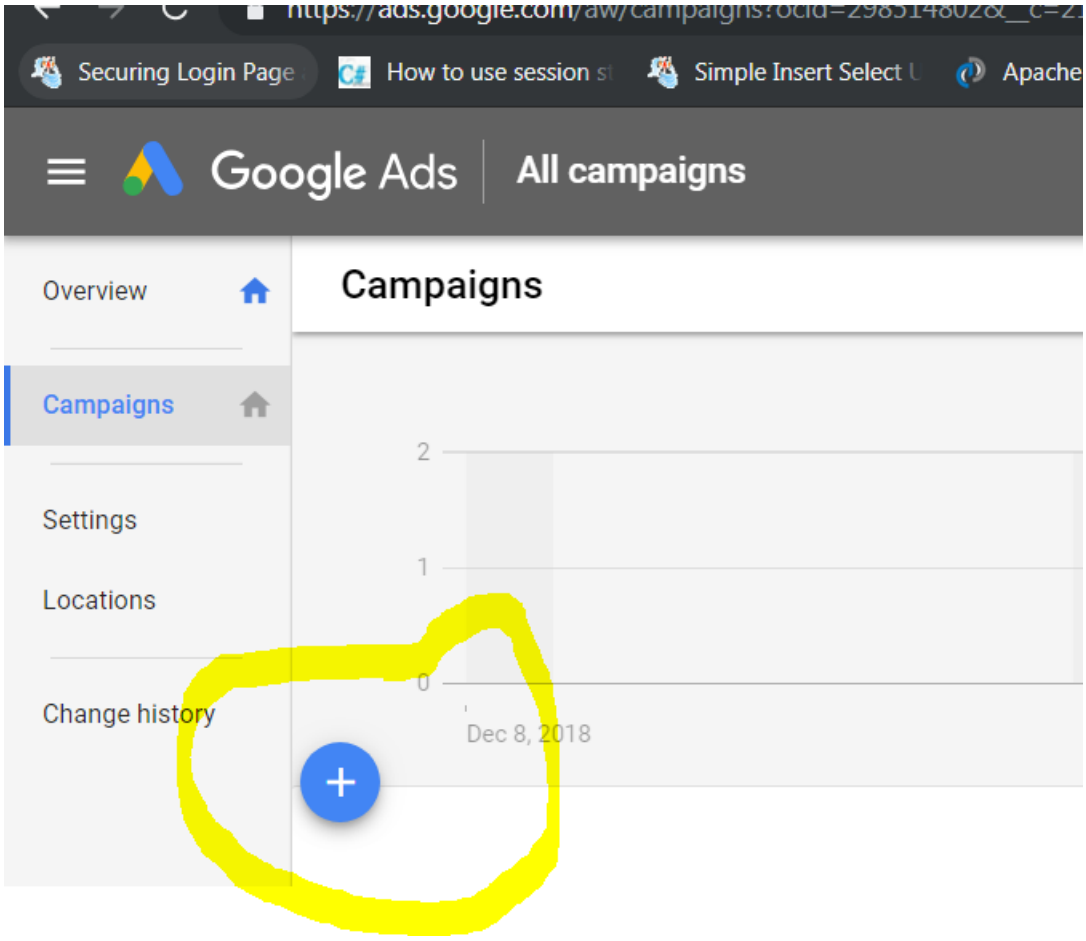
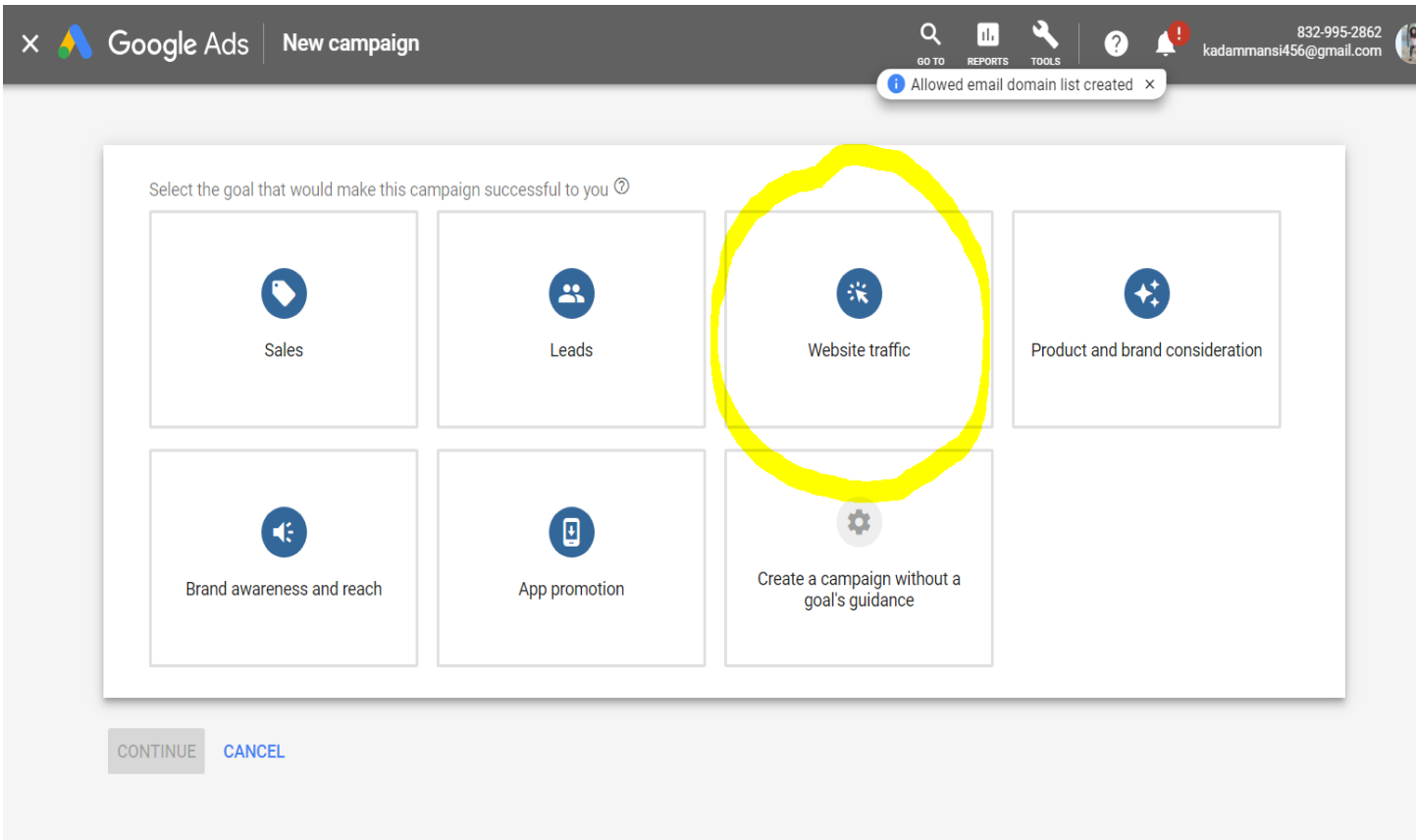
How to create a campaign to increase website traffic and generate lead?

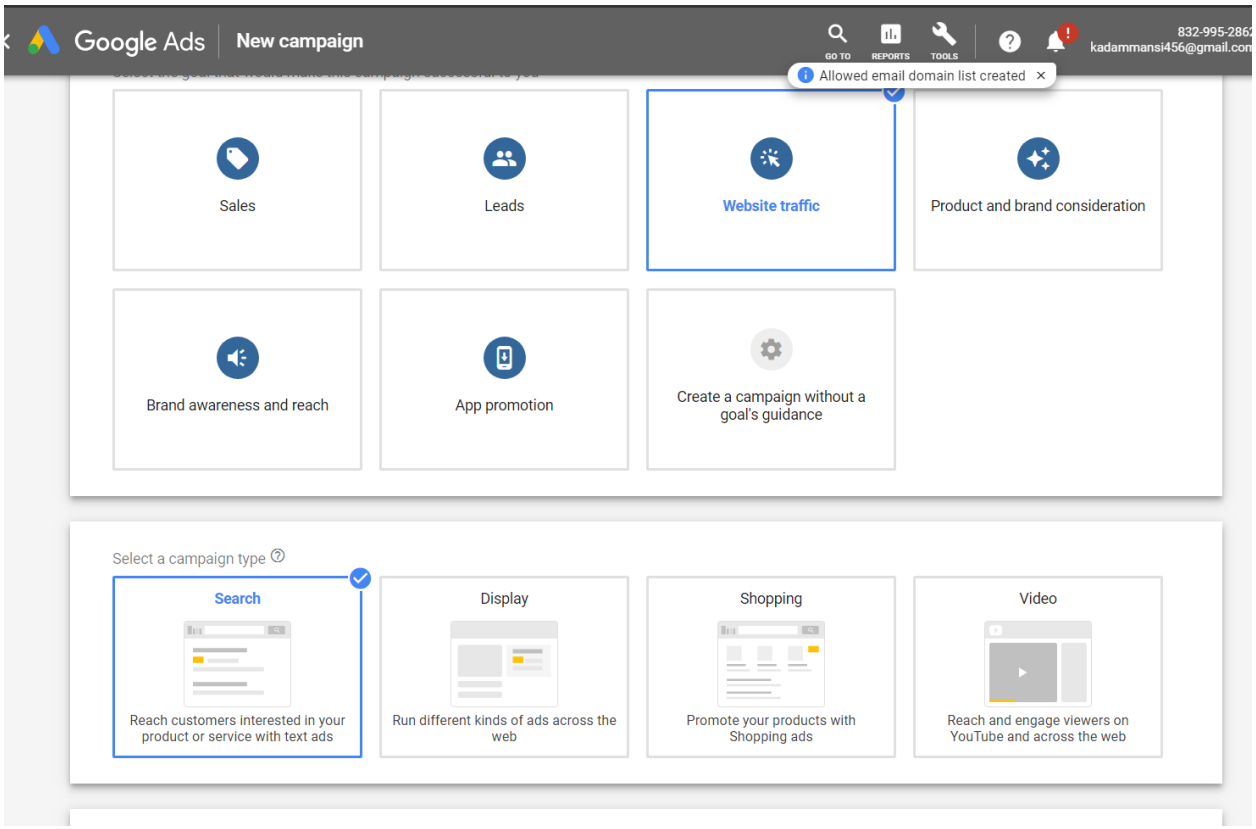
Step 1 :
Click on campaign then click on + plus icon then click on new campaign.



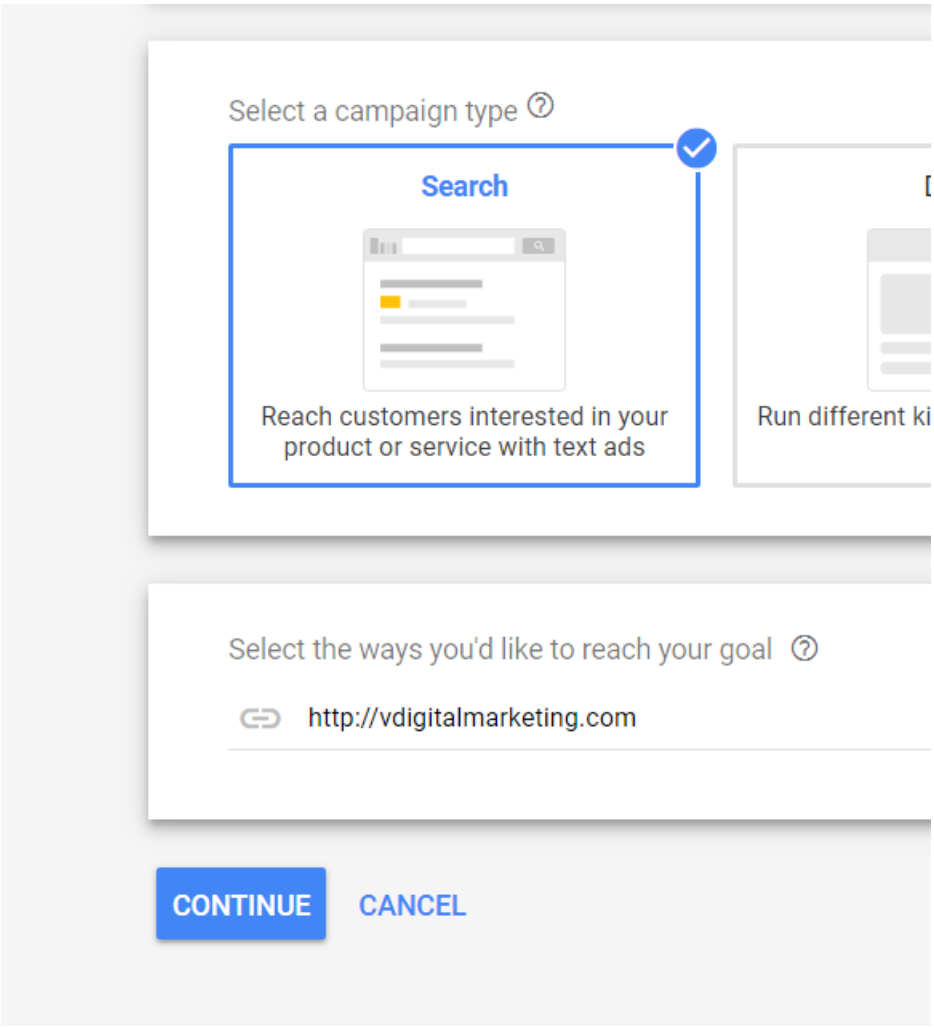
Step 2 : First click on campaign choose your goals and click on website traffic



Step 3 : Select a campaign type – Search network

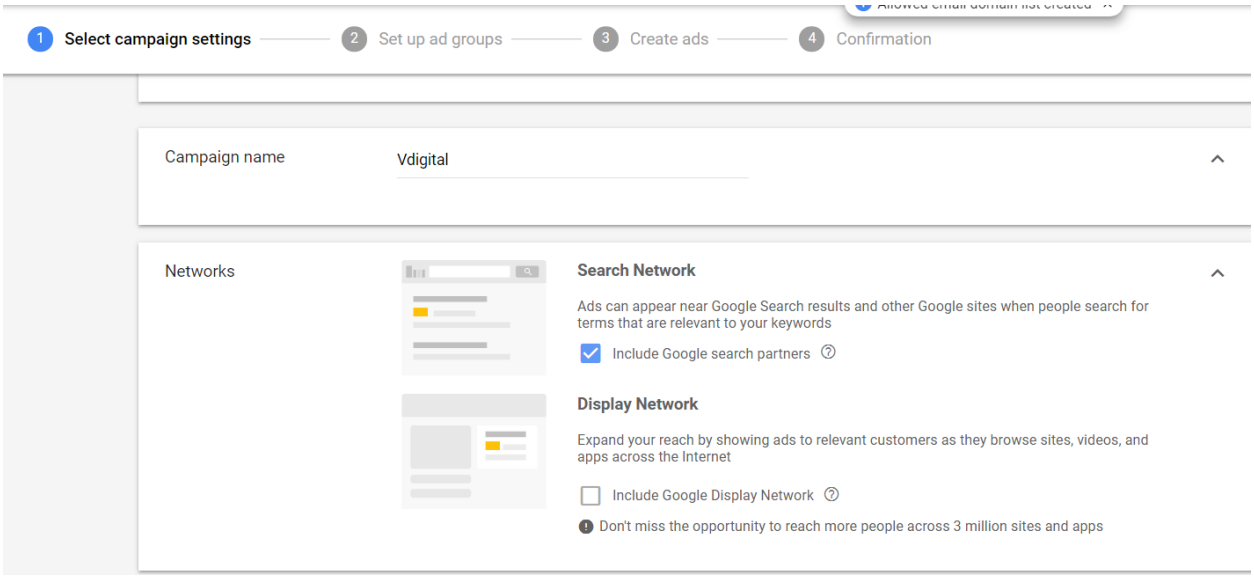


Then enter your website address which you want to promote.

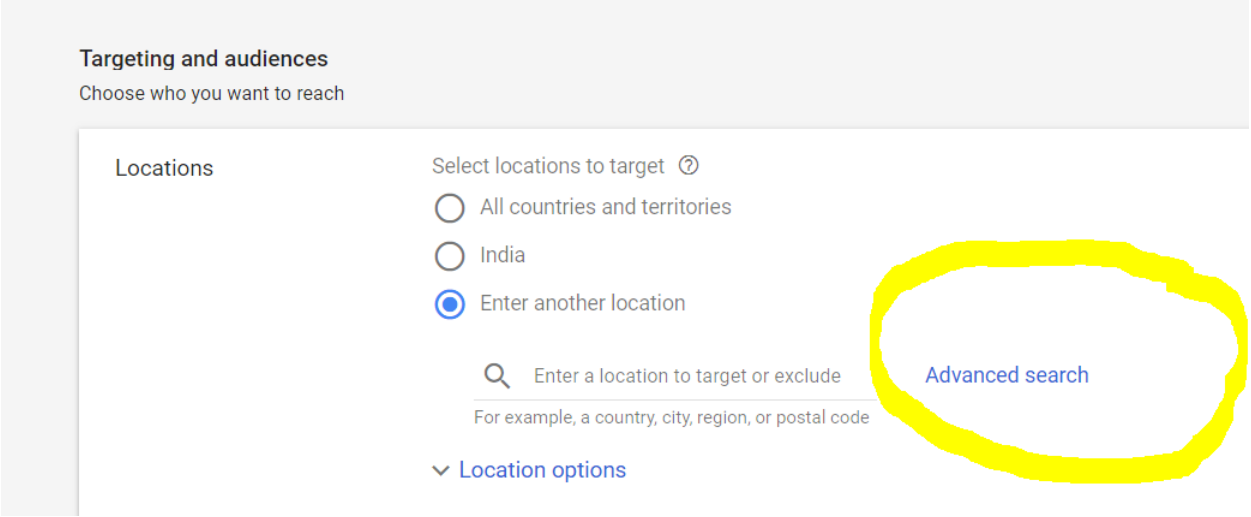


Then click on continue.

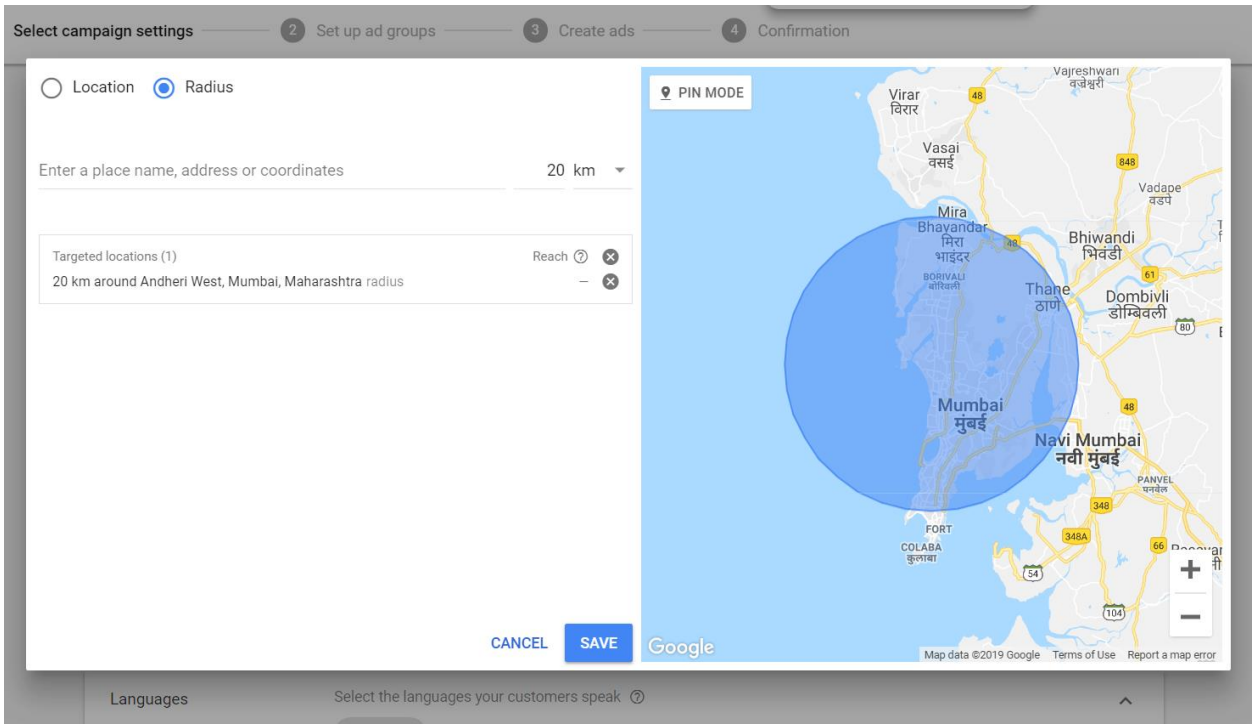
Step 5 : Enter your campaign name then click on search network



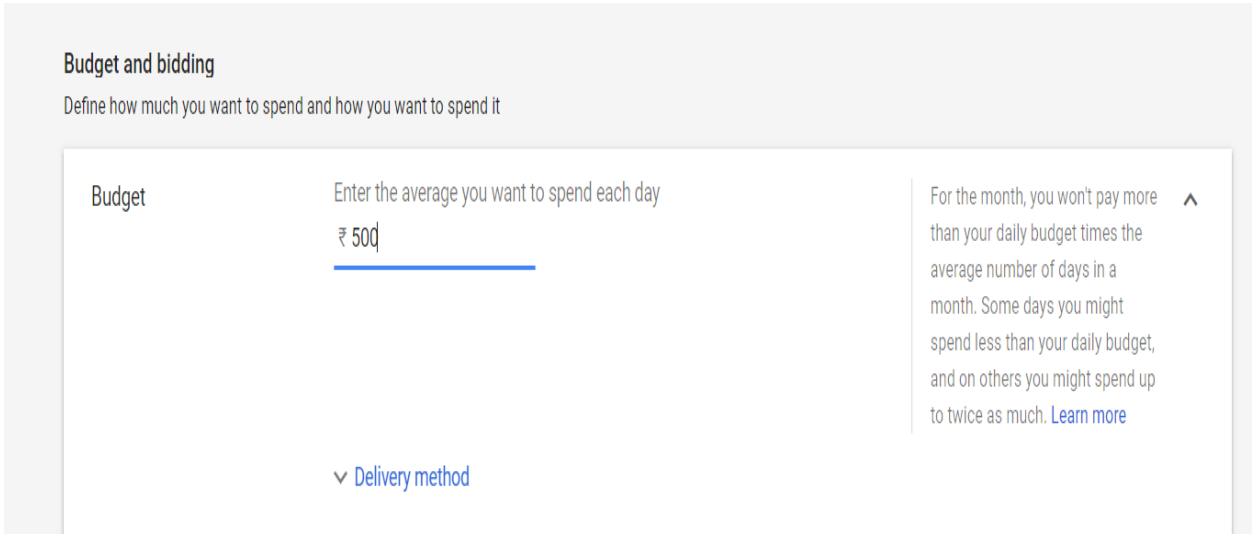
Then under targeting audience choose - enter another location and click on advance search.



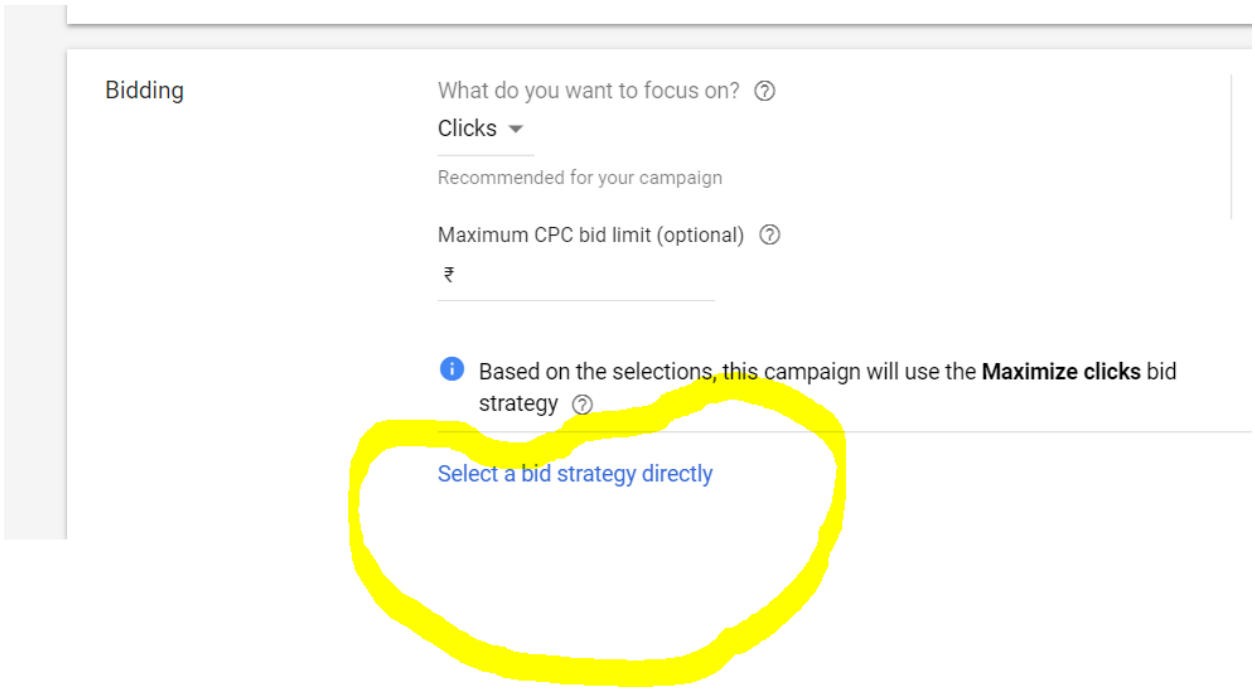
After advance search you will click on radius then click on km ex. 20 then enter your location for ex. Andheri west then click on save.



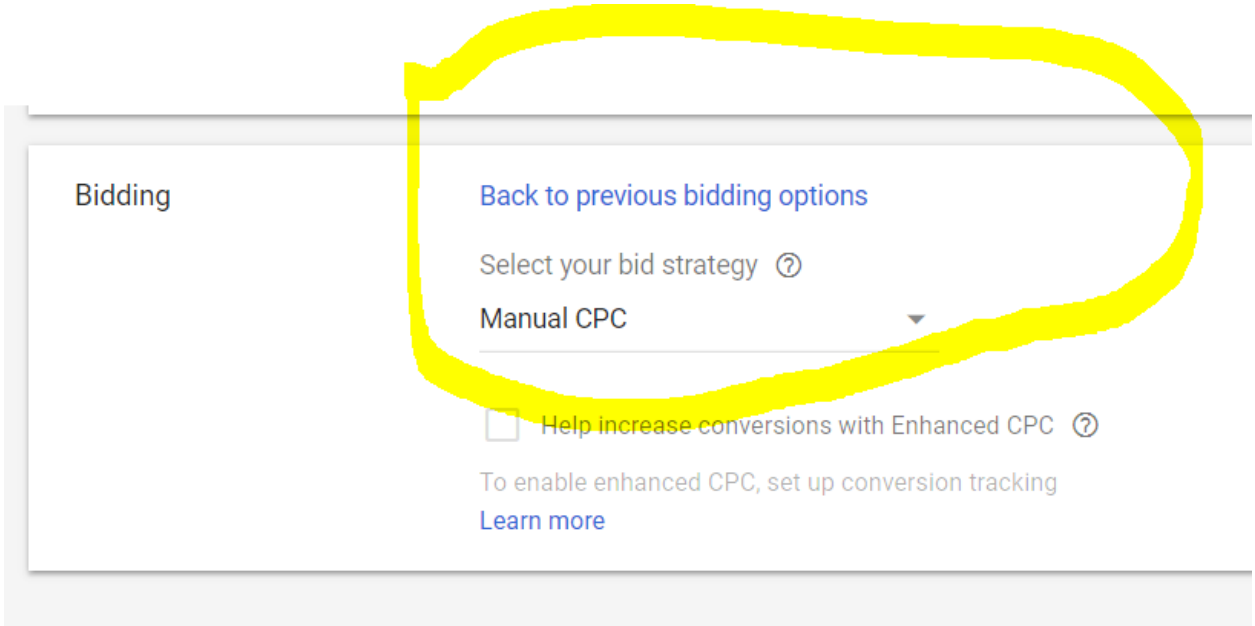
Step 6 : Under bidding and budget Then enter your daily budget. Ex. 500 rs.



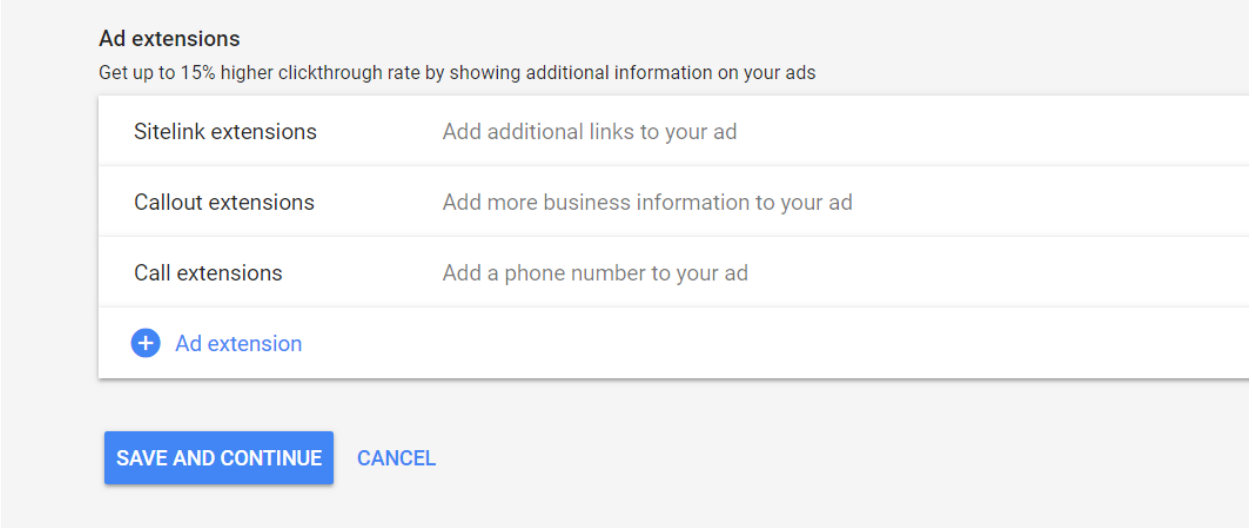
Then under bidding a click on Bid strategy directly.



After click on select Manual CPC



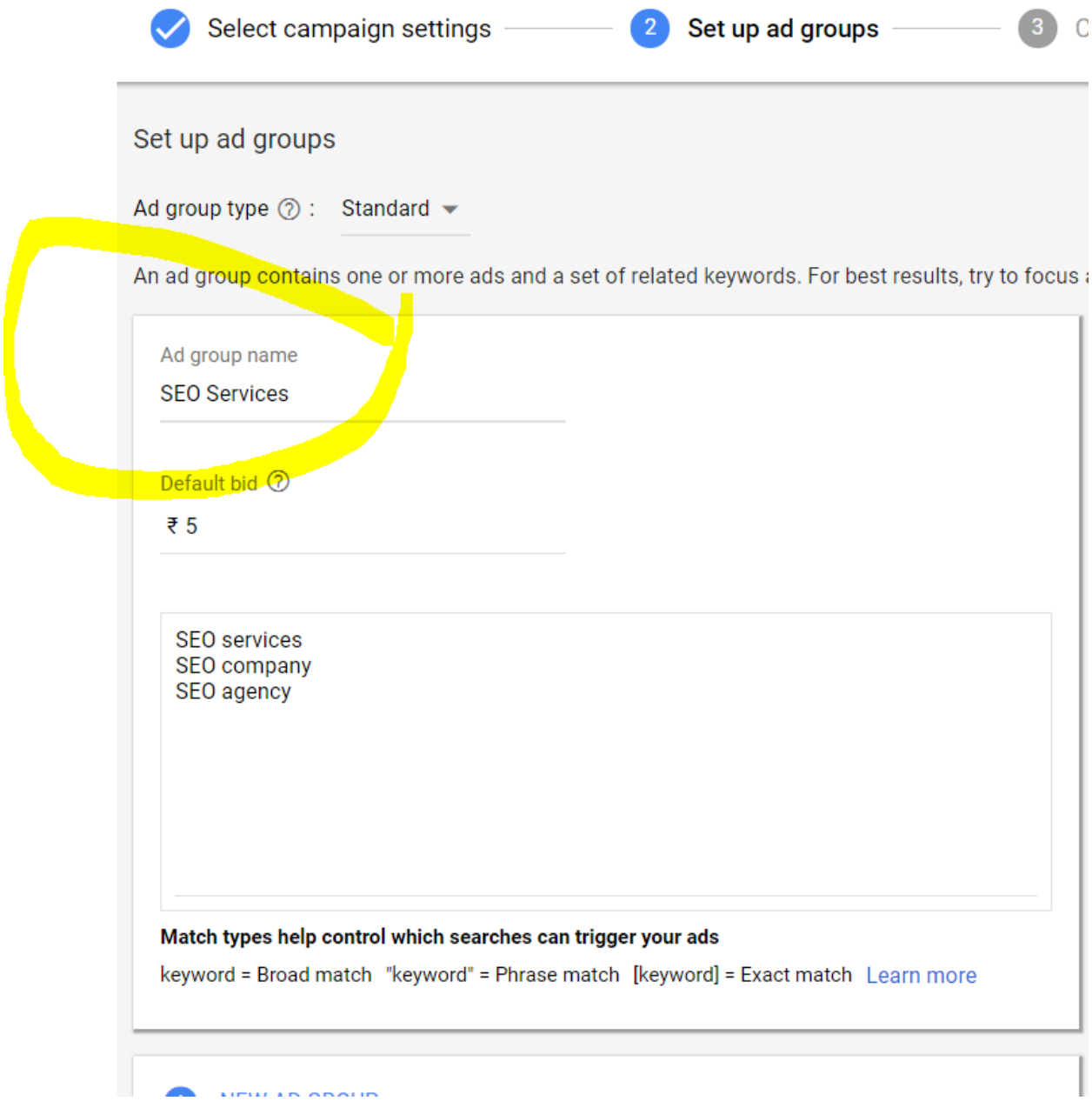
Then finally click on save and continue.



These are the steps for campaign settings.

After click on Save and Continue .

You will see **ad group setting** where you will enter ad group name Ex. SEO services
And default bid amount = %rs.
And keyword list Ex. SEO services (Enter) SERO company(enter) SEO agency.



Then click on save and continue.

After click on save and continue you will see ad setting

Then you will see text ad setup Under that enter your

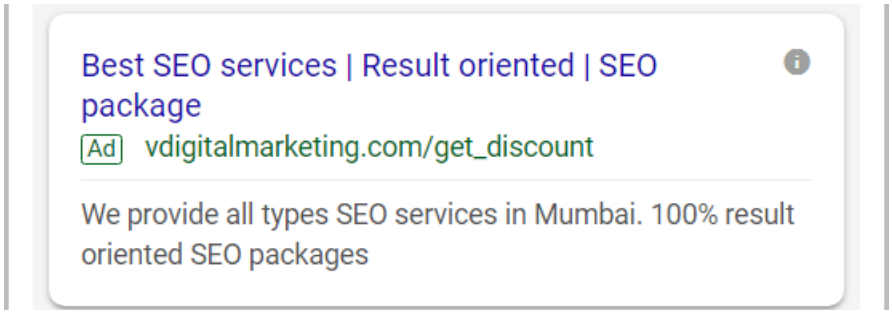
(a)final Url

type -https://Vdigitalmarketing.com/seo-services

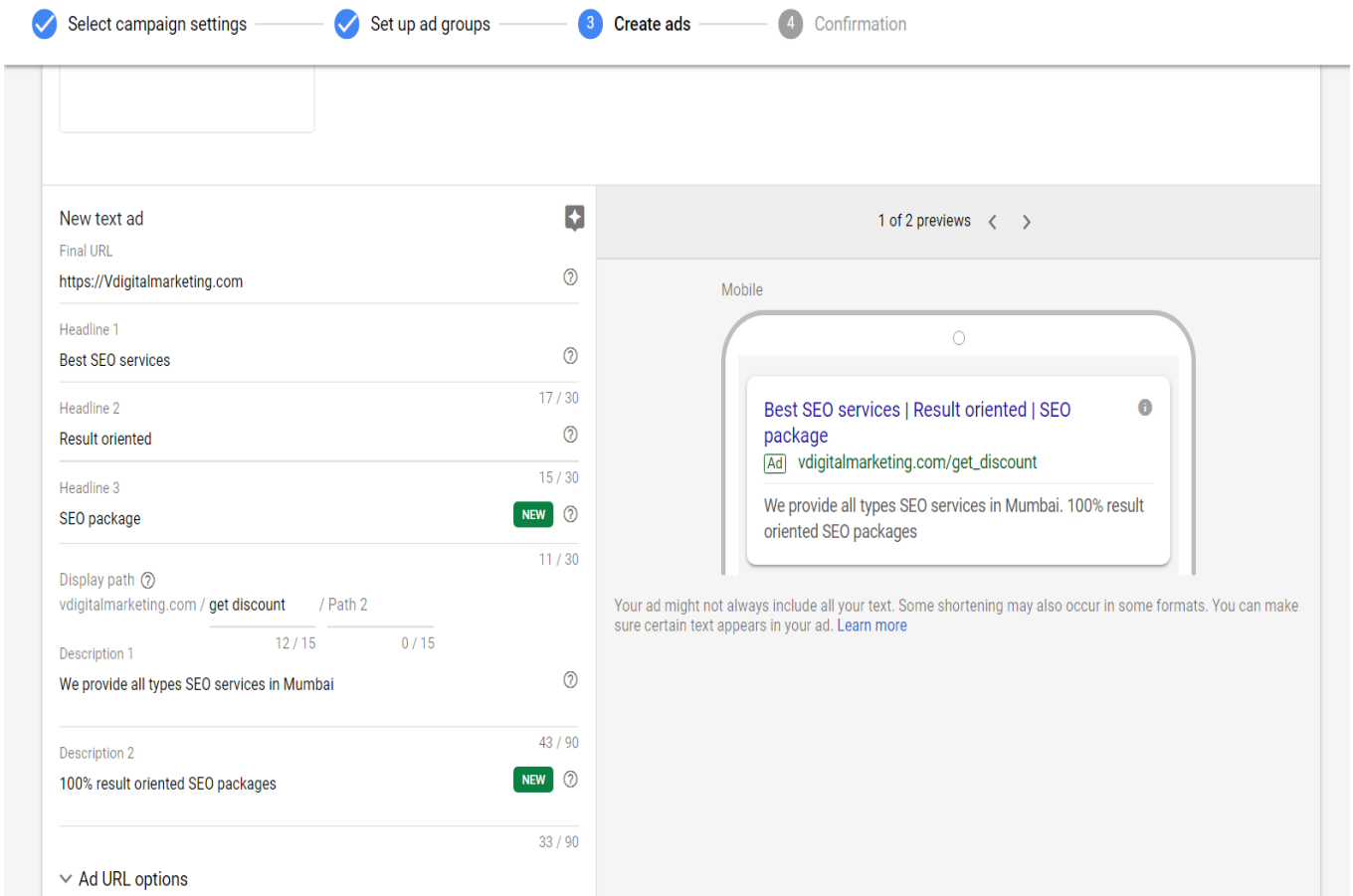
(b)Then headline 1 : Best SEO services

(c)Headline 2 : Result oriented
(d)Headline 3 : SEO packages
(e)There are two **Display path :** enter path 1 ex. Get discount
(f)Description 1 : We provide all types SEO services in Mumbai
(g)Description 2 : 100% result oriented SEO packages

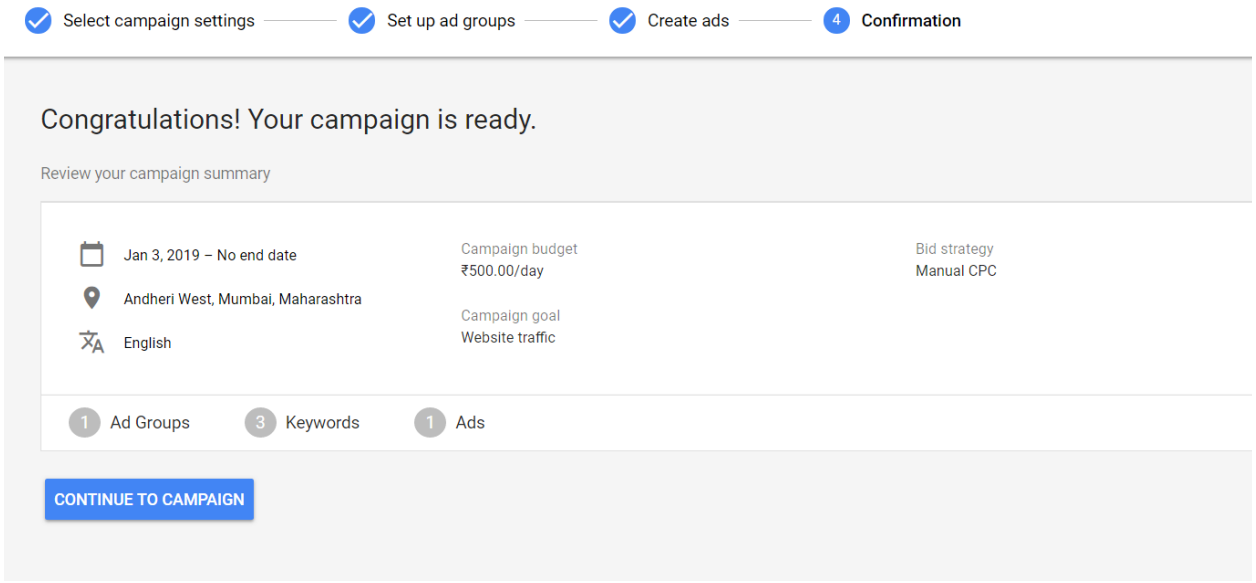
You will see Ad preview to right hand side :



And click on save and continue.

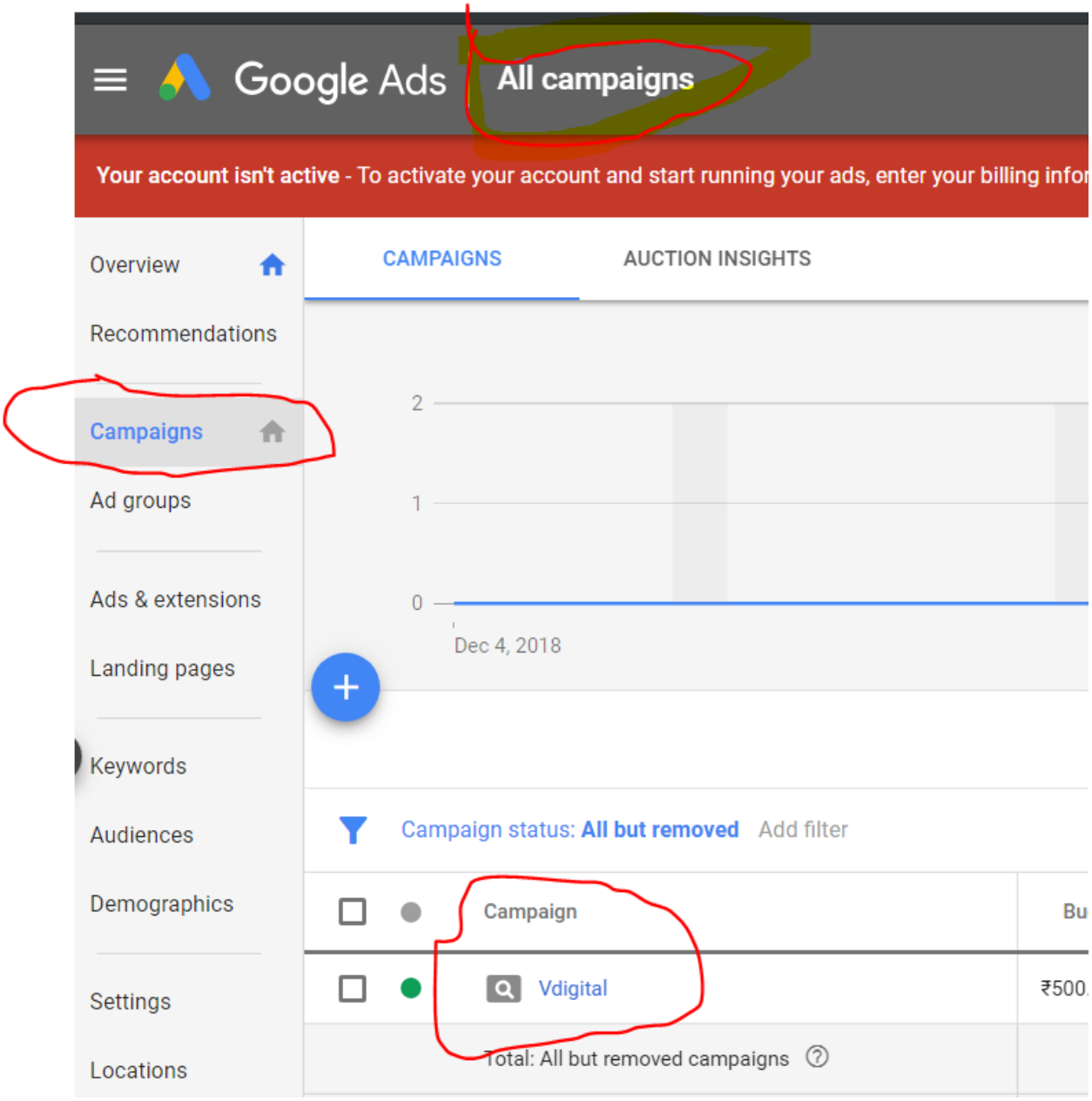


After that under confirmation click on continue .

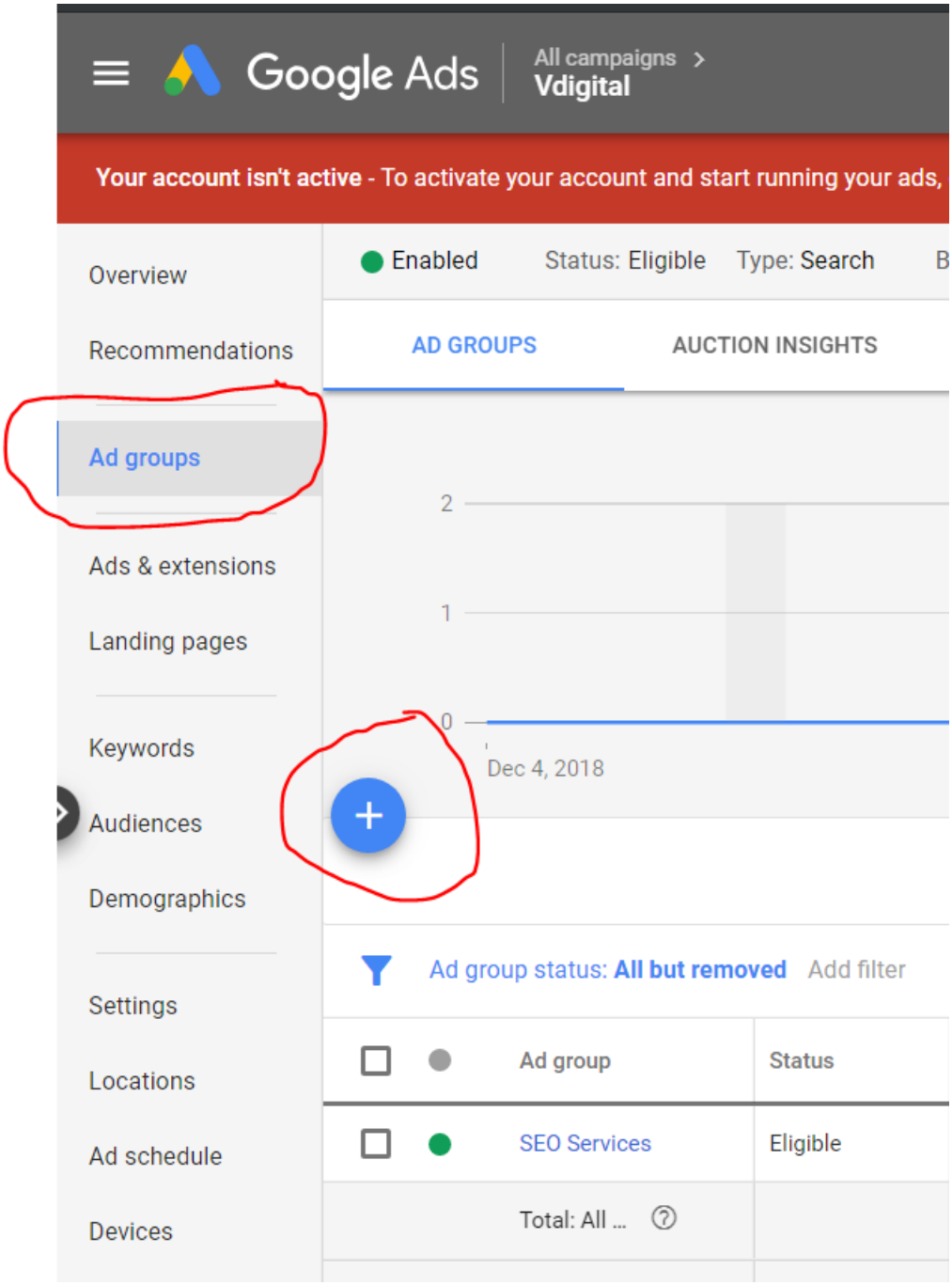


How to create new ad group to and existing campaign?

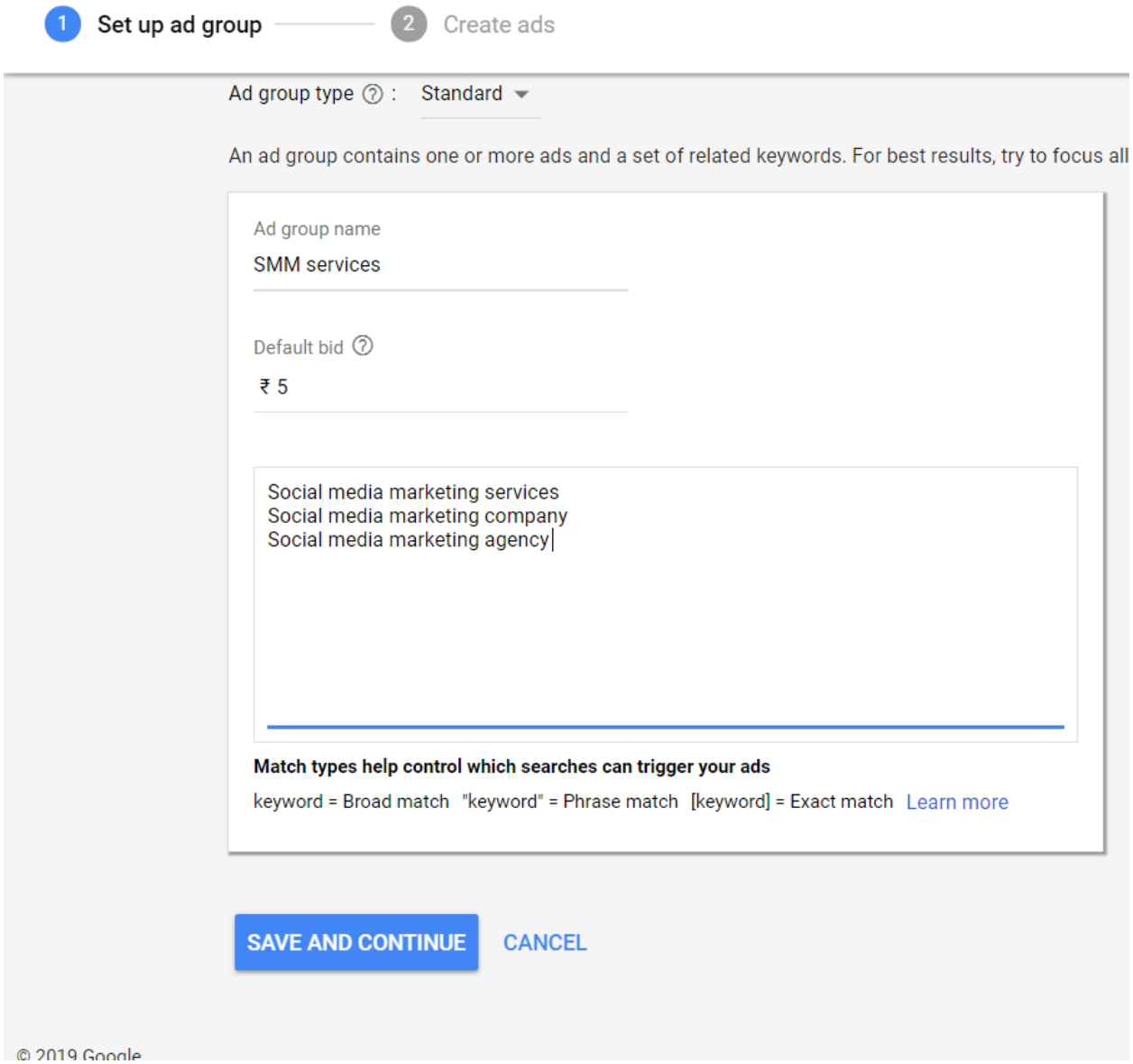
Click on all campaign then click on your campaign name for ex. Vdigital



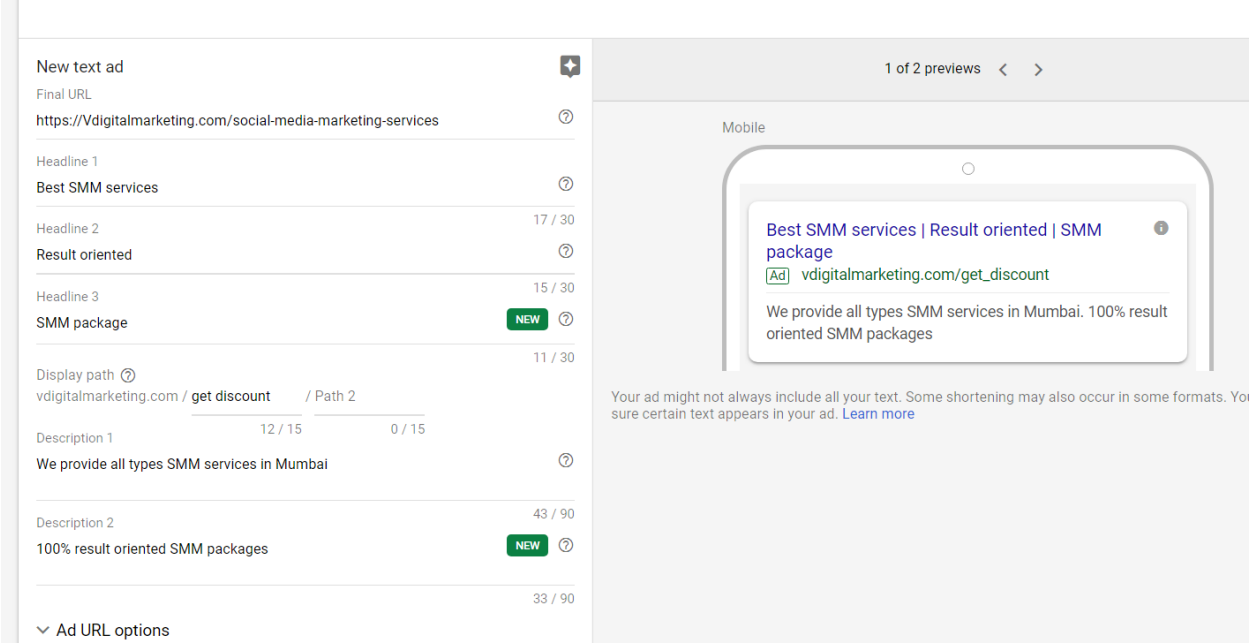
After click on campaign name you will see ad group and click on plus icon to create new ad



Then enter your ad group name , default bid amount , keyword list



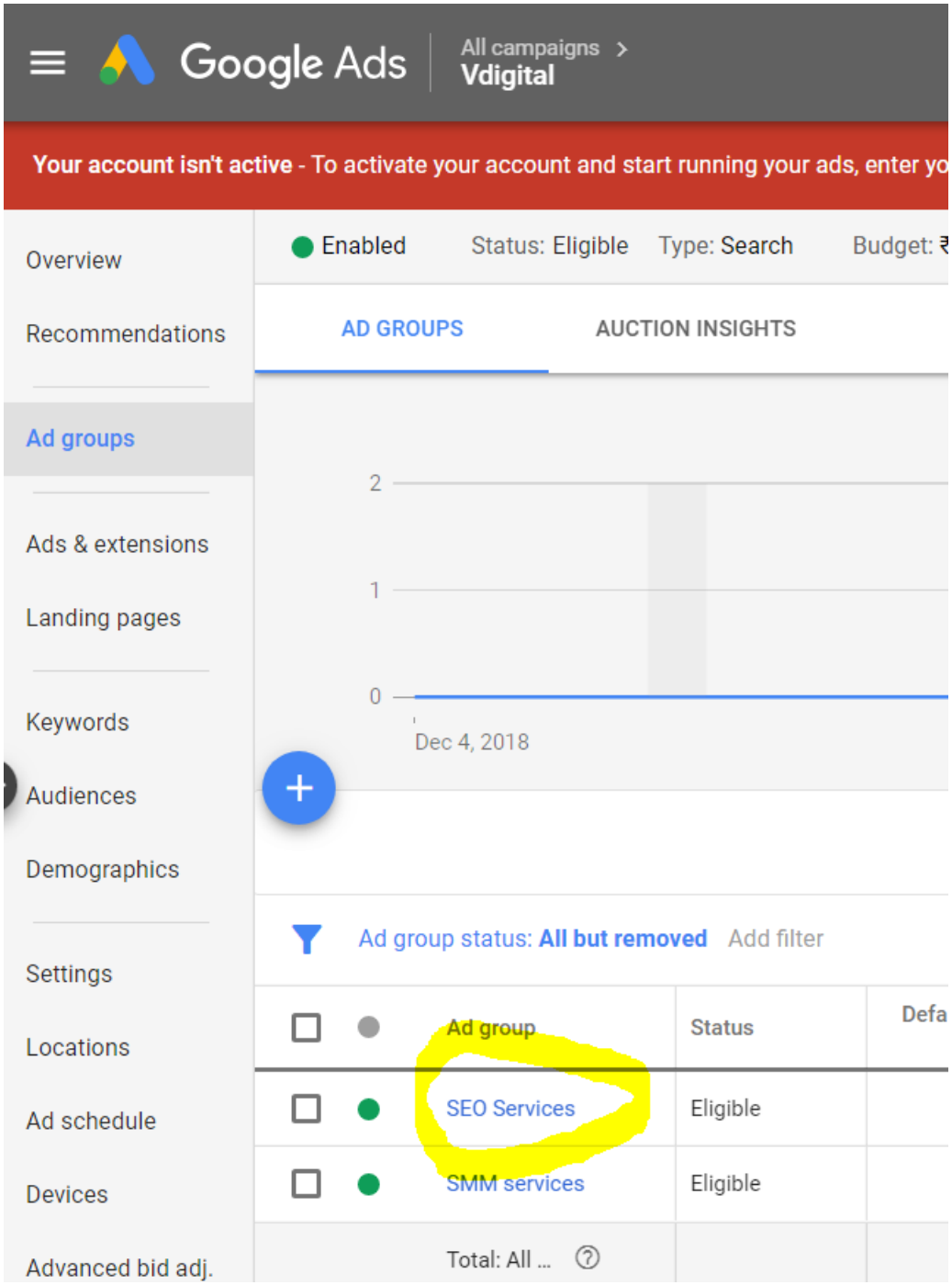
Then click on save and continue.
After click on save and continue you will see your text ad setting for this ad group



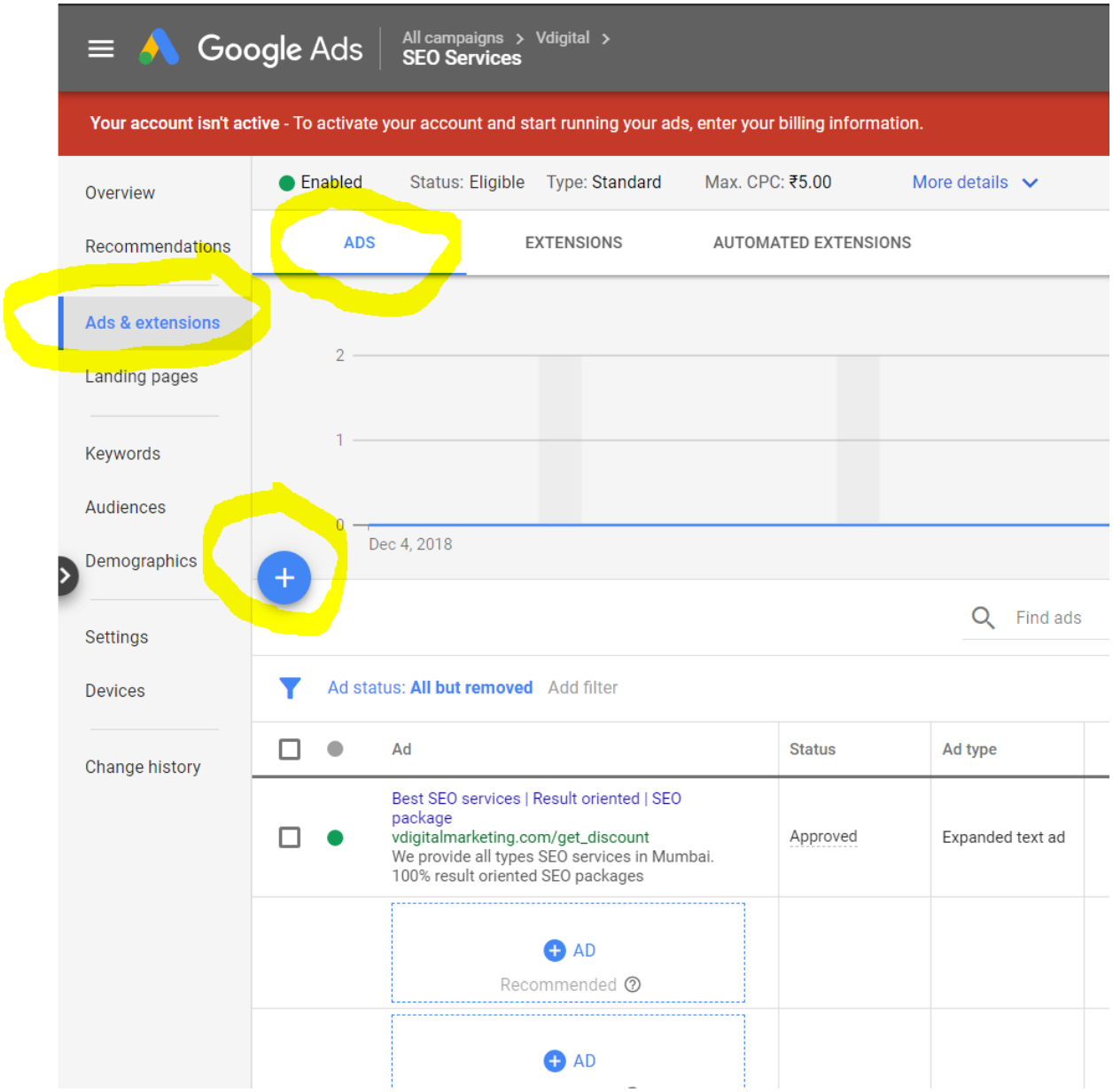
Finally click on save and continue.
In this manner you can continue for next ad group .

Q. How to create New text ad to an existing ad group (campaign ad group)?

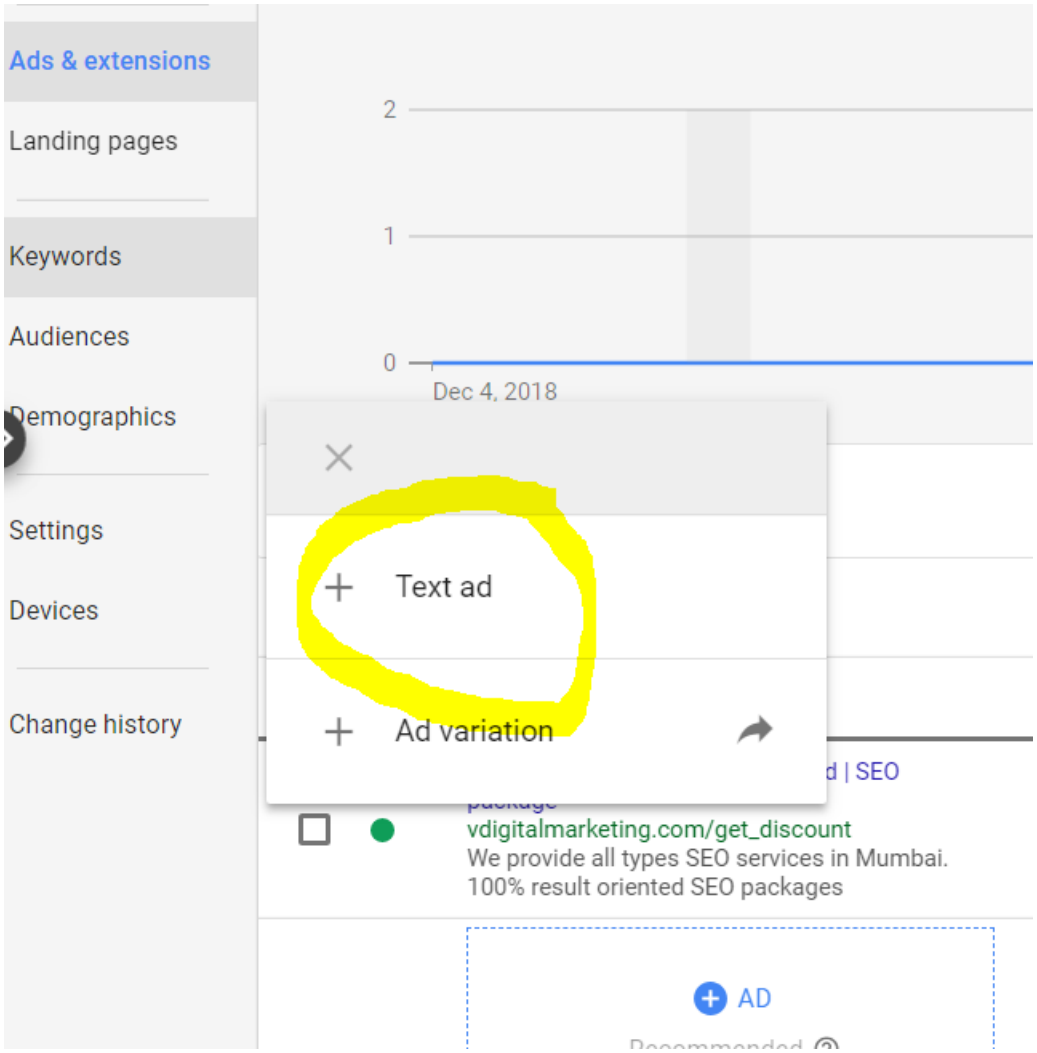
Click on all campaign
Then click on campaign name EX. Vdigital
Then click on ad group name ex. SEO services.



After clck on ad group name you will see ads and extension
Then click on ads and extension , Then click on ad and then click on plus icon



Then click on plus icon under that click on text ad



Then enter your headlines, description , Keyword ,Display path after that save and continue.