Campaign Structure :-

```
                        ┌─────────────────────────┐
                        │   Cleaning (Campaign)   │
                        └─────────────────────────┘
```

Oven cleaning (Ad Group)	Carpet cleaning (Ad Group)	Sofa cleaning (Ad Group)	Mattress (Ad Group)

Oven cleaning: Text Ads — Keyword List

Carpet cleaning: Text Ads — Keywords list
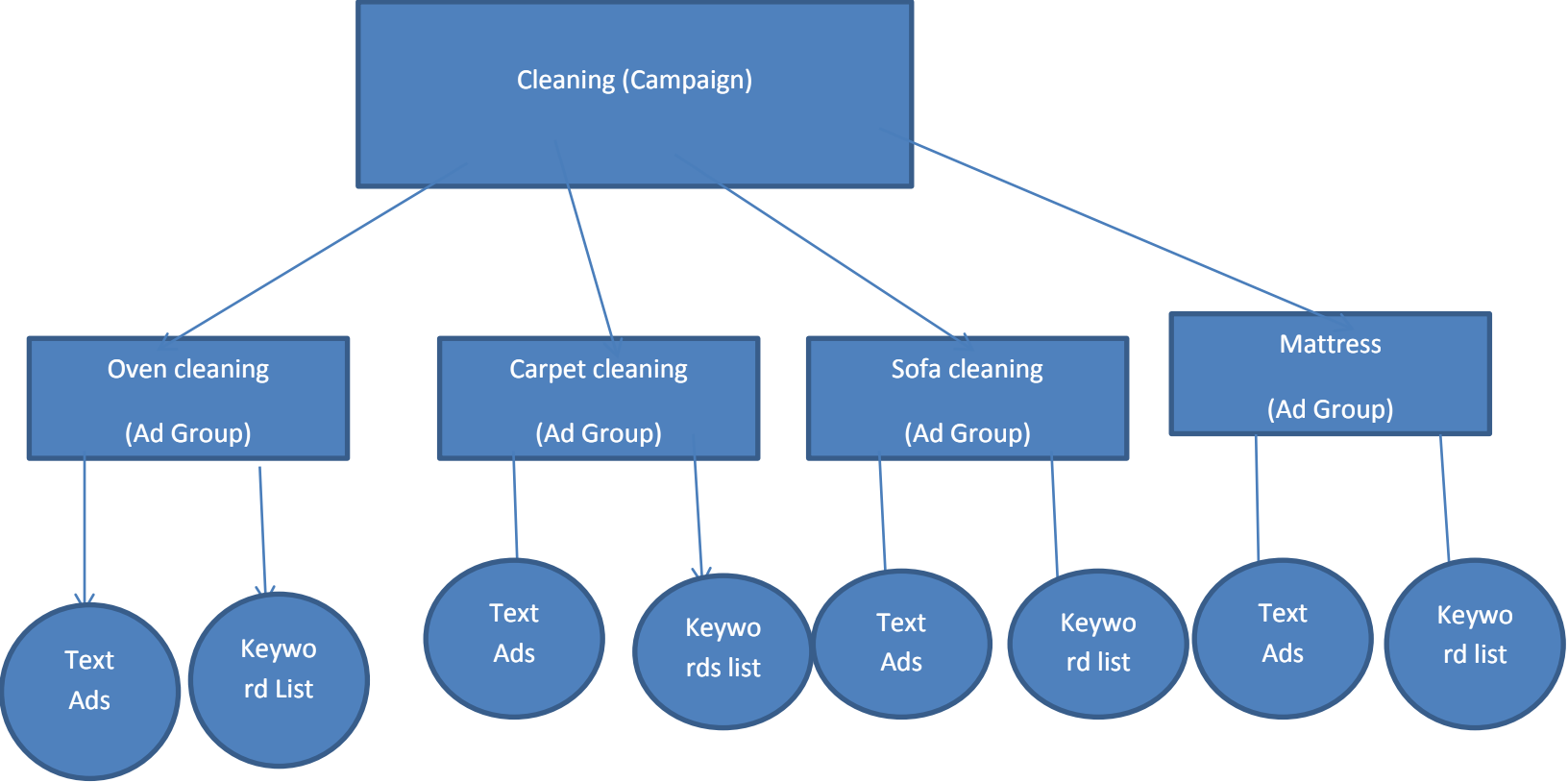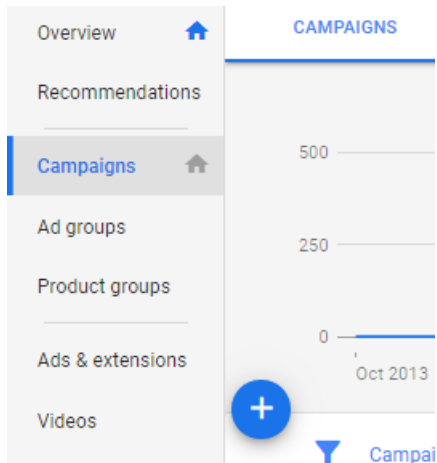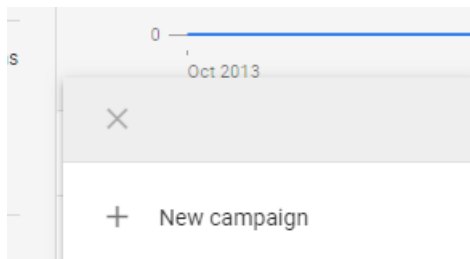
Sofa cleaning: Text Ads — Keyword list

Mattress: Text Ads — Keyword list

Point 1:- How can you create campaign to Generate Business Leads in Google Ads with manual cpc bidding?
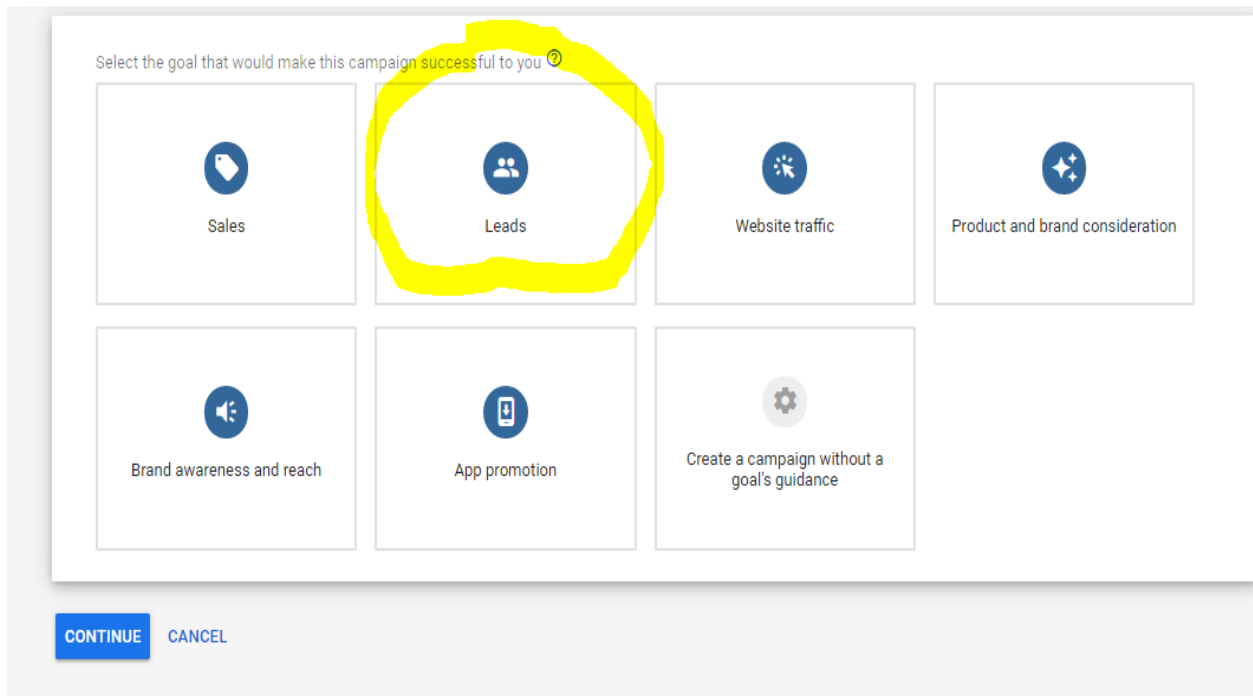
Step 1:- click on Campaigns & then click on + plus icon .
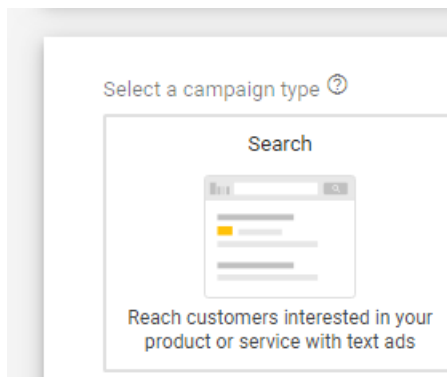

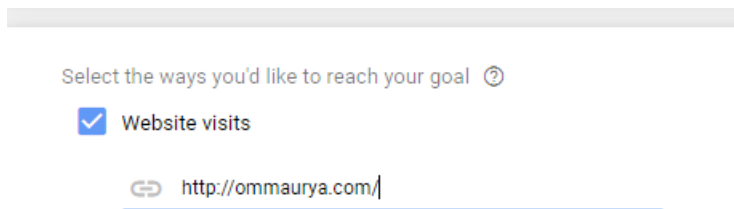Step 2:- then click on new campaign

Step 3:- Then select goals , for this Click on Leads

Step 4:- then select campaign type for this click on search.

Step 5:- then select the ways you would like to reach your goal. For this click on website visits.

Step 6:- then click on continue

Step 7:- then enter your campaign name for example cleaning :-

Step 8:-

Choose networks   only tick search network.

Step 9:-

Under location click on Advance Search

Step 10:-

Then click on radius & select km for kilometers for example 20km and then enter city perth
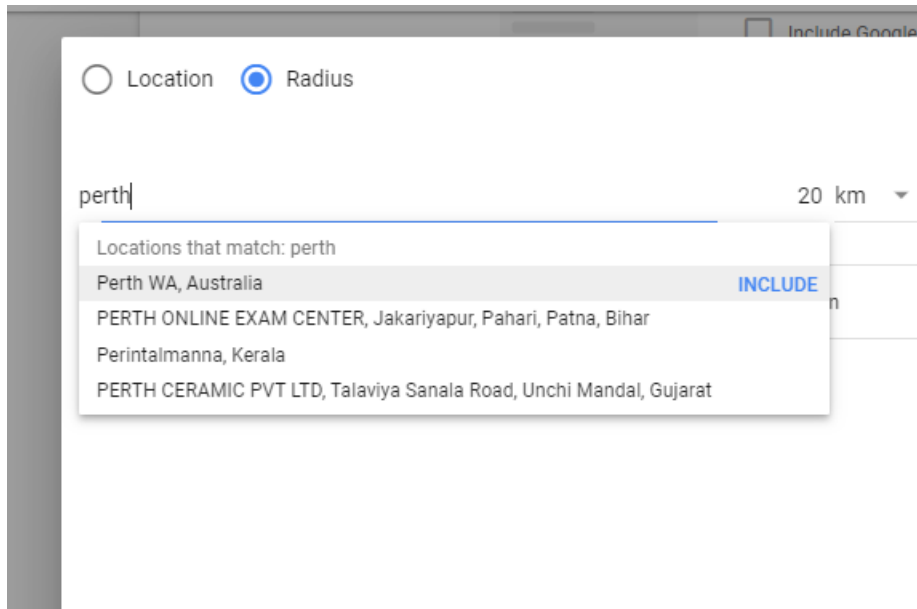
Note:- see in map your radius targeting location.

You can reduce   this radius by 20km to 10km.

Step 11:-

Then enter your daily budget for example 500 rs :-

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget

Enter the average you want to spend each day

₹ 500.00

Step 12:- under   bidding clicks on   link Or, select bid strategy directly (not recommended)

Bidding

What do you want to focus on? ⑦

Conversions ▼

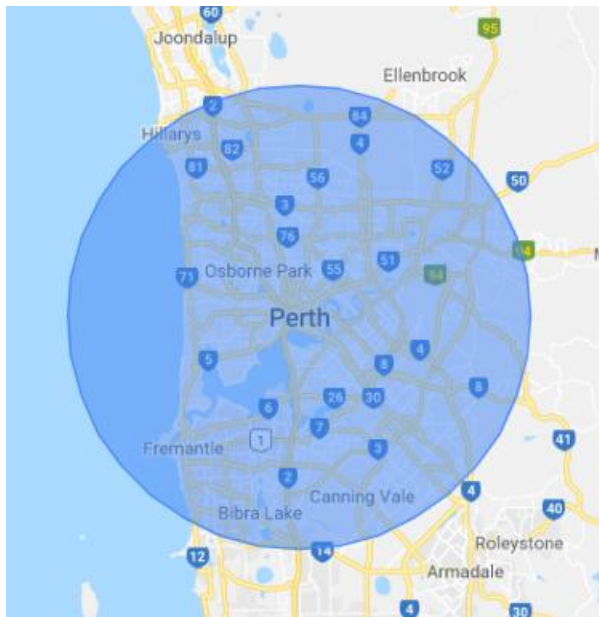Recommended for your campaign

☐ Set a target cost per action

✅ This campaign will use the **Maximize conversions** bid strategy to help you
get the most conversions for your budget

Or, select a bid strategy directly (not recommended)

Step 13:- in bidding choose manual cpc
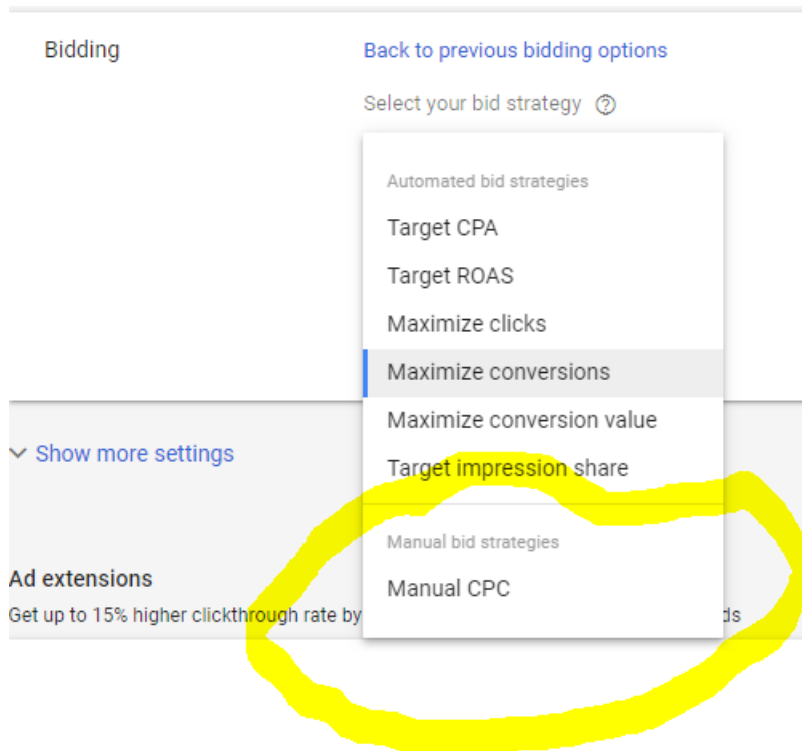
Step 14:- After that click on save & continue:-
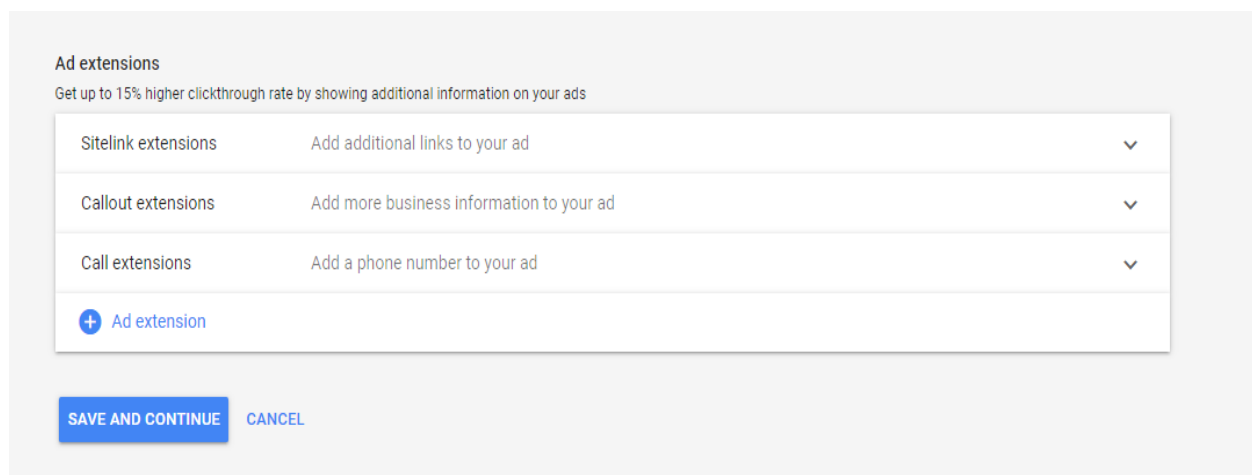
Step 15:- create Ad Groups

Enter your ad group name see your campaign structure diagram your first ad group name is oven cleaning so here enter Ad group name = oven cleaning then enter default bid amount =5 rs and enter your keywords one by one per line.

Set up ad groups

Ad group type ⑦ :   Standard ▼

An ad group contains one or more ads and a set of related keywords. For best res

Ad group name

Oven Cleaning

Default bid ⑦

₹ 5

Oven cleaning
oven cleaners
professional oven cleaning services

Here oven cleaning , oven cleaners , professional oven cleaning services are keywords list.

Step 16 :-

After that click on save and continue.

Step 17:- for create ads

In this you will see text ads having three headline and two display paths and two descriptions.

For example final url = landing page url which contains your product and services information with contact details and enquiry form . eg:- ommaurya.com

Above you can headline = Cleaning service

Headline 2 = packages start at 36.59 Aud

Headline 3= perth

After that enter display path for example path 1= cleaning & path 2 =services :-
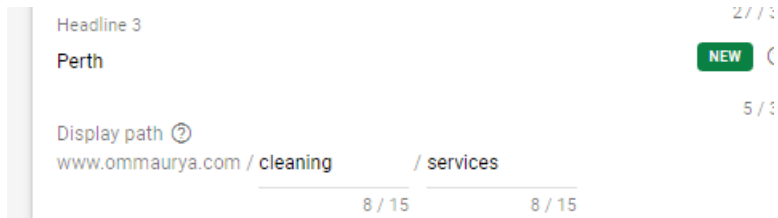
After that enter description which tells your customer regarding your unique selling point to motivate for clicks.

For example :-

Description 1:-

5Lac+ Happy Customers. Quality Assured. Services : Home, Kitchen, Bathroom, Sofa, Carpet

Description 2:-

Best prices, Deep Cleaning , Quality Chemicals. Verified Professionals. Compare

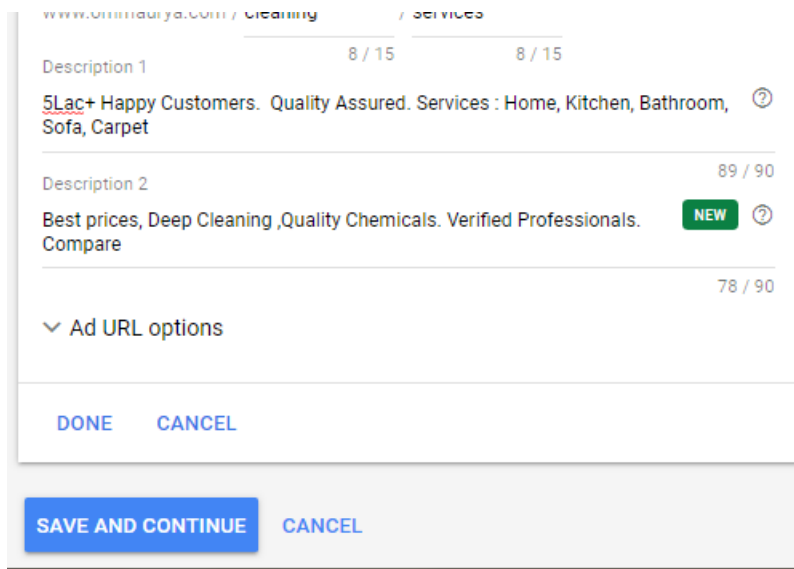After that click on save and continue then you will see :-
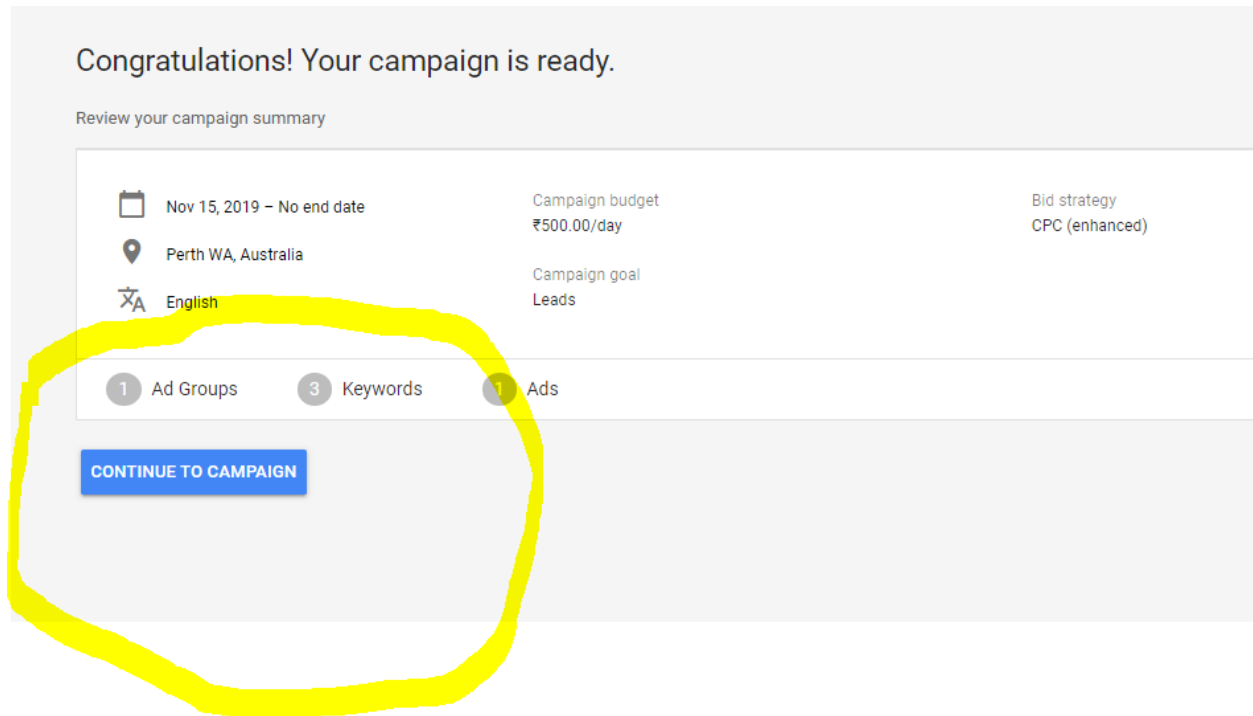
Click on continue to campaign.

Point 2:- Now how can you add other ad groups which are given in diagrams ?

Step 1:- First of all Click on All Campaigns
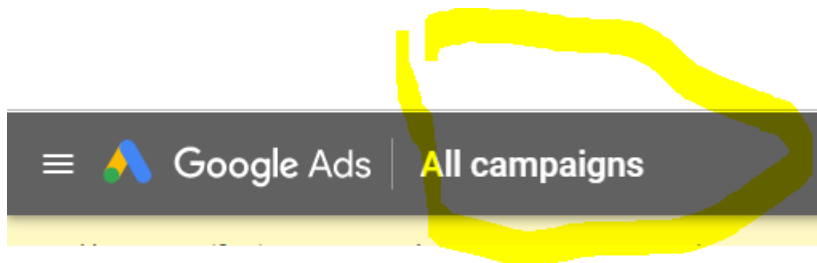
Then

click on   **Ad Groups** on left hand side then click on + plus icon .

Then you will see option to select your campaign then click on your campaign name:-

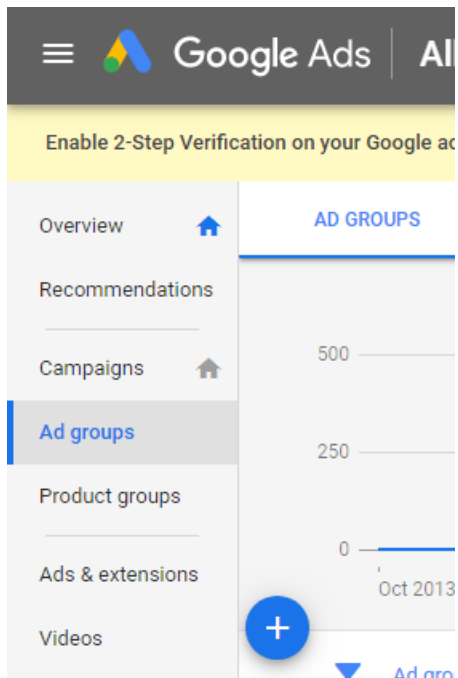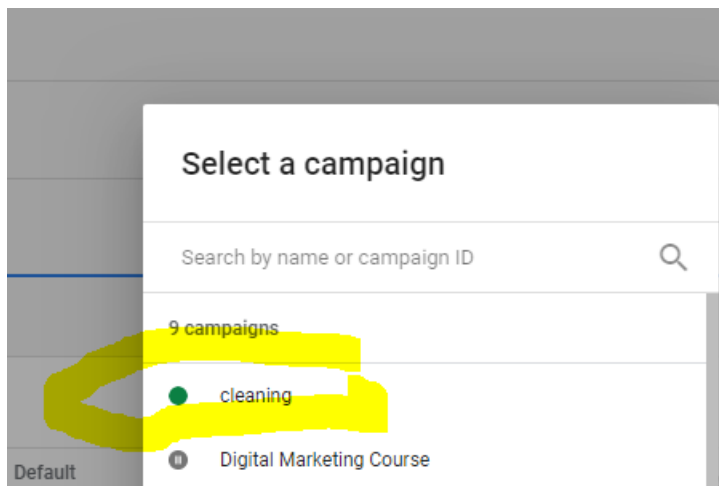Then enter your Ad Group name default bid amount and enter your keywords list.

Ad group name

Carpet cleaning

Default bid ⑦

₹ 5

Carpet cleaning
Carpet cleaning services

Match types help control which searches can trigger your ads

keyword = Broad match   "keyword" = Phrase match   [keyword] = Exact match   Learn more

SAVE AND CONTINUE   CANCEL

Then click on save and continue.

Then enter your final url , headline 1, headline 2, headline 3 , display paths and descriptions
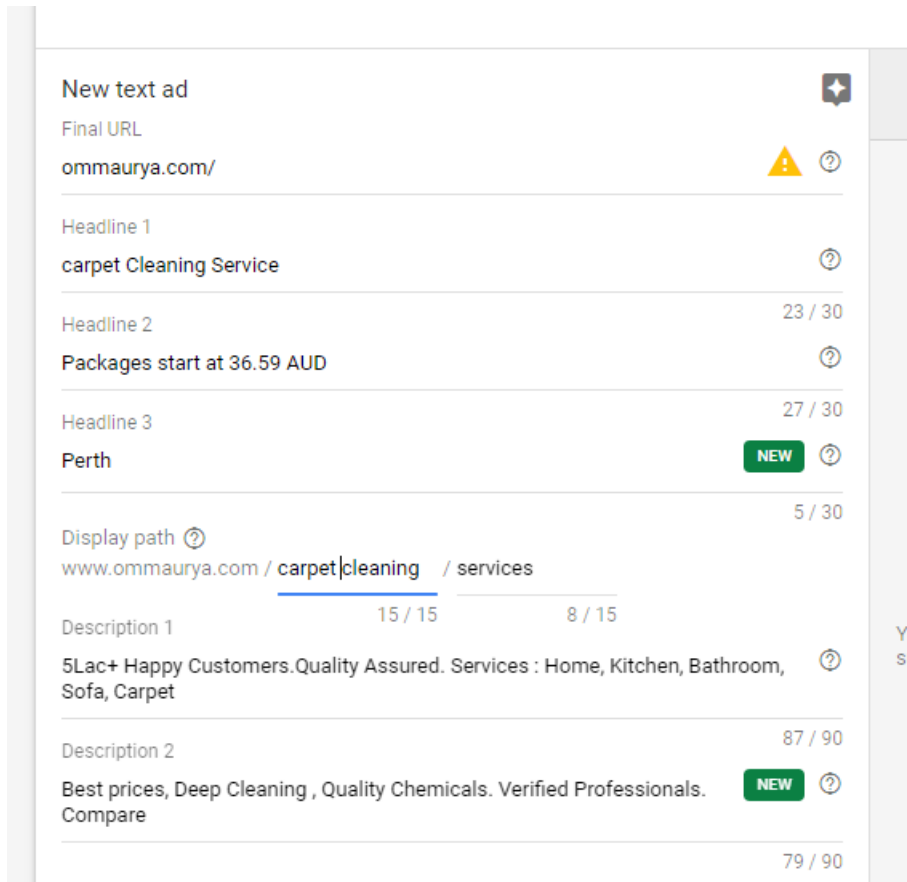
& click on save and continue.

Point 3 :- Now how can you add new text ads to an ad groups ?

Step 1:- click on all Campaigns.

Step 1:- First of all Click on All Campaigns

Then

Left hand side click on text ads and extension & click on plus icon.
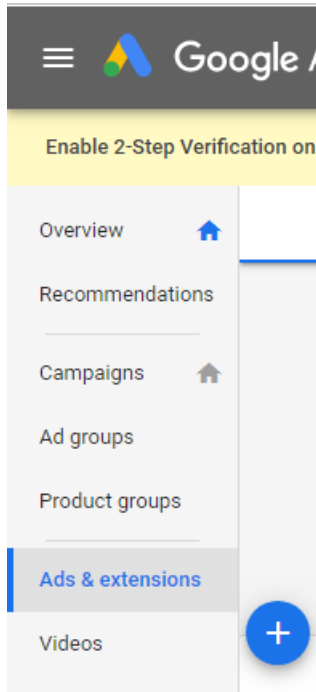
After click on plus icon click on text ad
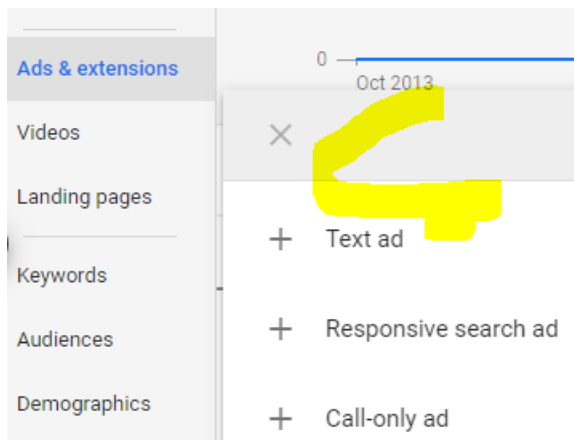
After click on text ad you will see option to select ad group for this click on campaign name in which you want to add new text ad

After click on campaign name you will see ad group list.

Click on ad group name in which you want to add new text ad.

And finally enter your final url , headlines and description and click on save ad.

New text ad (1 / 3)

Final URL   ⑦

Headline 1   ⑦
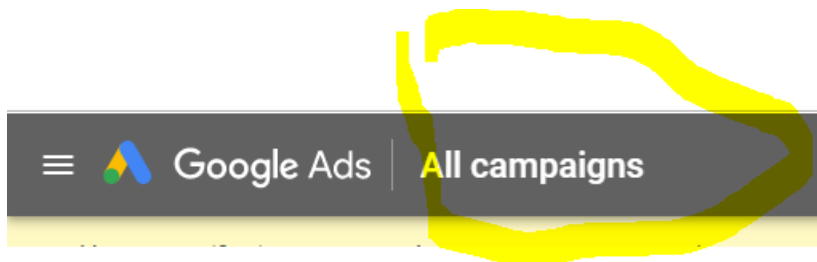   0 / 30

Headline 2   ⑦
                                                                        0 / 30

Headline 3   **NEW**   ⑦
                                                                        0 / 30

Display path ⑦
www.example.com / Path 1   / Path 2
                        0 / 15   0 / 15

Description 1   ⑦
                                                                        0 / 90

Description 2   **NEW**   ⑦
                                                                        0 / 90

⌄ Ad URL options

SAVE AND ADD ANOTHER   SAVE AD   CANCEL

Point 4 :- Now how can you add new keywords to an ad groups ?
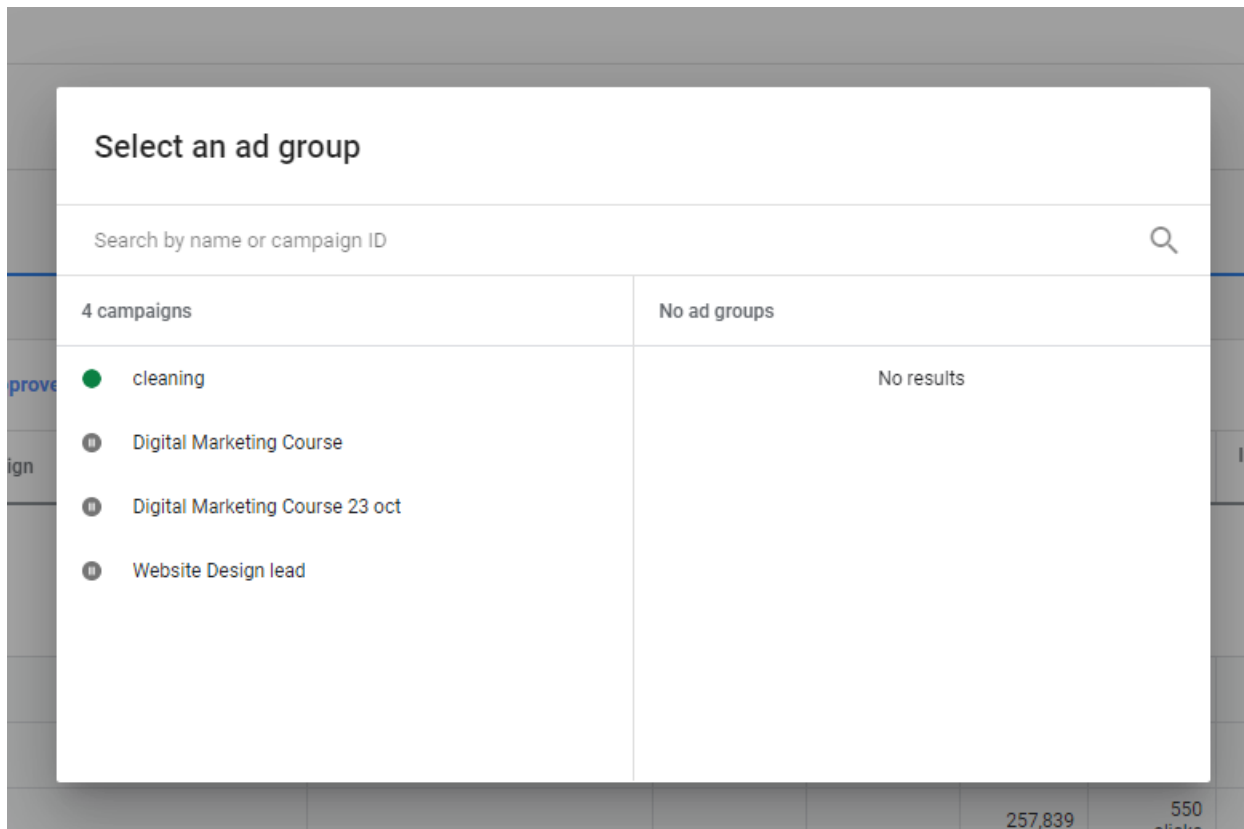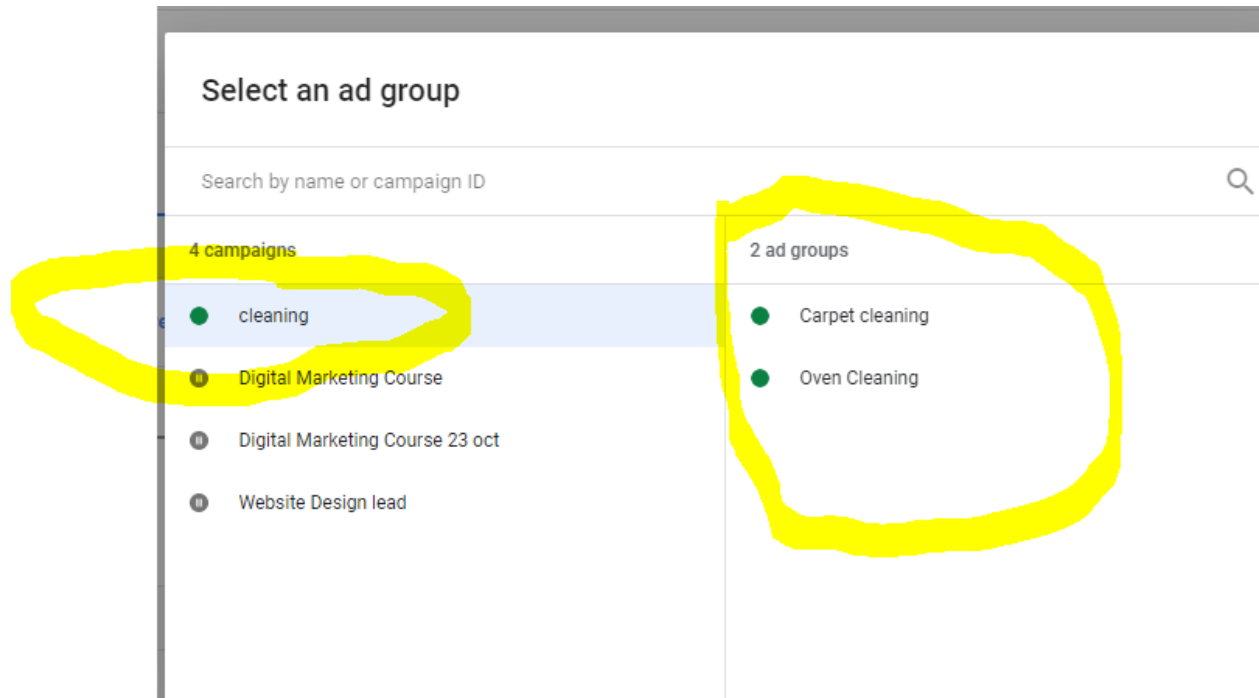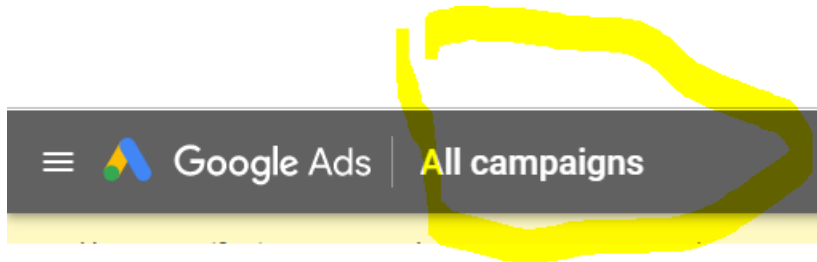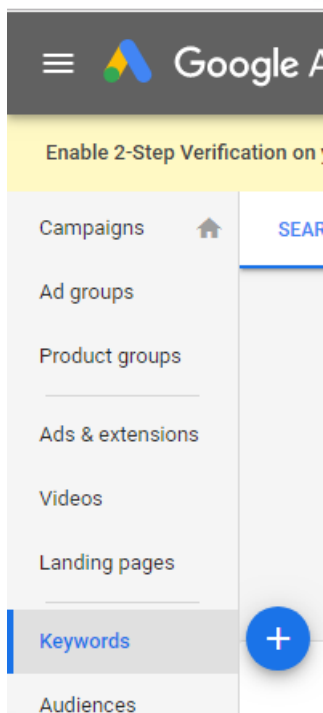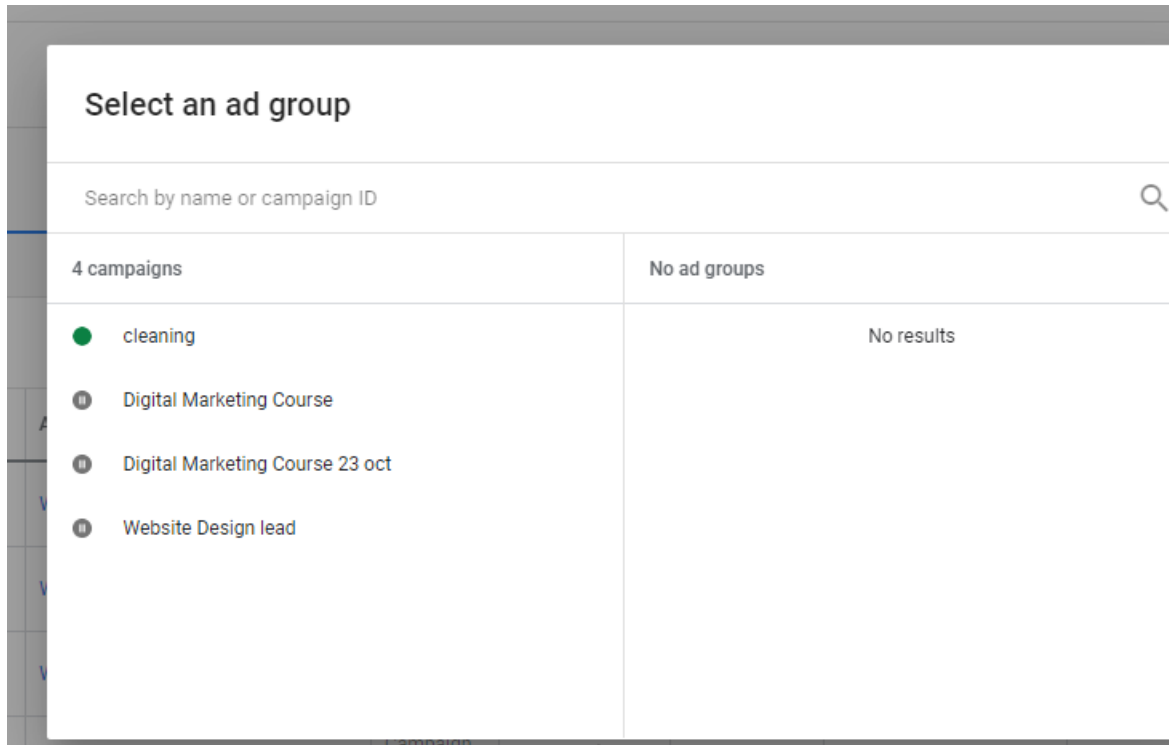
Step 1:- First of all Click on All Campaigns

Then

Left hand side click on keywords & click on plus icon.

After click on plus icon you will see option to select an ad group for that click on campaign name in which you want to add new keywords.

After click on campaign name for example cleaning then you will see ad group list click on ad group name in which you want to add new keywords.
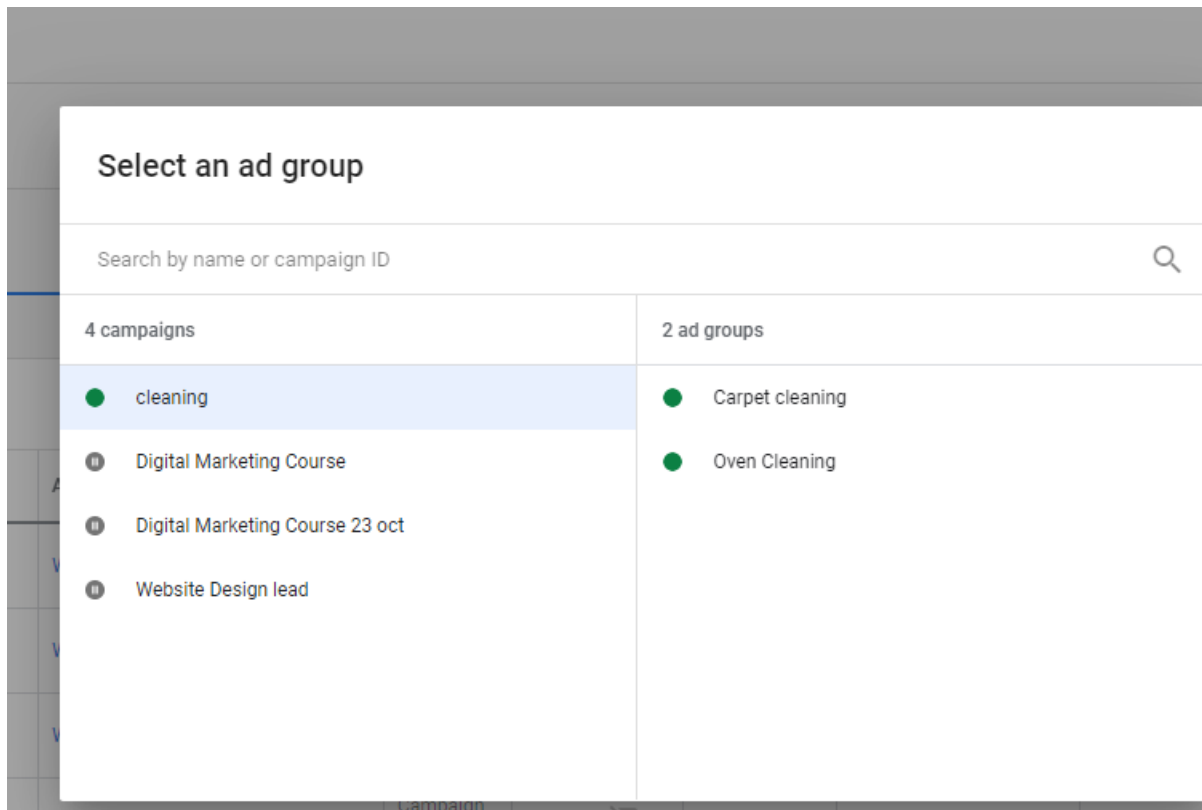
For example click on carpet cleaning ad group name .then you will see option to add keywords enter your keywords and click on save.

Add Keywords

To build a list of relevant keywords, add ideas below. Keywords can trigger your ad to s

Ad group: cleaning > Carpet cleaning

Enter or paste your keywords, one word or phrase per line

Match types help control which searches can trigger your ads

keyword = Broad match   "keyword" = Phrase match   [keyword] = Exact match
Learn more

SAVE   CANCEL