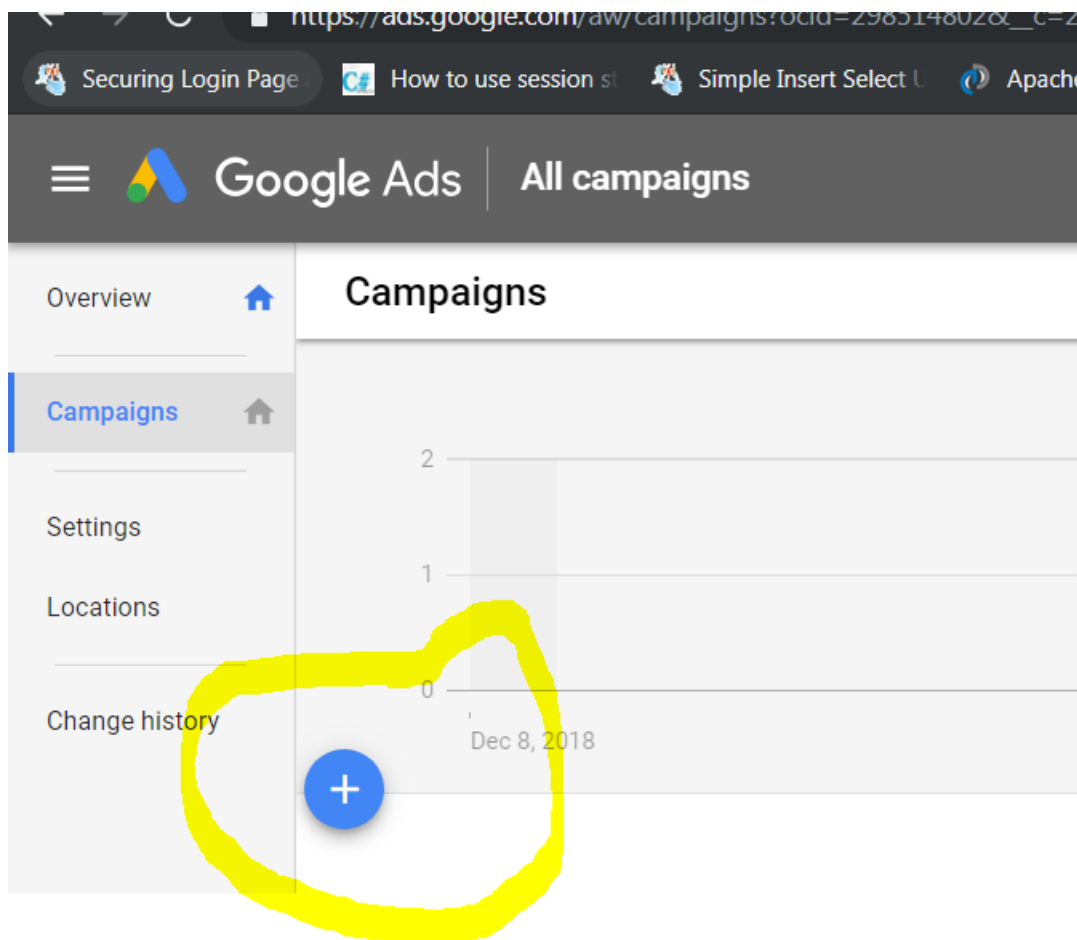


How to create a campaign to increase website traffic and generate lead?

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

Select the goal that would make this campaign successful to you ?

| | | | |
|-------------------------------|-------------------|---|-------------------------------------|
| Sales | Leads | Website traffic | Product and brand consideration |
| Brand awareness and reach | App promotion | Create a campaign without a goal's guidance | |

CONTINUE CANCEL

Step 3 : Select a campaign type – Search network

Google Ads | New campaign

GO TO REPORTS TOOLS ? 832-995-2862 kadamansi456@gmail.com

Allowed email domain list created

Sales Leads Website traffic Product and brand consideration

Brand awareness and reach App promotion Create a campaign without a goal's guidance

Select a campaign type

Search Display Shopping Video

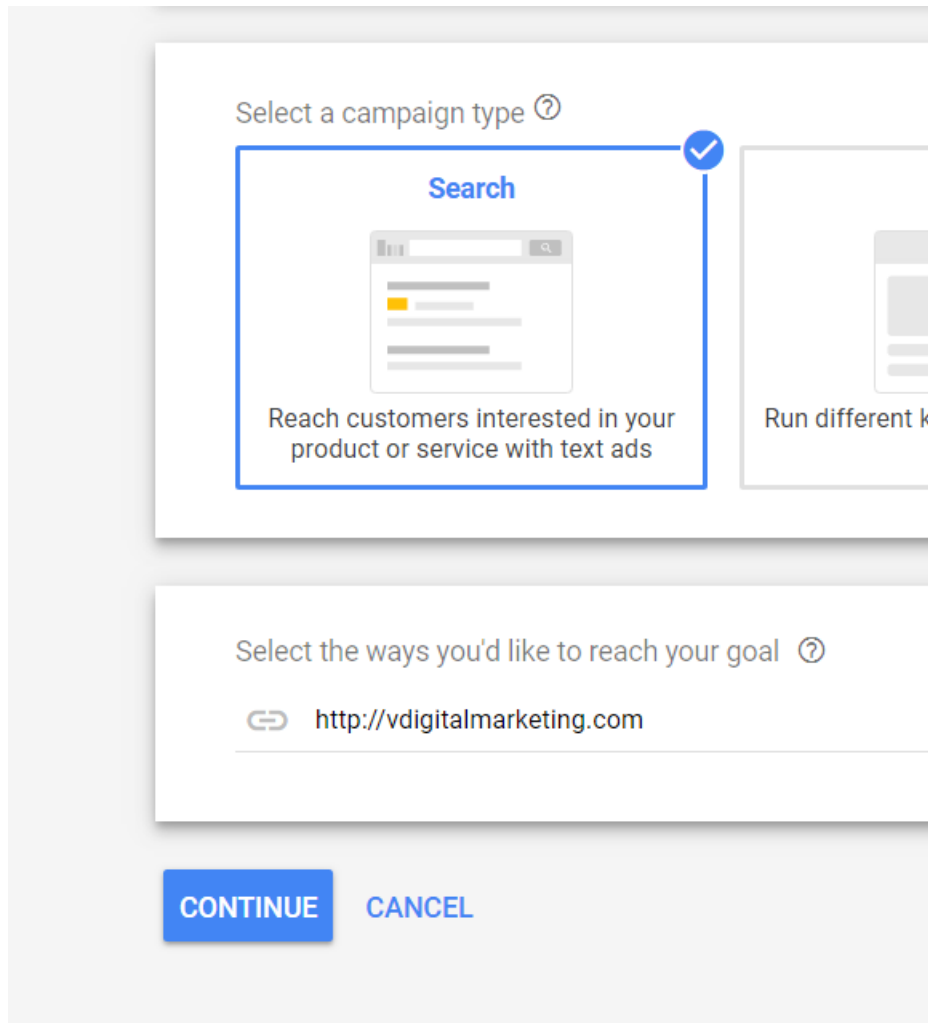
Reach customers interested in your product or service with text ads

Run different kinds of ads across the web

Promote your products with Shopping ads

Reach and engage viewers on YouTube and across the web

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

1 Select campaign settings — 2 Set up ad groups — 3 Create ads — 4 Confirmation

Campaign name

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners

Display Network

Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet

Include Google Display Network

ⓘ Don't miss the opportunity to reach more people across 3 million sites and apps

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

Targeting and audiences
Choose who you want to reach

Locations

Select locations to target ⓘ

All countries and territories

India

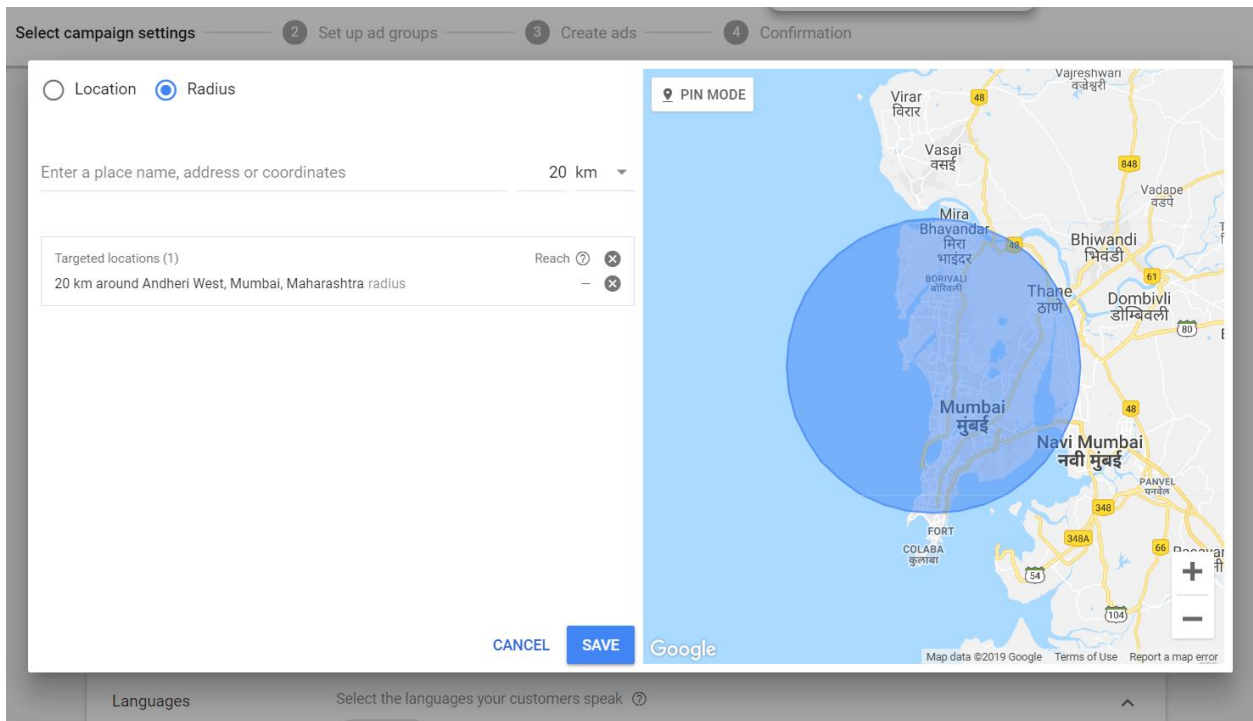
Enter another location

For example, a country, city, region, or postal code

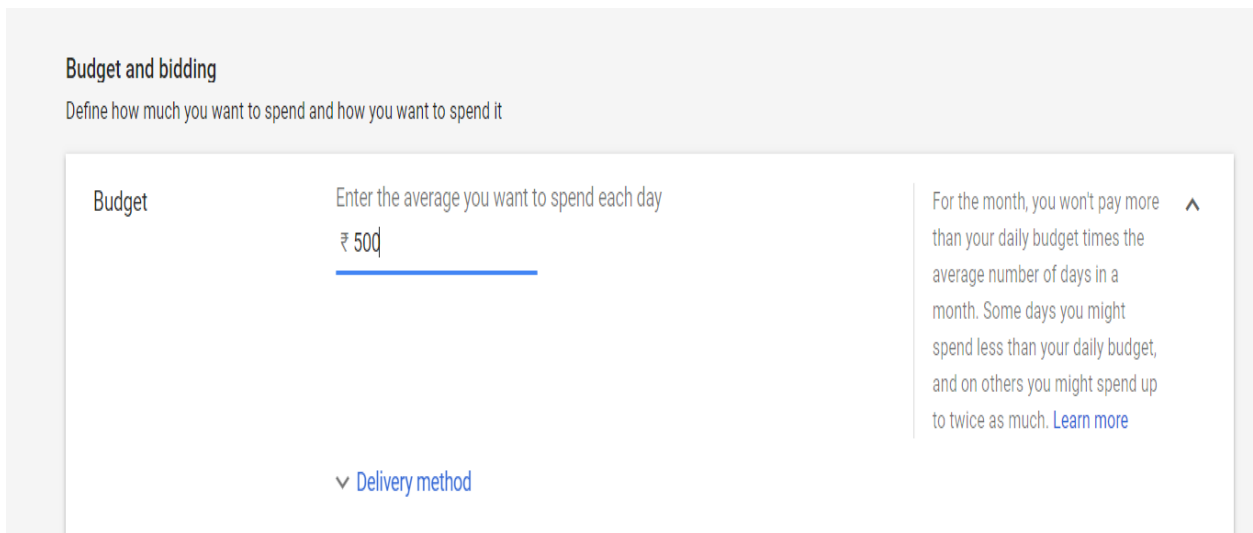
[Advanced search](#)

⌵ Location options

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.

Bidding

What do you want to focus on? [?](#)

Clicks [▼](#)

Recommended for your campaign

Maximum CPC bid limit (optional) [?](#)

₹

[?](#) Based on the selections, this campaign will use the **Maximize clicks** bid strategy [?](#)

[Select a bid strategy directly](#)

After click on select Manual CPC

Bidding

[Back to previous bidding options](#)

Select your bid strategy [?](#)

Manual CPC [▼](#)

Help increase conversions with Enhanced CPC [?](#)

To enable enhanced CPC, set up conversion tracking
[Learn more](#)

Then finally click on save and continue.

Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

| | |
|--------------------------------|--|
| Sitelink extensions | Add additional links to your ad |
| Callout extensions | Add more business information to your ad |
| Call extensions | Add a phone number to your ad |
| + Ad extension | |

SAVE AND CONTINUE

CANCEL

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.

Set up ad groups

Ad group type ⓘ : Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus :

Ad group name
SEO Services

Default bid ⓘ
₹ 5

SEO services
SEO company
SEO agency

Match types help control which searches can trigger your ads
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

[NEW AD GROUP](#)

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

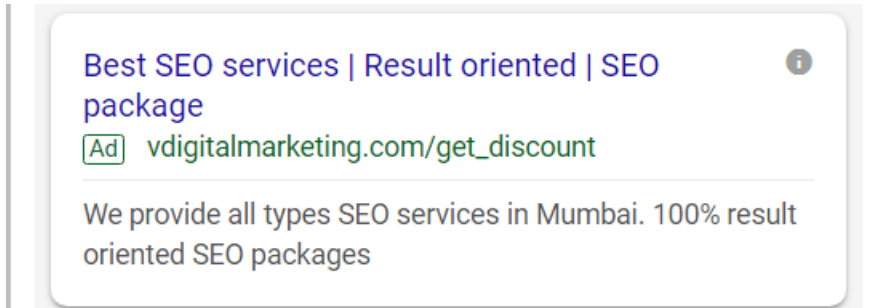
(a)final Url

type -<https://digitalmarketing.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.

Select campaign settings
 Set up ad groups
 3 Create ads
 4 Confirmation

New text ad +

Final URL
https://Vdigitalmarketing.com ?

Headline 1
Best SEO services ?

Headline 2 17 / 30
Result oriented ?

Headline 3 15 / 30
SEO package NEW ?

Display path ?
vdigitalmarketing.com / **get discount** / Path 2 11 / 30

Description 1 12 / 15 0 / 15
We provide all types SEO services in Mumbai ?

Description 2 43 / 90
100% result oriented SEO packages NEW ?

33 / 90

Ad URL options

1 of 2 previews < >

Mobile

Best SEO services | Result oriented | SEO package ?

vdigitalmarketing.com/get_discount

We provide all types SEO services in Mumbai. 100% result oriented SEO packages




Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

After that under confirmation click on continue .

✓ Select campaign settings ——— ✓ Set up ad groups ——— ✓ Create ads ——— 4 Confirmation

Congratulations! Your campaign is ready.

Review your campaign summary

| | | |
|---|----------------------------------|----------------------------|
|  Jan 3, 2019 – No end date | Campaign budget ₹500.00/day | Bid strategy Manual CPC |
|  Andheri West, Mumbai, Maharashtra | Campaign goal Website traffic | |
|  English | | |

1 Ad Groups 3 Keywords 1 Ads

[CONTINUE TO CAMPAIGN](#)

How to create new ad group to and existing campaign?

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

The screenshot shows the Google Ads interface. At the top, the Google Ads logo and 'All campaigns' are visible. Below the logo, a red banner states: 'Your account isn't active - To activate your account and start running your ads, enter your billing information'. The left sidebar contains a navigation menu with items: Overview, Recommendations, Campaigns (circled in red), Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, and Locations. The main content area is titled 'CAMPAIGNS' and 'AUCTION INSIGHTS'. A chart area shows a line graph with a y-axis from 0 to 2 and a date 'Dec 4, 2018'. Below the chart, there is a filter for 'Campaign status: All but removed' and a table of campaigns. The table has columns for 'Campaign' and 'Bu'. The 'Vdigital' campaign is circled in red. A blue plus icon is located on the left side of the table.

| Campaign | Bu |
|----------------------------------|-------|
| Campaign | Bu |
| Vdigital | ₹500. |
| Total: All but removed campaigns | |

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

Google Ads | All campaigns > Vdigital

Your account isn't active - To activate your account and start running your ads,

Overview ● Enabled Status: Eligible Type: Search B


Recommendations **AD GROUPS** AUCTION INSIGHTS

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences 

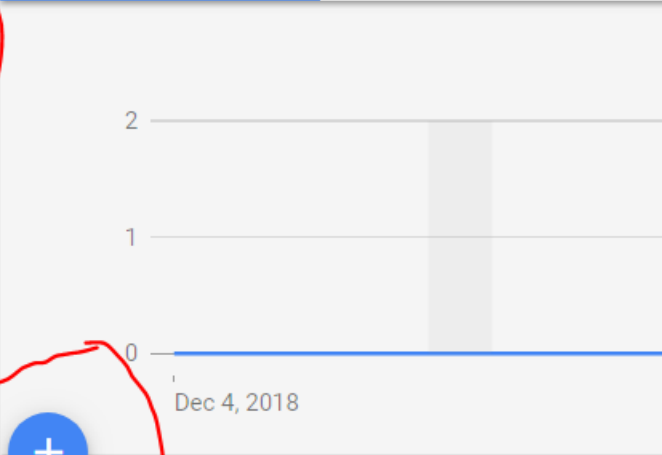
Demographics

Settings


Locations

Ad schedule

Devices



Ad group status: **All but removed** Add filter

| <input type="checkbox"/> | <input type="radio"/> | Ad group | Status |
|--------------------------|----------------------------------|--------------|---|
| <input type="checkbox"/> | <input checked="" type="radio"/> | SEO Services | Eligible |
| Total: All ... | | |  |

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

1 Set up ad group ——— 2 Create ads

Ad group type ⓘ : Standard ▼

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all

Ad group name

SMM services

Default bid ⓘ

₹ 5

Social media marketing services
Social media marketing company
Social media marketing agency|

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.

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

The image shows the Google Ads interface for creating a new text ad. On the left, the 'New text ad' configuration panel includes the following fields:

- Final URL:** <https://Vdigitalmarketing.com/social-media-marketing-services>
- Headline 1:** Best SMM services
- Headline 2:** Result oriented
- Headline 3:** SMM package
- Display path:** [vdigitalmarketing.com / get discount](#) / Path 2
- Description 1:** We provide all types SMM services in Mumbai
- Description 2:** 100% result oriented SMM packages

On the right, the mobile preview shows the ad as it would appear on a smartphone. The ad text is:

Best SMM services | Result oriented | SMM package
vdigitalmarketing.com/get_discount
We provide all types SMM services in Mumbai. 100% result oriented SMM packages

Below the preview, a note states: "Your ad might not always include all your text. Some shortening may also occur in some formats. You're sure certain text appears in your ad. [Learn more](#)"

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.

Google Ads | All campaigns > Vdigital

Your account isn't active - To activate your account and start running your ads, enter your...

Overview ● Enabled Status: Eligible Type: Search Budget: ₹

Recommendations **AD GROUPS** AUCTION INSIGHTS

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

2

1

0

Dec 4, 2018

+

Ad group status: **All but removed** Add filter

| <input type="checkbox"/> | <input type="radio"/> | Ad group | Status | Defa |
|--------------------------|----------------------------------|--------------|----------|------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | SEO Services | Eligible | |
| <input type="checkbox"/> | <input checked="" type="radio"/> | SMM services | Eligible | |
| Total: All ... | | | | |

After click 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

Google Ads | All campaigns > Vdigital > SEO Services

Your account isn't active - To activate your account and start running your ads, enter your billing information.

Overview **Enabled** Status: Eligible Type: Standard Max. CPC: ₹5.00 More details

Recommendations **ADS** EXTENSIONS AUTOMATED EXTENSIONS

Ads & extensions

Landing pages

Keywords

Audiences

Demographics **+**

Settings

Devices

Change history

2

1

0

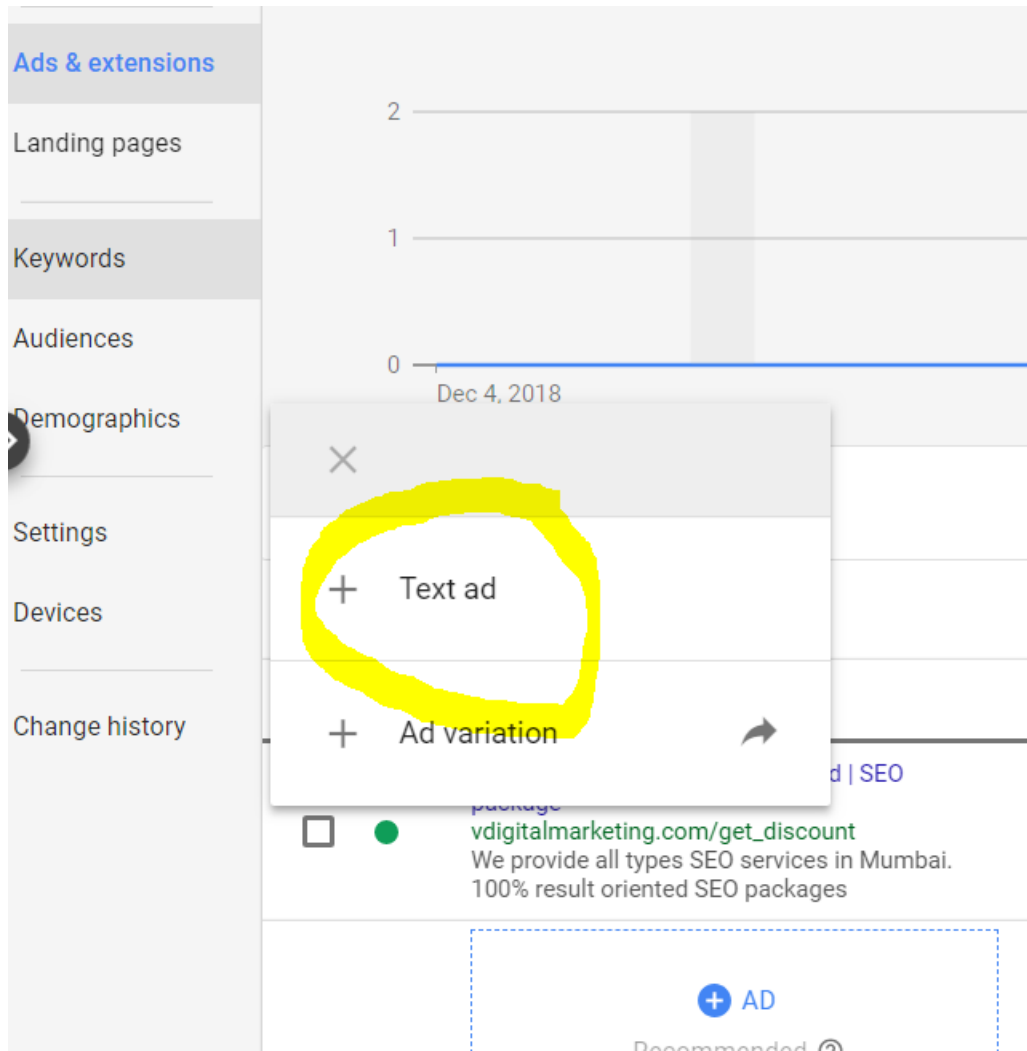
Dec 4, 2018

Find ads

Ad status: All but removed Add filter

| <input type="checkbox"/> | <input type="radio"/> | Ad | Status | Ad type |
|--------------------------|----------------------------------|--|----------|------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Best SEO services Result oriented SEO package vdigitalmarketing.com/get_discount We provide all types SEO services in Mumbai. 100% result oriented SEO packages | Approved | Expanded text ad |
| | | + AD Recommended ⓘ | | |
| | | + AD | | |

Then click on plus icon under that click on text ad



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