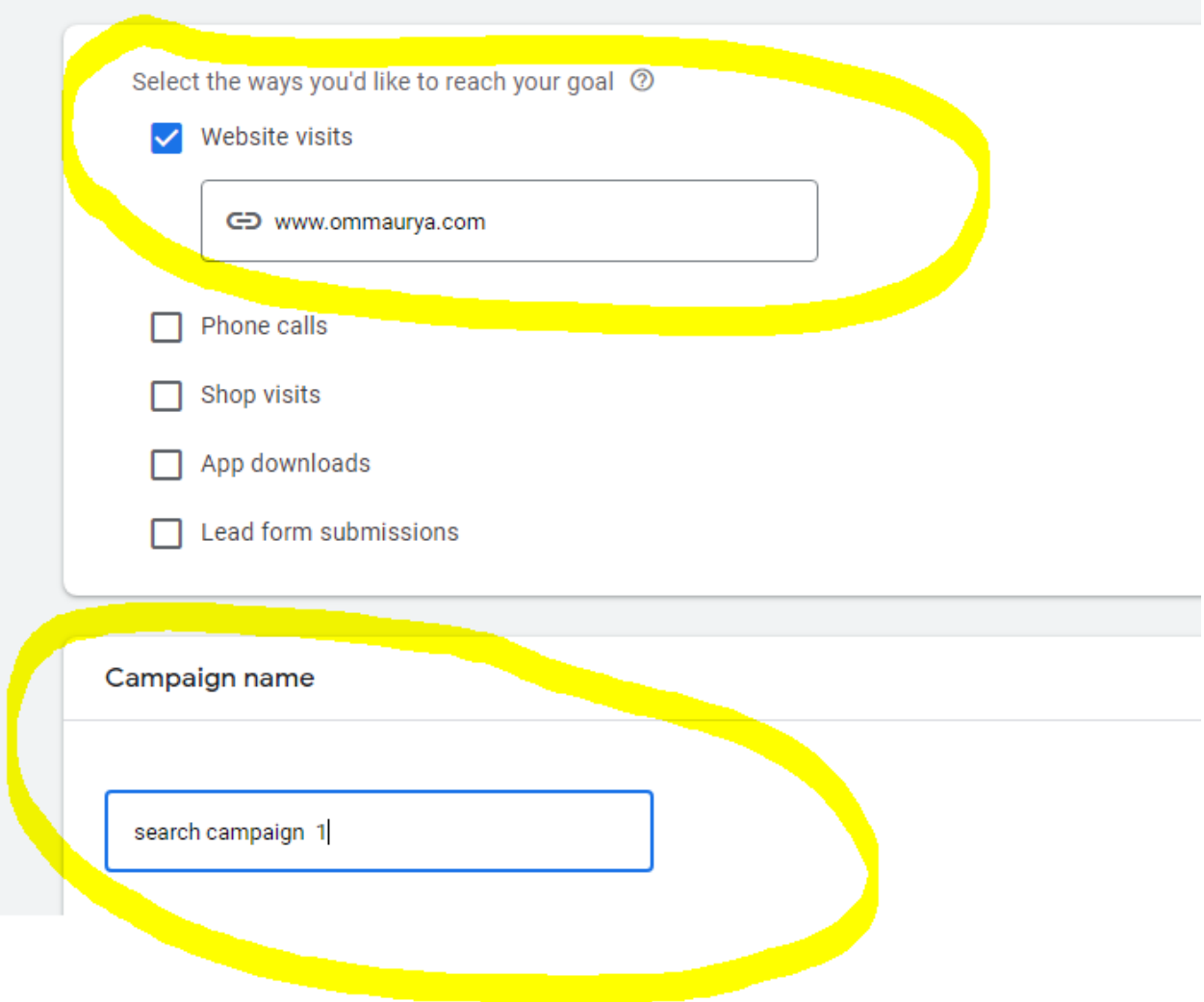
Step 4:-


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.

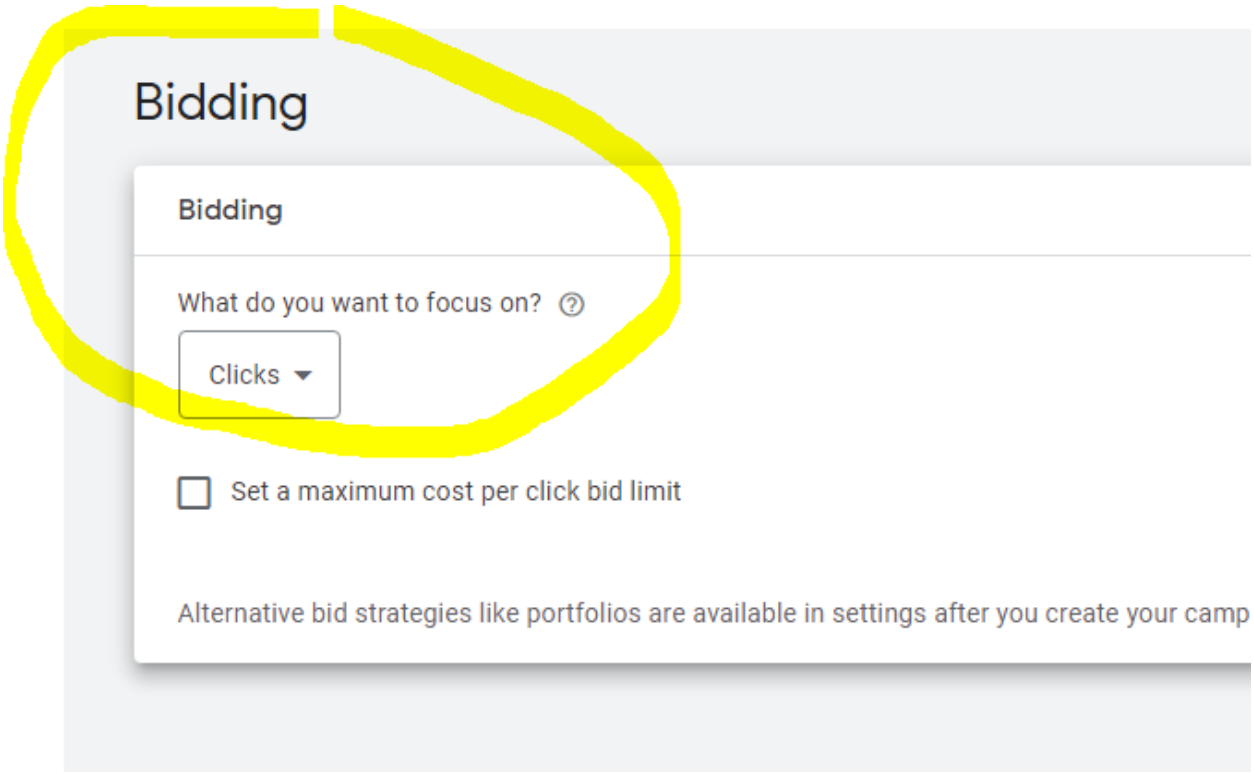
Step 5:-


Select a campaign type
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:-

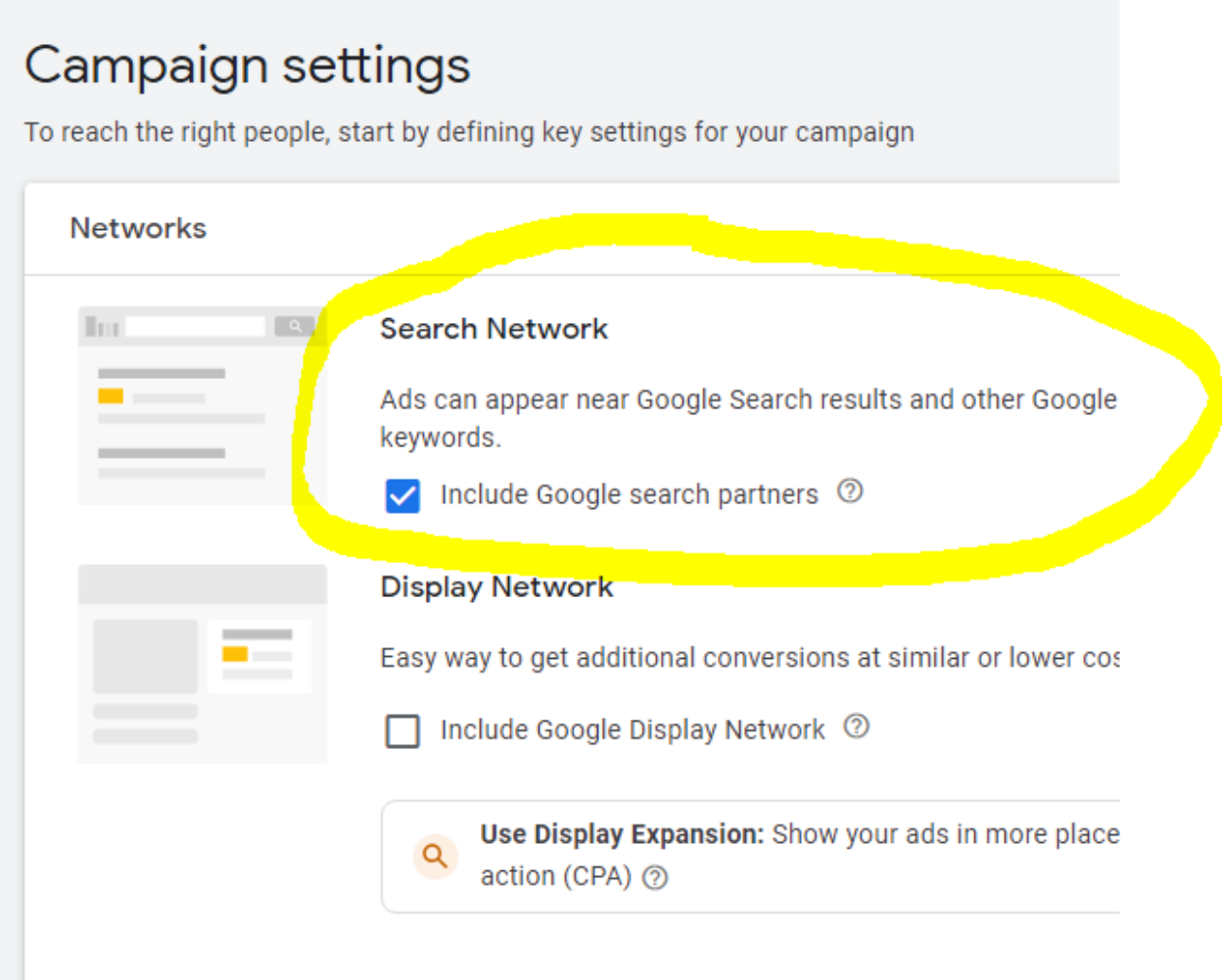

Select the ways you'd like to reach your goal
Website visits
www.ommaurya.com
Phone calls
Shop visits
App downloads
Lead form submissions
Campaign name
search campaign 1

Step 7:-

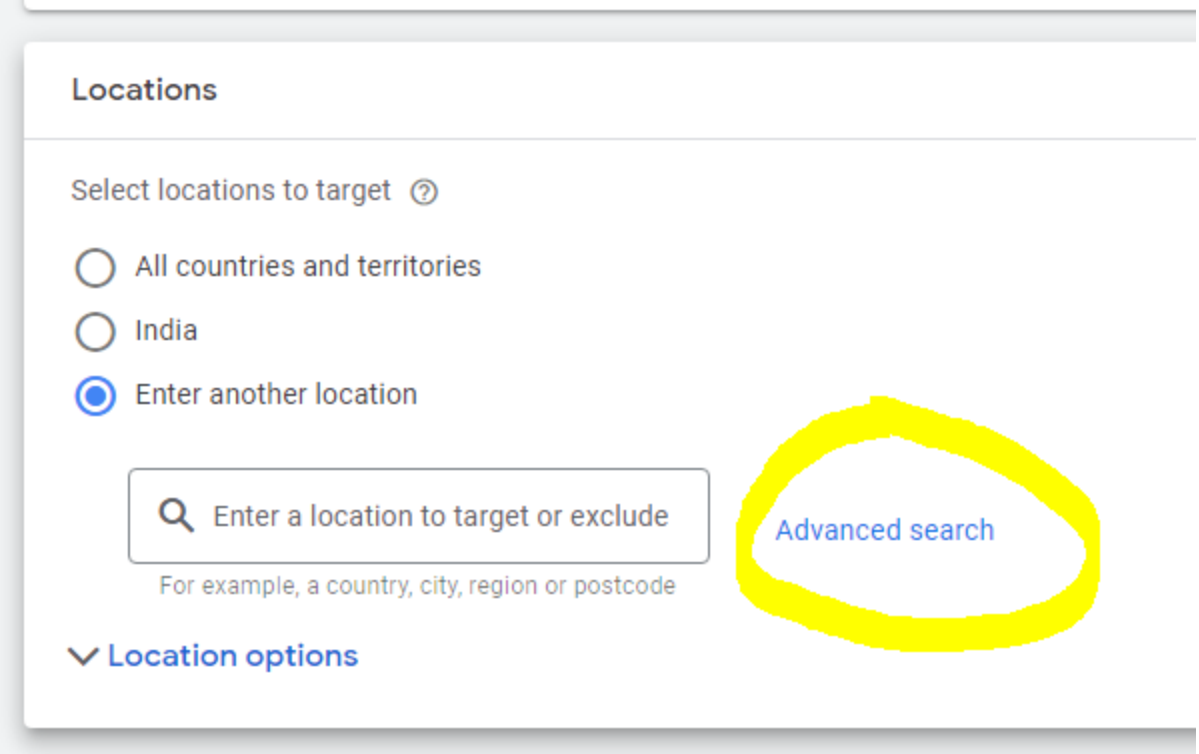


And click on next

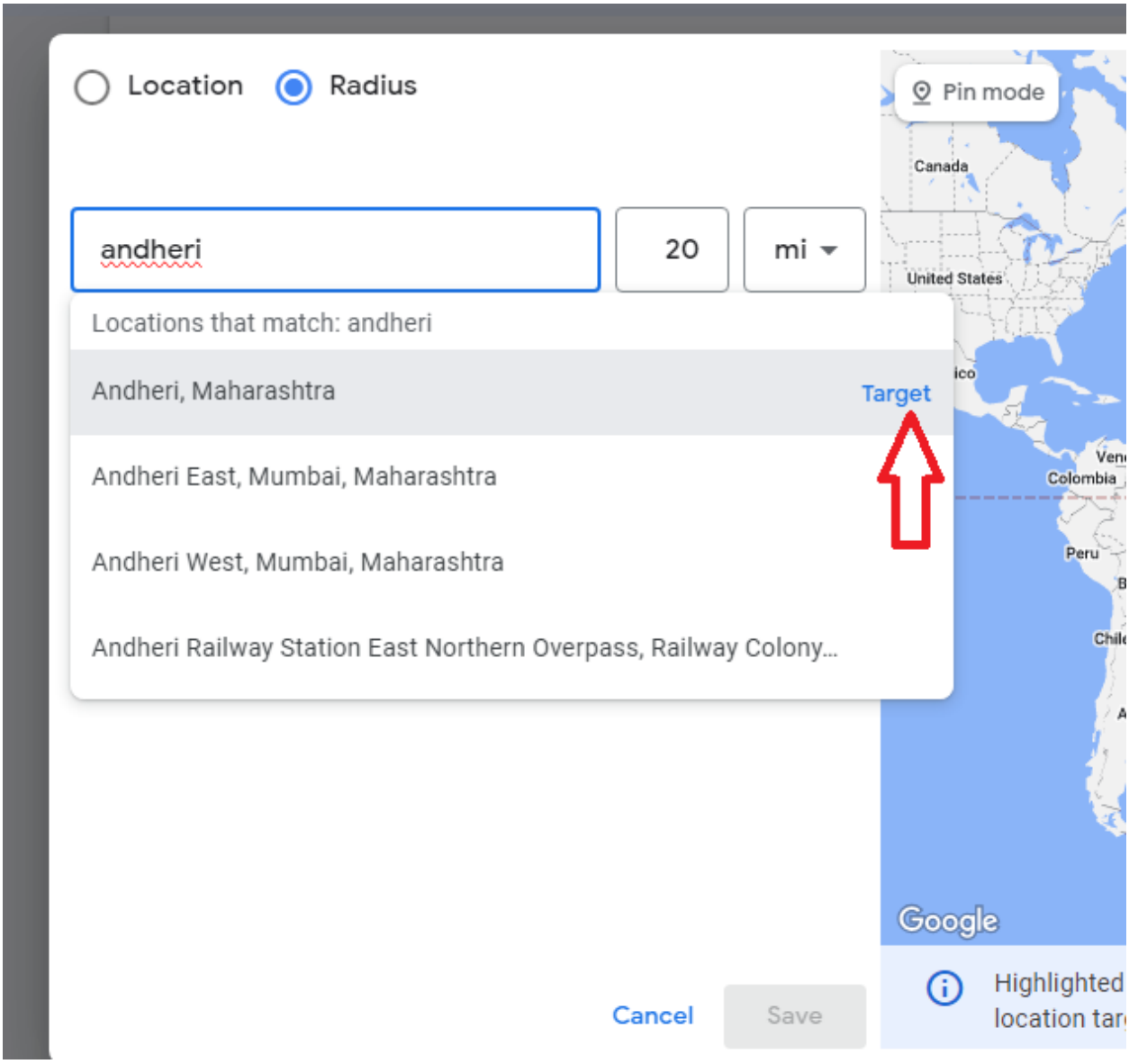
Step 8:-


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 cos
Include Google Display Network
Use Display Expansion: Show your ads in more place
action (CPA)

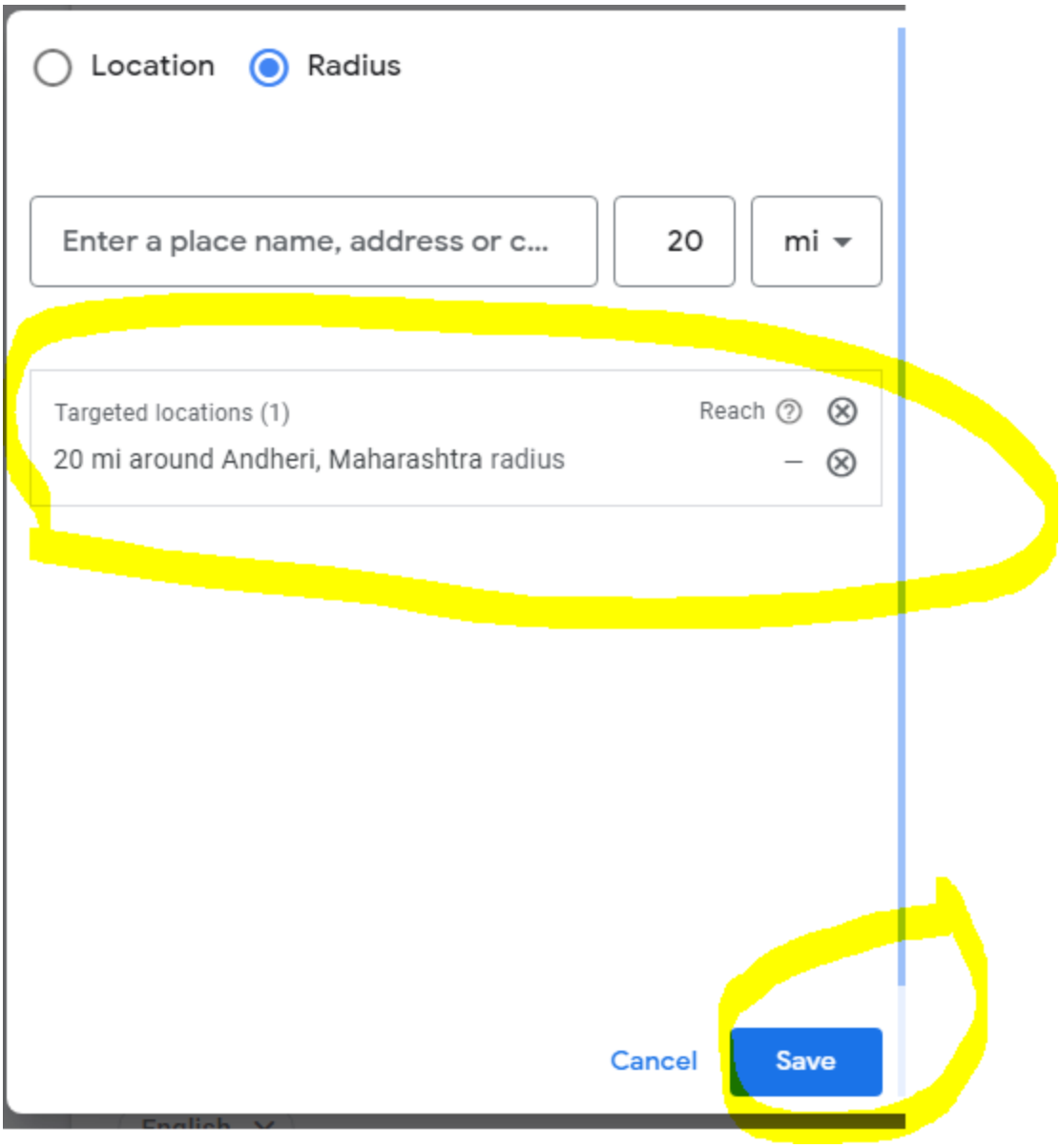
Step 9:-


Locations
Select locations to target
All countries and territories
India
Enter another location
Enter a location to target or exclude
For example, a country, city, region or postcode
Advanced search
Location options

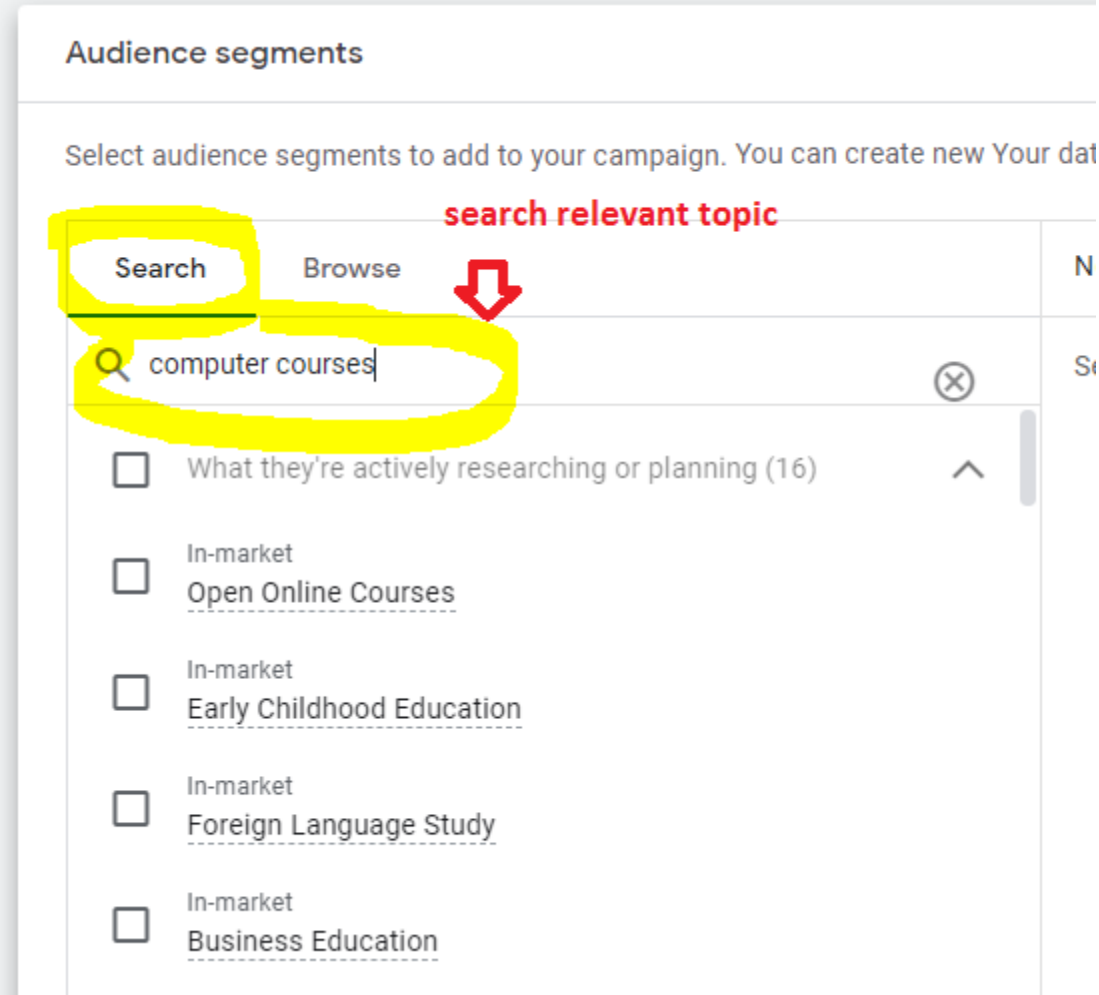
Step 10:-


Location
Radius
Pin mode
andheri
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...
Canada
United States
Colombia
Peru
Google
Cancel
Save
Highlighted
location tar

Step 11:-

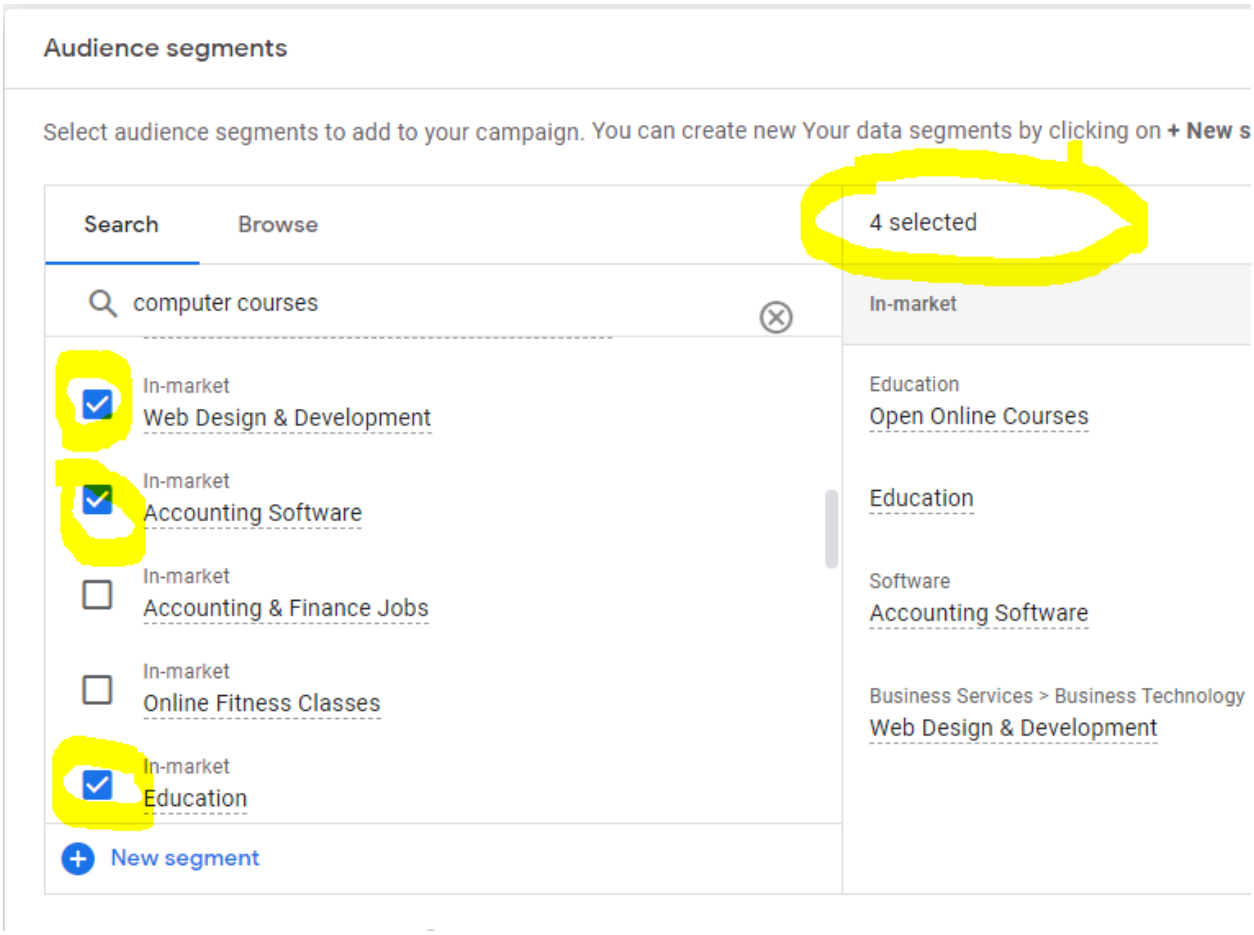

Location
Radius
Enter a place name, address or c...
20
mi
Targeted locations (1)
Reach
20 mi around Andheri, Maharashtra radius
–
Cancel
Save

Step 12:-

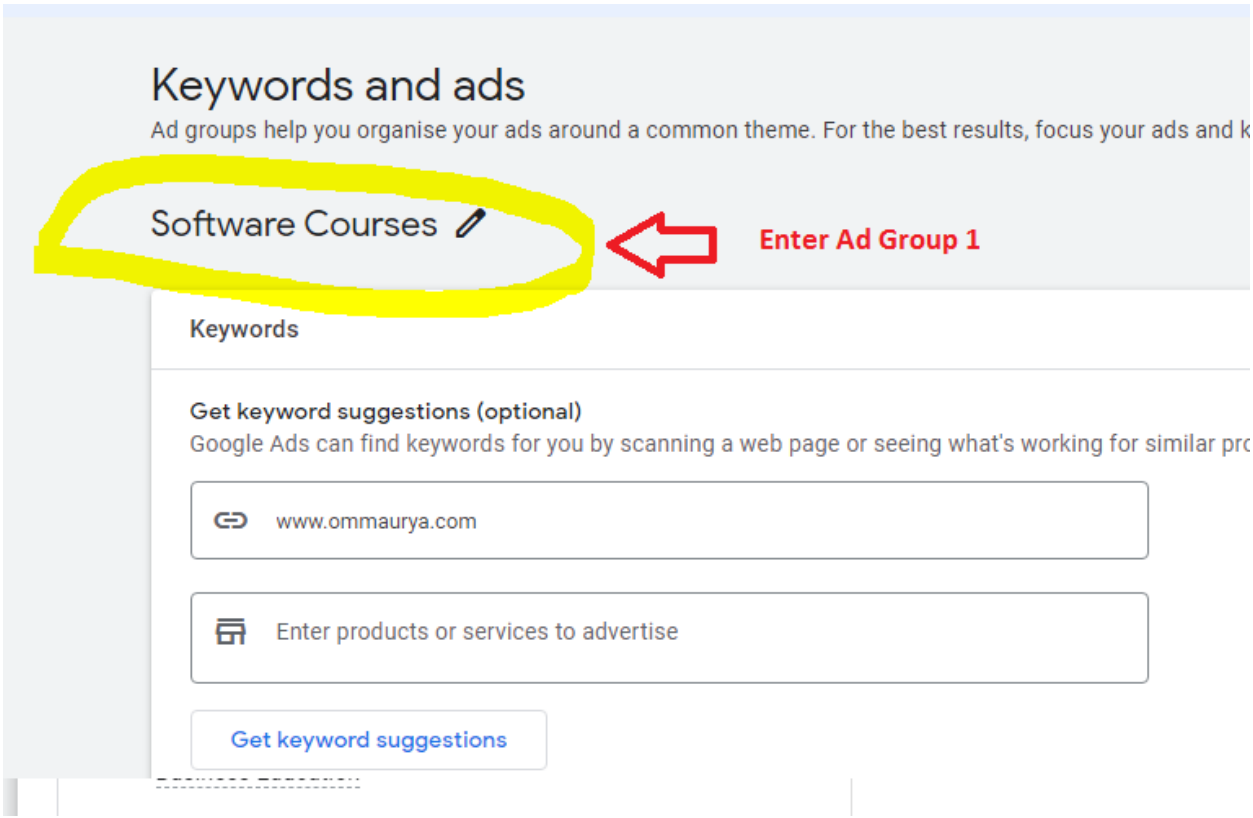


Step 13:-

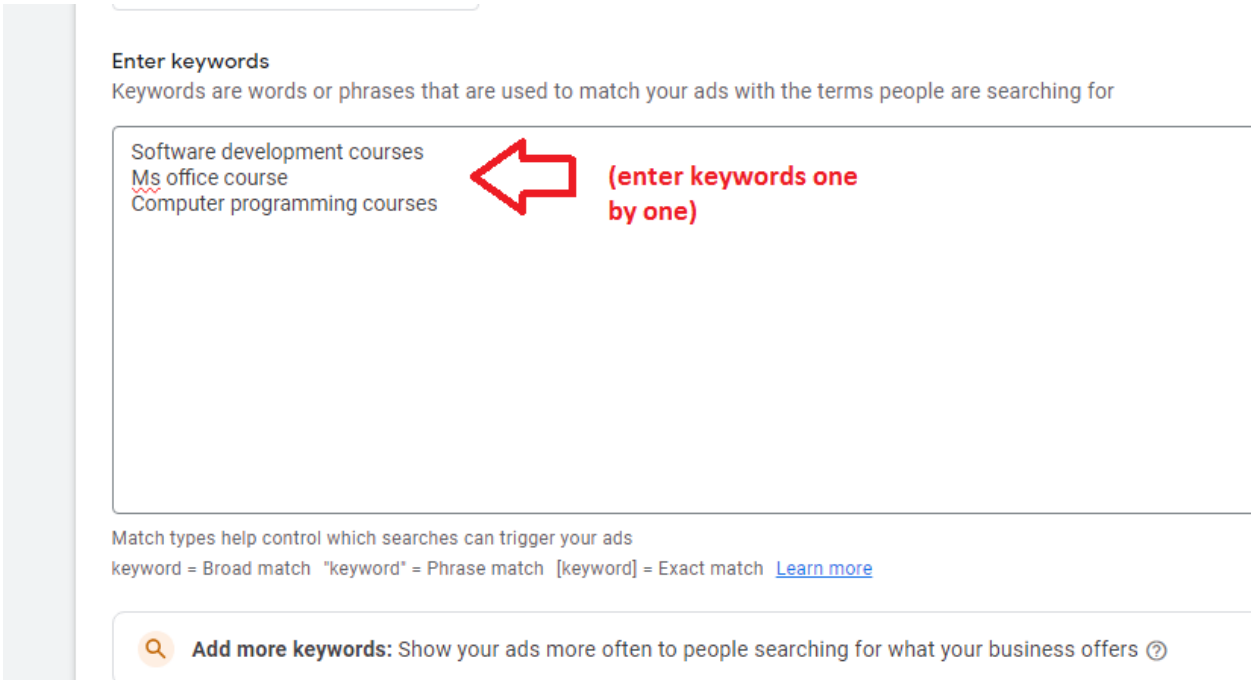
After it select relevant segments as shown below


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
In-market
Web Design & Development
In-market
Accounting Software
In-market
Accounting & Finance Jobs
In-market
Online Fitness Classes
In-market
Education
New segment
Education
Open Online Courses
Education
Software
Accounting Software
Business Services > Business Technology
Web Design & Development

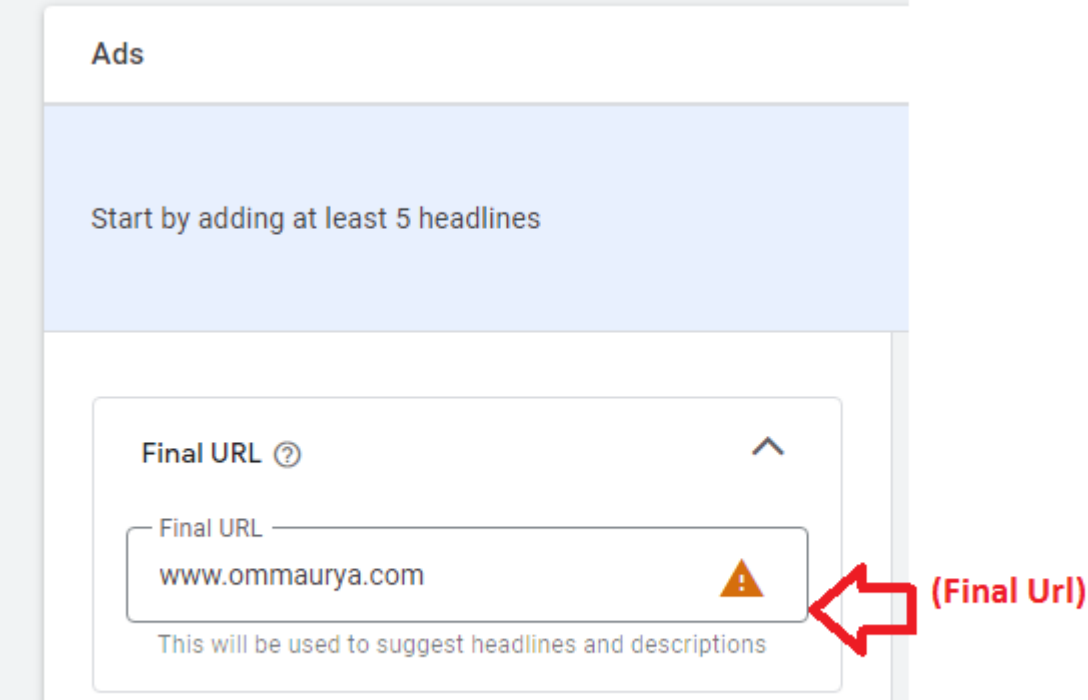
Step 14:-


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

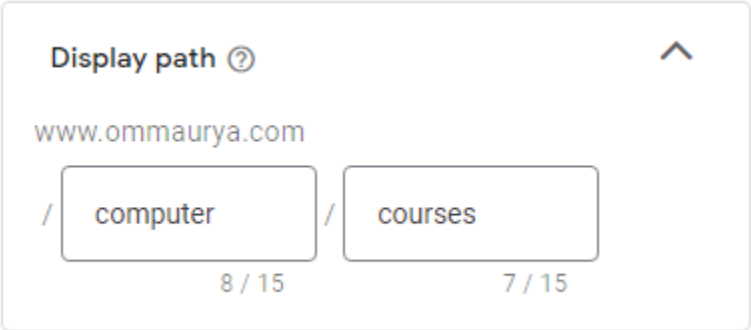
Step 15:-


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

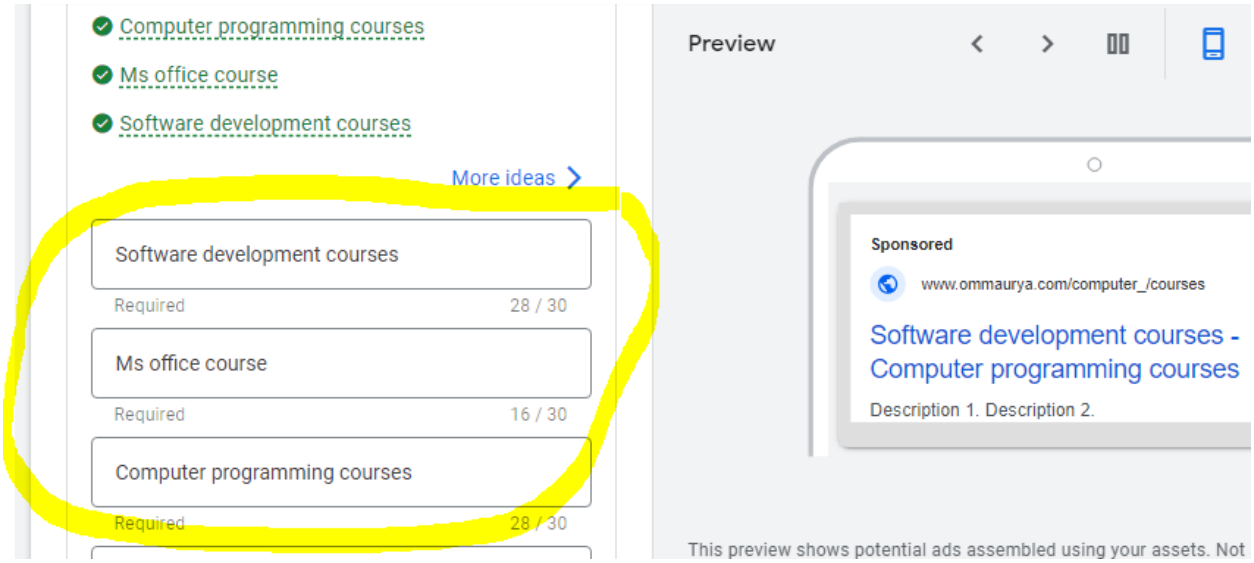
Step 16:- enter final url in ads section as shown below.



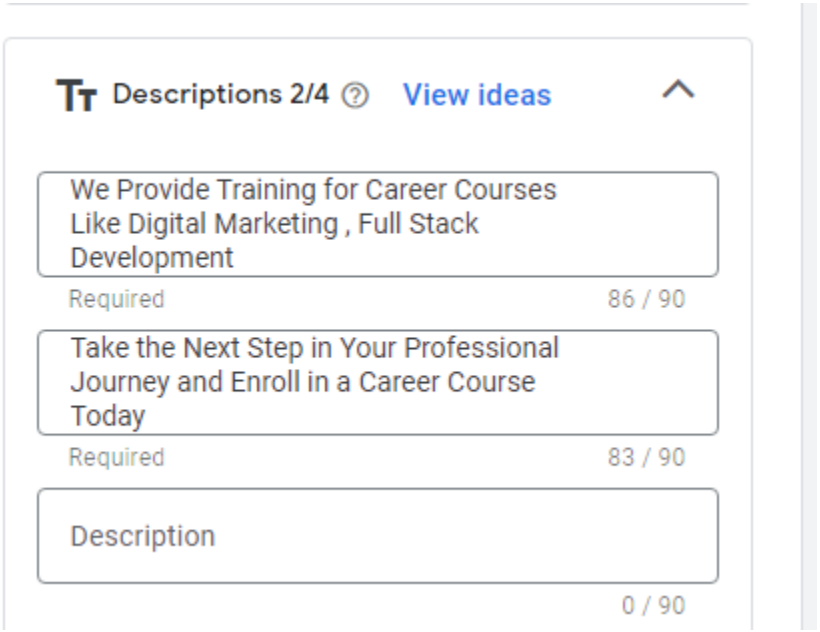
And after it enter display path



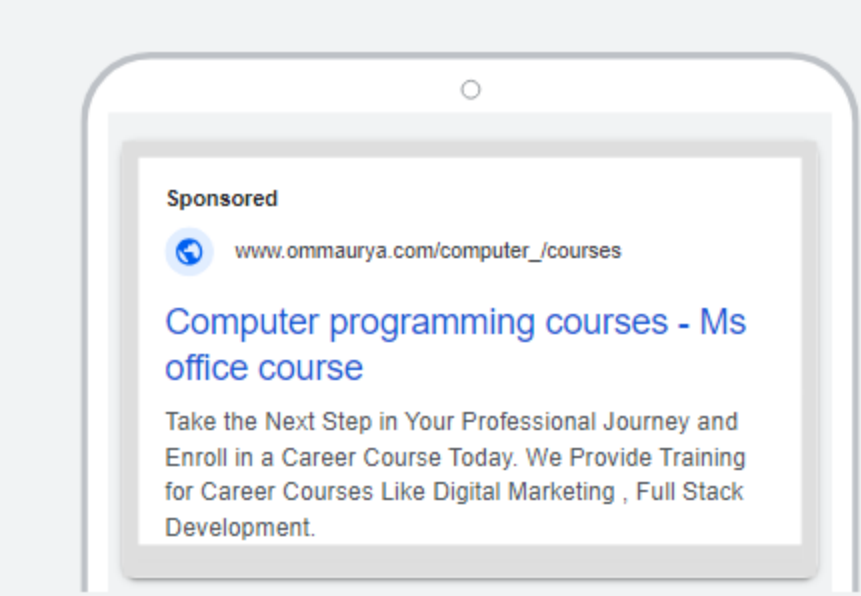
And after it enter headlines



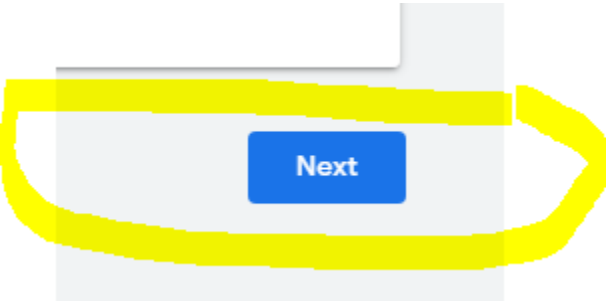
After it enter 2 description as shown Below



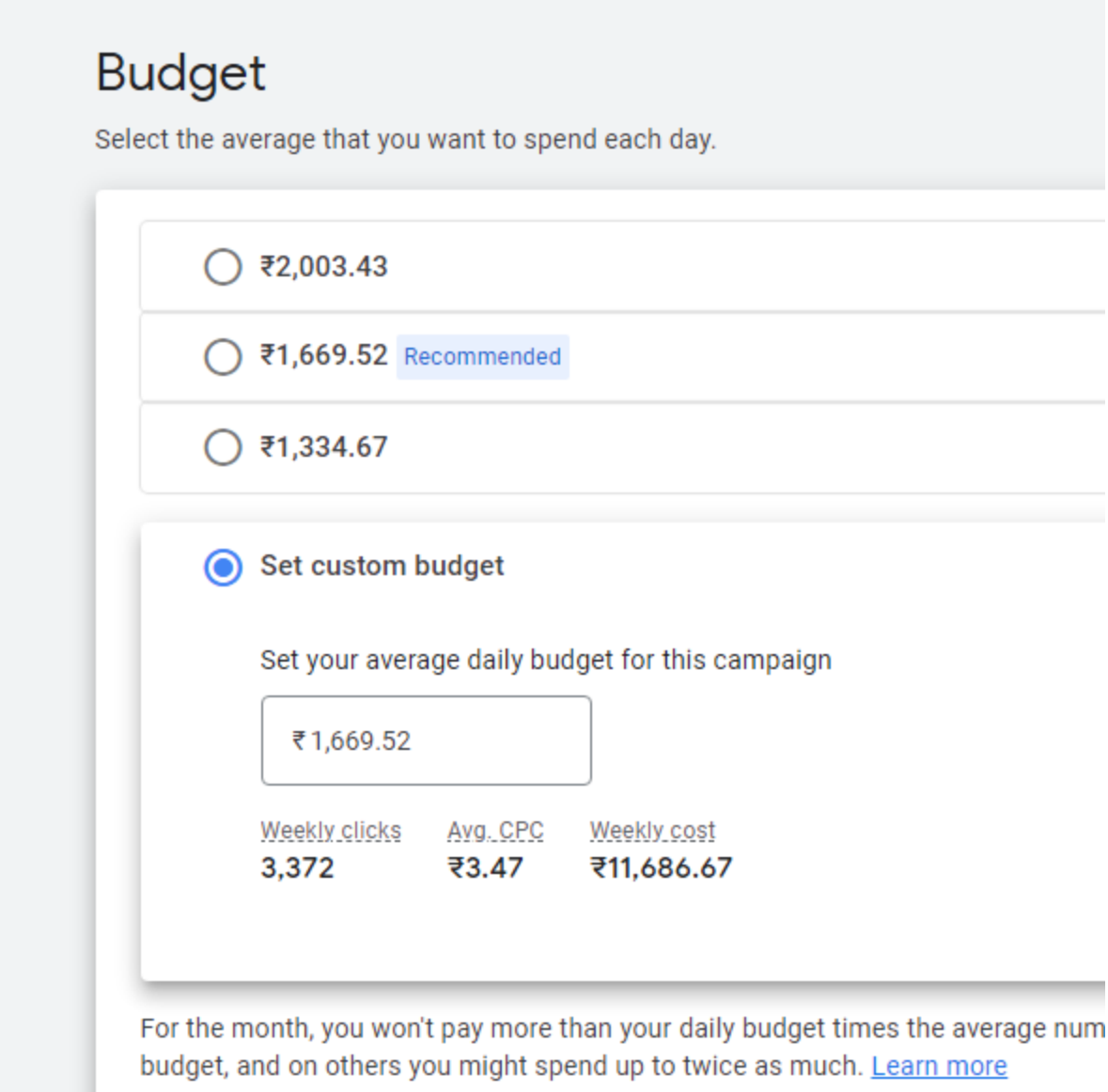
Right hand side you will see your ad preview like shown below



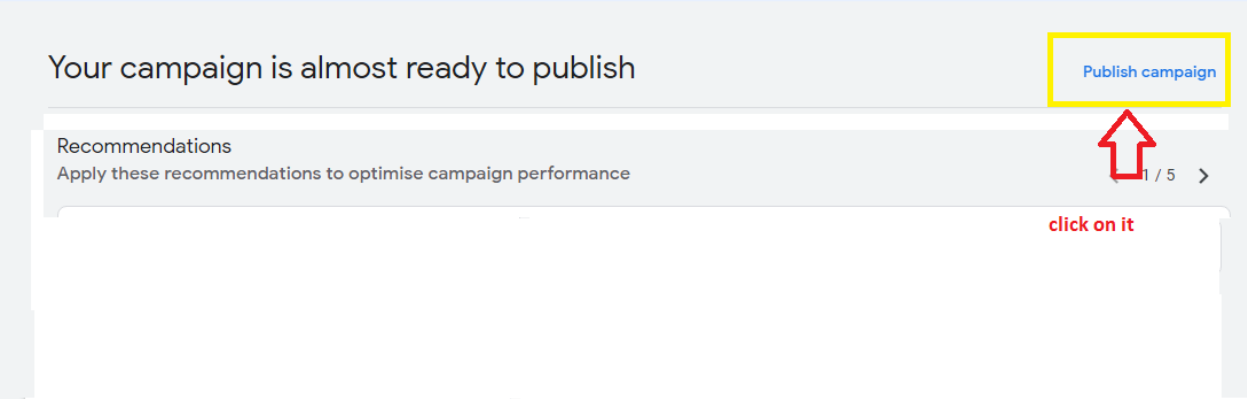
And click on next



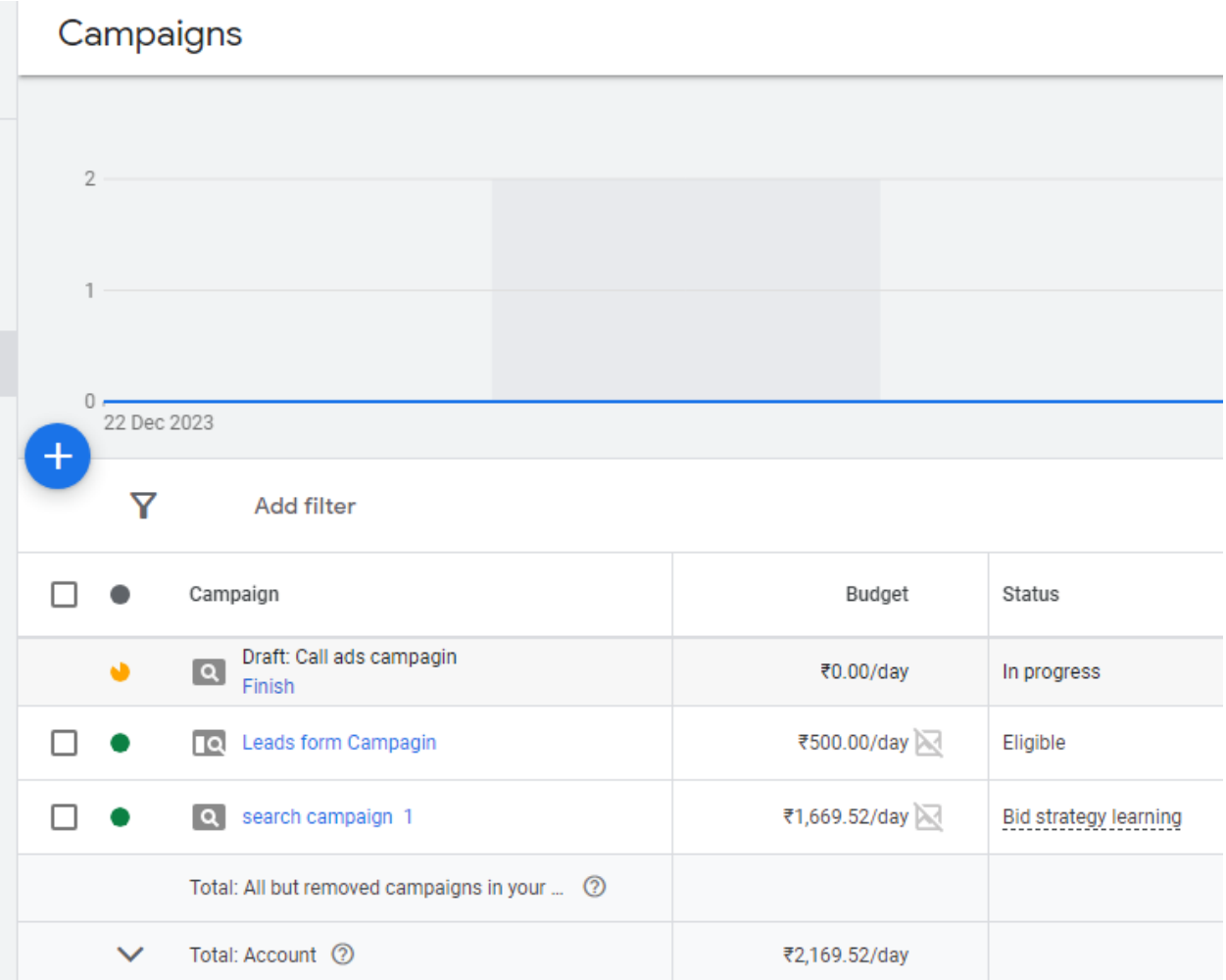
Step 17:- Click on set custom budget and enter your daily budget as shown below.



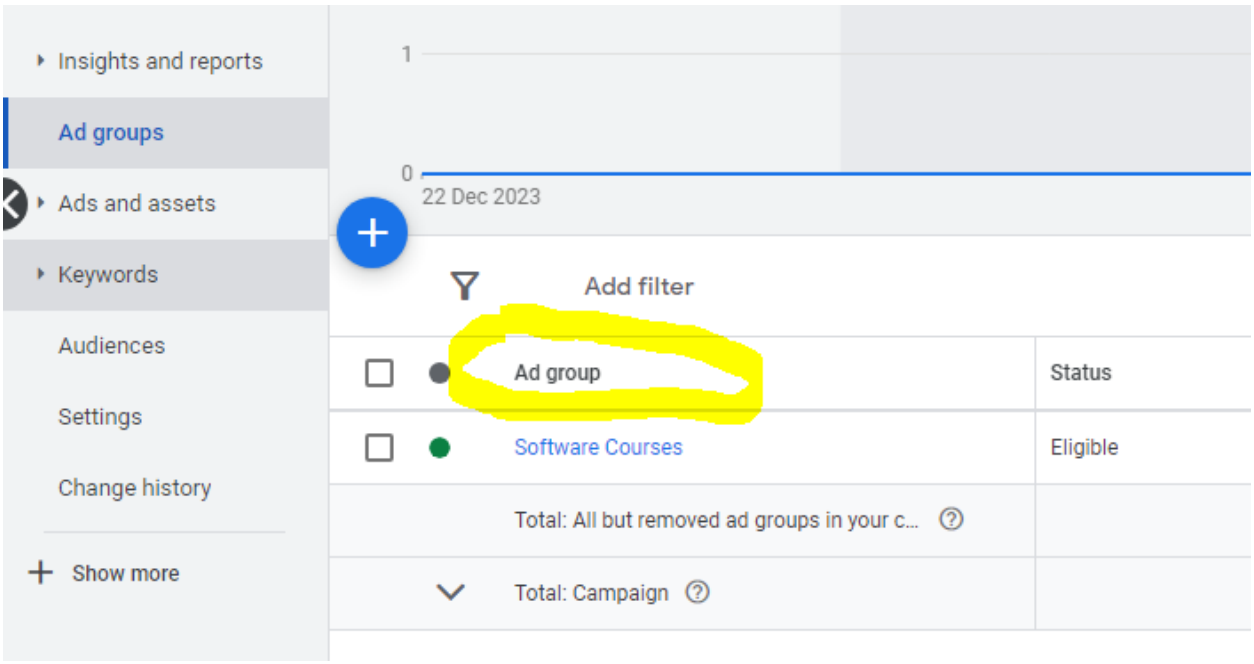
And Finally click on next and you will see



And you will see your campaigns as shown below



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
Ad group
Status
Software Courses
Eligible
Total: All but removed ad groups in your c...
Total: Campaign