

What is Google Ads?

Google Ads is Google's online advertising platform that lets you show ads on Google Search, YouTube, Gmail, and partner websites. For selling products, the most common format is **Search Ads**, where your ad appears when people type relevant keywords like “buy running shoes online” or “best smartphone under 20000”.

It works on a **pay-per-click (PPC)** model — you only pay when someone clicks your ad.

Google runs this system and provides tools to target customers based on keywords, location, and intent.

Step-by-step: Create a Google Search Campaign (to sell products)

I'll explain it like you're launching a real product, with an example:

Example product: “*Organic skincare face cream*”

1. Create your Google Ads account

Go to:-

<https://ads.google.com/>

Click “Start Now”

- Sign in with your Google account
 - Choose “Switch to Expert Mode” (important — gives full control)
 - Select “Create a campaign without a goal's guidance”
-

2. Choose campaign type

Select:

☐ **Search Campaign**

This ensures your ads appear on Google search results when users type relevant keywords.

3. Set campaign goal

Choose something like:

- Sales
- Website traffic
- Leads

For selling products → choose **Sales**

4. Define campaign settings

A. Networks

Uncheck:

- Display Network (for now)

Keep:

- Search Network only
-

B. Locations

If you sell in India:

- Select “India” or specific cities like “Mumbai”
-

C. Language

- English (and Hindi if needed)
-

D. Budget

Example:

- ₹500/day (starter budget)
 - or ₹15,000/month
-

E. Bidding strategy

Start with:

- “Maximize Clicks” (for beginners)
Later switch to:
 - “Maximize Conversions”
-

5. Create Ad Groups (very important)

Think of ad groups as product themes.

Example structure:

Campaign: Organic Skincare Cream

Ad Group 1: “Buy Face Cream”

Keywords:

- buy organic face cream
- natural face cream online
- herbal skincare cream

Ad Group 2: “Anti-aging Cream”

Keywords:

- anti aging cream natural
 - best anti wrinkle cream
 - organic anti aging cream
-

6. Write your Search Ads

Each ad has:

Headlines (up to 15)

Example:

- Buy Organic Face Cream Online
- 100% Natural & Chemical-Free
- Free Delivery Across India
- Shop Now & Save 20%

Descriptions

Example:

Discover premium organic skincare made with natural ingredients. Safe for all skin types. Order now and get fast delivery.

7. Add your website (Landing Page)

You must send users to a relevant page:

Good example:

- www.yoursite.com/organic-face-cream

Bad example:

- homepage only

☐ Landing page should have:

- Product image
- Price
- Reviews
- Buy button
- Trust badges

8. Add keywords properly

Use match types:

Broad match:

organic face cream

Phrase match:

"buy organic face cream"

Exact match:

[organic face cream buy]

☐ Start with phrase + exact match for better control.

9. Add conversions tracking (VERY important)

This tells Google when someone buys.

You track:

- Purchase
- Add to cart
- Form submission

Use:

- Google Ads conversion tag
 - or Google Analytics
-

10. Launch campaign

Click:

☐ Publish

Your ads go into review (usually a few hours).

Example full campaign setup

Campaign name: Organic Skincare Sales India

Budget: ₹500/day

Location: Mumbai + India

Ad type: Search

Goal: Sales

Ad Group: Buy Face Cream

Keyword: "buy organic face cream"

Ad headline: Buy Organic Face Cream Online

Description: 100% natural skincare. Fast delivery in India. Order today!

Tips to get more sales

- Use negative keywords like:
 - free
 - DIY
 - recipe(to avoid unwanted clicks)
- Use urgency:
 - “Limited stock”
 - “20% off today”

- Improve landing page speed
- Focus on high-intent keywords like:
 - buy
 - order
 - price
 - near me