Campaign Structure :-



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 .

Overview 🔶	CAMPAIGNS
Recommendations	
Campaigns 🔒	500
Ad groups	250
Product groups	
Ads & extensions	0
Videos	T Campai

Step 2:- then click on new campaign

s	0
	+ New campaign

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

0	A		•
Sales	Leads	Website traffic	Product and brand consideratio
4	B	\$	
Brand awareness and reach	App promotion	Create a campaign without a goal's guidance	

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

Select a	campaign type ③
	Search
Reach	customers interested in yo

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

Select the w	ays you'd like to reach your goal 💿
🔽 Webs	ite visits
Ð	http://ommaurya.com/

Step 6:- then click on continue

~	Website visits
	http://ommaurya.com/
	Phone calls
	Store visits
	App downloads
] Lead form submissions

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

General settings					
Type: Search	Goal: Leads				
Campaign name		cleaning		_	

Step 8:-

Choose networks only tick search network.

Networks	III A	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 ②	
		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	

Step 9:-

Under location click on Advance Search

Targeting and audiences Choose who you want to reach			
Locations	Select locations to target ③ All countries and territories India Enter another location Q Enter a location to target or exclude For example, a country, city, region, or postal code V location options	Advanced search	^

Step 10:-

Then click on radius & select km for kilometers for example 20km and then enter city perth

🔵 Location (Radius	
perth	20 kn
Locations that match: perth	
Perth WA, Australia	INCLUDE
PERTH ONLINE FYAM CENTER, Jakariyanur Pahari, Patna Bihar	n
r Errin oneine Exam oenren, sakanyapui, r anan, r atna, binar	
Perintalmanna, Kerala	

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	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? ③
	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

Bidding	Back to previous bidding options
	Select your bid strategy 🕥
	Automated bid strategies
	Target CPA
	Target ROAS
	Maximize clicks
	Maximize conversions
	Maximize conversion value
 Show more settings 	Target impression share
	Manual bid strategies
Ad extensions Get up to 15% higher clickth <mark>roug</mark> h rate by	Manual CPC

Step 14:- After that click on save & continue:-

		v
Callout extensions	Add more business information to your ad	~
Call extensions	Add a phone number to your ad	~
+ Ad extension		

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.

— 2 Set u	p ad groups ———	3 Create ads ——	Confirmation
	Set up ad groups Ad group type ②: Stan	dard 👻	
	An ad group contains one	or more ads and a set of re	lated keywords. For best resi
	Ad group name Oven Cleaning		
	Default bid ⑦ ₹5		
	Oven cleaning oven cleaners professional oven clea	aning services	

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

Step 16 :-

After that click on save and continue.

Default bid 💿		
₹5		
Oven cleaning		
oven cleaners professional oven clea	aning services	
Match types help control	which searches can trigger your ads	
indicin types neip sonnisi	"keyword" = Phrase match [keyword] = Exact	match Learn more
keyword = Broad match		
keyword = Broad match		
keyword = Broad match		
NEW AD GROUP		~

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

New text ad	•
Final URL	
ommaurya.com/	<u>A</u>
Headline 1	
Cleaning Service	0
Headline 2	16 / 30
Packages start at 36.59 AUD	0
Headline 3	27 / 30
Perth	NEW 📀

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 :-

Headline 3				2773
Perth				NEW (
Display path ③ www.ommaurya.com /	cleaning	/ services		5/3
	8 / 15		8 / 15	

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

www.oninaurya.com/ cit	anning / acriv	1005	
Description 1	8 / 15	8 / 15	
5Lac+ Happy Customers. Sofa, Carpet	Quality Assured. Serv	vices : Home, Kitchen, Ba	athroom, 💿
Description 2			89 / 90
Best prices, Deep Cleaning Compare	, Quality Chemicals.	Verified Professionals.	NEW 🕐
			78 / 90
✓ Ad URL options			
DONE CANCEL			
SAVE AND CONTINUE	CANCEL		

After that click on save and continue then you will see :-

<u></u>		
Nov 15, 2019 – No end date	Campaign budget ₹500.00/dav	Bid strategy CPC (enhanced)
Perth WA, Australia	(000.00, 00)	
	Campaign goal	
XA English	Leads	
1 Ad Groups 3 Keywords	Ads	
NTINUE TO CAMPAIGN		

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 .

≡ 🔥 Goo	ogle Ads Al
Enable 2-Step Verific	cation on your Google ac
Overview 🔒	AD GROUPS
Recommendations	
Campaigns 🏫	500
Ad groups	250
Product groups	0
Ads & extensions	0 Oct 2013
Videos	

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

	Select a campaign	
	Search by name or campaign ID	Q
	9 campaigns	
	• cleaning	
Default	Digital Marketing Course	

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

Ad group name				
Carnet cleaning				
carpet cleaning				
Default bid ⑦				
= r				
₹ 5				
Carpet cleaning				
Carpet cleaning servi	ces			
latab tunas baln contro	which coorches con	trigger vour	odo	
watch types help contro	which searches can	ungger your	aus	
keyword = Broad match	"keyword" = Phrase m	hatch [keyw	ord] = Exact mate	ch Learn more
	_			
AVE AND CONTENTS				

Then click on save and continue.

Then enter your final url , headline 1, headline 2, headline 3 , display paths and descriptions

New text ad	
Final URL	
ommaurya.com/	<u>A</u> ⑦
Headline 1	
carpet Cleaning Service	0
Headline 2	23 / 30
Packages start at 36.59 AUD	0
Headline 3	27 / 30
Perth	NEW
Diselau est 🏟	5/30
www.ommaurya.com / carpet cleaning	/ services
Description 1	5 8 / 15
5Lac+ Happy Customers.Quality Assured Sofa, Carpet	d. Services : Home, Kitchen, Bathroom, 🛛 🗇
Description 2	87 / 90
Best prices, Deep Cleaning , Quality Cher	micals. Verified Professionals. 🛛 🔍 🕐
Compare	

& 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

	Select an ad group								
	Search by name or campaign ID								
	4 campaigns		No ad groups						
prove	٠	cleaning		No results					
ign	0	Digital Marketing Course							
	0	Digital Marketing Course 23 oct							
	0	Website Design lead				_			
						-			
					257,839	550 clicke			

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			0
Headline 1			C
			0/3
Headline 2			0
			0/3
Headline 3			NEW
Display path ⑦ www.example.com / Path 1	/ Path	12	0 / 3
	0/15	0 / 15	
Description 1			C
			0 / 9
Description 2			NEW
			0 / 9
\sim Ad URL options			

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.

≡ 🙏 Go	ogle A
Enable 2-Step Verif	ication on
Campaigns 🔥 🏫	SEAF
Ad groups	
Product groups	
Ads & extensions	
Videos	
Landing pages	
Keywords	+
Audiences	

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.

S	Select an ad group								
Se	arch by name or campaign ID	Q							
4 ca	mpaigns	No ad groups							
•	cleaning	No results							
•	Digital Marketing Course								
•	Digital Marketing Course 23 oct								
0	Website Design lead								
v									
v									

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.

	S				
	Se		Q		
	4 campaigns		2 ad groups		
	٠	cleaning	٠	Carpet cleaning	
F	0	Digital Marketing Course	٠	Oven Cleaning	
	0	Digital Marketing Course 23 oct			
	0	Website Design lead			
V					
v					
		L Campaign			

For example click on carpet cleaning ad group name .then you will see option to add keywords enter your keywords and click on save.

a group.	oleaning - ourper	cicaring				
Enter or	oaste your keywor	ds, one word	d or phrase p	oer line		
Aatch type	s help control whic	h searches c	an trigger vo	ur ads		
eyword =	Broad match "keyw	/ord" = Phrase	e match [key	word] = Exact n	natch	
earn mor	9					