

How to run google ads

Nowadays Google ads is the fastest way to reach your valuable customers, your audience will remember will always remember you for the best product you offer them, they are interested to know what else you can provide them, your customers are the lifeline of your business, they like the quality product with all built in features at the most competitive price, but some customers pay high but they never compro with the quality of the product.

Everybody is interested to buy dynamic products every milliseconds that can solve their problems, here we will discuss about some very useful products in our day to day life, I am sure you will be benefitted by their use in your house, here is the list of the top products for you, don't give the second thought just buy them I am using them very effective.

Affiliate links

You will reach to your customers through **Google Ads** or through **SEO**, we will discuss both the topics in details so that your life becomes

easy, I can assure that after completing these courses you can reach your customers very very easily and in most optimized budget.

SEO is a long-term process and takes times to give you result however it also benefits you over a longer period by ranking your website in google search engine. SEO is solely considered as Organic. If you want to penetrate the market with the thought of immediate sell or visibility of your product to the customer then I can suggest you Google Ads is the most appropriate platform and fastest way to reach your customer and in a very competitive price, you have the total control of your Ad. I say this is the best and most economical tool to reach your customer, try it, it will give you very good result, however initially using Google Ads for 1st three to six months and parallelly doing SEO will give an edge over your competitors, these tools are so powerful when once applied can turnaround your business.

Google Ads act a connecting platform or bridge between seller and potential customer.

Difference between Google Ads and Google AdSense?

Google Ads: You want your ads to display in Google search engine.

Google AdSense: You have a website and want others to display their ads on your website.

Here we would be learning about only about Google Ad, if we are making google search specific ads then it would be called Search Ad/Sponsored Ads, if we create Ad for youtube then it would be known as video Ad.

Here is the example of shopping Ads, which can be generated through Google Ads.

The screenshot shows a Google search for "best bag for trekking". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar are navigation tabs: All, Shopping, Images, Videos, News, and More. The results section shows "About 2,66,00,000 results (0.82 seconds)". Below this, there is a section titled "Ads · best bag for trekking" with a small information icon. Five product cards are displayed, each featuring a backpack image, the product name, the price, and the retailer. The first card is for a Wildcraft 45 Ltrs Grey backpack on Amazon.in for ₹1,209. The second is a TRAWOC 60 Ltr Travel backpack on Amazon.in for ₹1,437. The third is a Lightweight Backpack on Uniqlo India for ₹990, marked as a price drop from ₹1,945. The fourth is an AEROS 10 - Expandable backpack on RoadGods for ₹799, marked as a special offer. The fifth is a Wildcraft Unisex Rock backpack on Wildcraft Official for ₹3,999.

Product Name	Price	Retailer	Delivery
Wildcraft 45 Ltrs Grey an...	₹1,209	Amazon.in	Free delivery
TRAWOC 60 Ltr Travel...	₹1,437	Amazon.in	Free delivery
Lightweight Backpack	₹990 (Was ₹1,945)	Uniqlo India	
AEROS 10 - Expandable...	₹799	RoadGods	Special offer
Wildcraft Unisex Rock...	₹3,999	Wildcraft Off...	Free delivery

Thoroughly go through the prime content and try to grasp it so that you can run the Ad campaign successfully on Google Ad. Your learning depends upon your curiosity to become top campaigner.

Google Ads generate a huge amount of traffic which is just impossible to get from Organic Search, believe it or not but is true fact.

Remember the fact that Google Ad is a paid platform. So, trained yourself properly before venturing in the field of Google Ad. Learn and earn is the philosophy. Since you have reached this point I believe you want to spread your business and want more sales to remain in the field and you are at the right place you will be learning in just few minutes and become the top campaigner. The success of most of the campaigns depends upon your patience in learning by observing, reading and understanding the modern concepts of advertisement.

You know that you have a very good product but what the use if you don't have the reach to your customer. Let's say you have developed a cricket bat and living in Meerut and your potential customers are living in Mumbai, Bangalore, Chennai, Calcutta etc, then how you will reach to

them, how you will display your product to your potential customer, now her Google Ads play a major role, while sitting in your city with the help of google ads you can rock the show. Here we are learning a total solution to your problem.

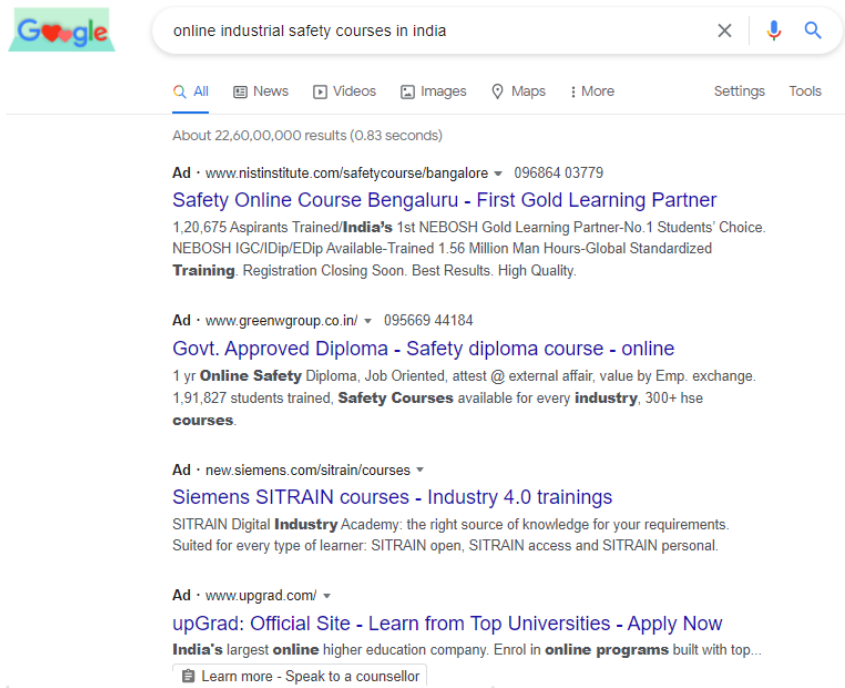
Don't hire anybody let's design the Ads at your own way!

Google Ads **worked on two most popular models** for nourishing your business

- 1 PPC: Pay per click (payment shall only be charged when someone click on your ad), no charge of impression.
- 2 PPM: Pay per thousand impression (generally used for branding the product)

What is Google Ad Auction and how it works?

Hey guys have you observed that when you type your keywords in the google search engine, let's say online industrial safety courses in India. What you will observe lets see



You will observe that as shown in the above fig a range of Ads will appear and their ranking is depend on the quality score which is a blend of bidding amount and the relevance of the keyword with your landing page, it is too be noted that if your bidding amount is high but the quality of the landing page is poor your quality score will be less and you may end up in the lowest rank of Ads or it may be possible your Ad will not appear if the keyword is highly competitive.

Maximum Bid: The maximum amount that the bidder or advertiser wants to spend on his advertisement on google for a defined period of time.

I hope you have learned the concept of Google Ads auction which reflects the google ads philosophy of displaying ads during the searching of keywords by searcher. So, it is very important that the bidding amount and relevance of the landing page wrt to the keyword should be good enough to get the better" Quality Score".

Your quality score depends generally on the following factors:

- a) Ad relevancy
- b) Landing page relevance wrt to advertisement
- c) Ease of navigation
- d) Customer engagement with site or increasing on-site time, etc

Landing page is the page of your website where you want to redirect the visitor when they click on your Ad, in simple language you want them to reach their destination.

- a) Ad relevancy is the major factor in building your quality score, ad relevancy means the correlation between your Ad and the landing page on which you are directing the visitor, they should be synchronize. If visitor spare time on your landing page it means that your Ad is relevant and the visitor gets the content or details for which he/she is looking.
- b) User don't want irrelevant data, and the website content should be inline with the privacy policy.
- c) Google sole purpose is to serve the user and your website can clearly be understood by the user in fractions of seconds, the information he/she wants from your website. I mean the user interface shall be friendly.
- d) If your website has relevant content what the user wants then he will frequently interact with your website, spare lot of time and even recommend (words of mouth) for visiting your website. The great website have millions of site visitor every day, in this way everyone is benefitting and known as a win-win situation.

Let us understand with a numeric concept, only for understanding purpose

$$\text{Ad rank} = \text{Quality Score} * \text{CPC}$$

Advertiser 1:

Quality Score: 5 and CPC 1, HERE

$$\text{Ad Rank: } 5 * 1 = 5$$

Similarly

Advertiser 2:

Quality Score: 10, to achieve the same Ad rank the expenses of Advertiser 2 would be $\frac{1}{2}$ of the 1st Advertiser.

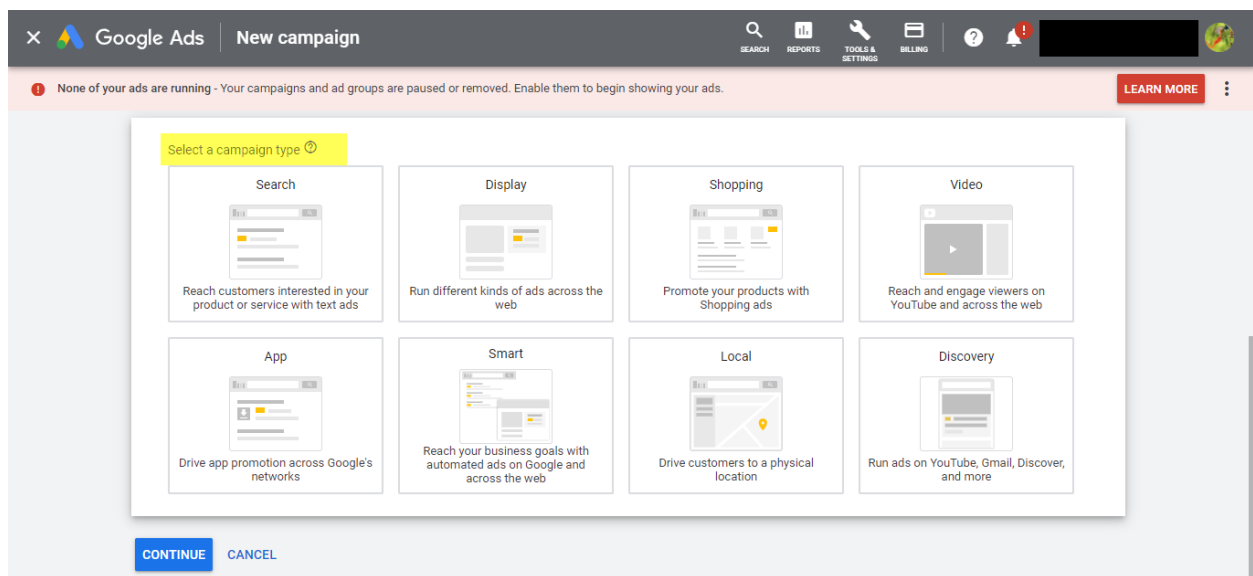
$$\text{Ad Rank} = 5 = 10 * \frac{1}{2}$$

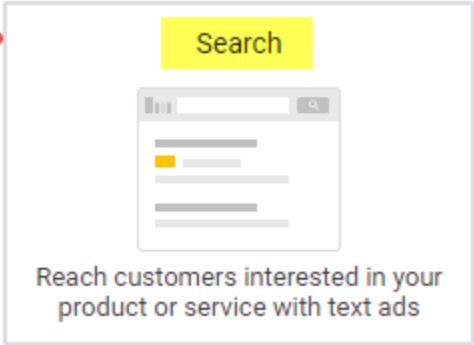
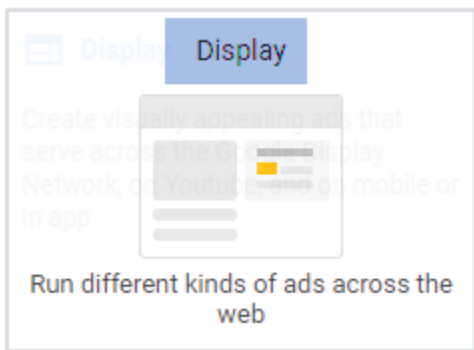
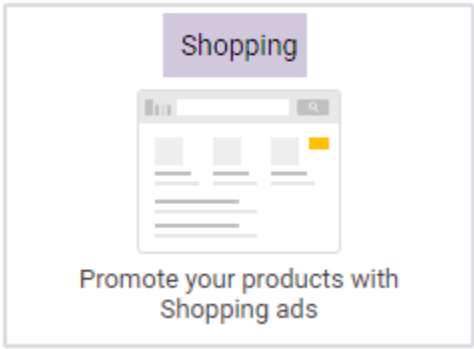
Note:

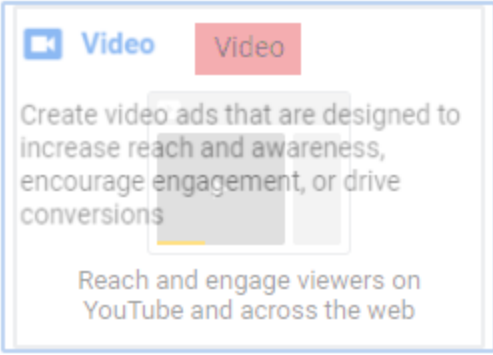
From the above you can learn that incase 2 your expenses would be reduced dramatically if your quality score is high.

Google has made all possible attempts to help the user to promote their business through google ads and the most fascinating thing about Google Ads they charged very very less as compared to the traditional ways of advert siting and above that they can only be visible to the targeted audience what a genius work by Google company, and they are always upgrading their system so that users can get better and better experience. Now a days lacs of business are benefitted through Google Ads, now you can be benefitted if you create a campaign with Google Ads and let's the world talked about your business.

Let's start to understand the type of Ads




S.No	Ad type	Icon	Where the Ads appear
1	Search type Ad	 <p>Search</p> <p>Reach customers interested in your product or service with text ads</p>	Create text or call ads that show near search results of Google.com, on Google search partners sites, and more
2	Display type Ad	 <p>Display</p> <p>Create visually appealing ads that serve across the Google Display Network, on Youtube, on mobile or in app</p> <p>Run different kinds of ads across the web</p>	Create visually appealing ads that serve across the Google Display Network, on Youtube, and on mobile or in app
3	Shopping type Ad	 <p>Shopping</p> <p>Promote your products with Shopping ads</p>	Create Shopping ads that drive online and in-store sales, website clicks, and other conversions

4	Video type Ad		Create video ads that are designed to increase reach and awareness, encourage engagement, or drive conversions
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And others type of Ads.

The video ads look like as follow



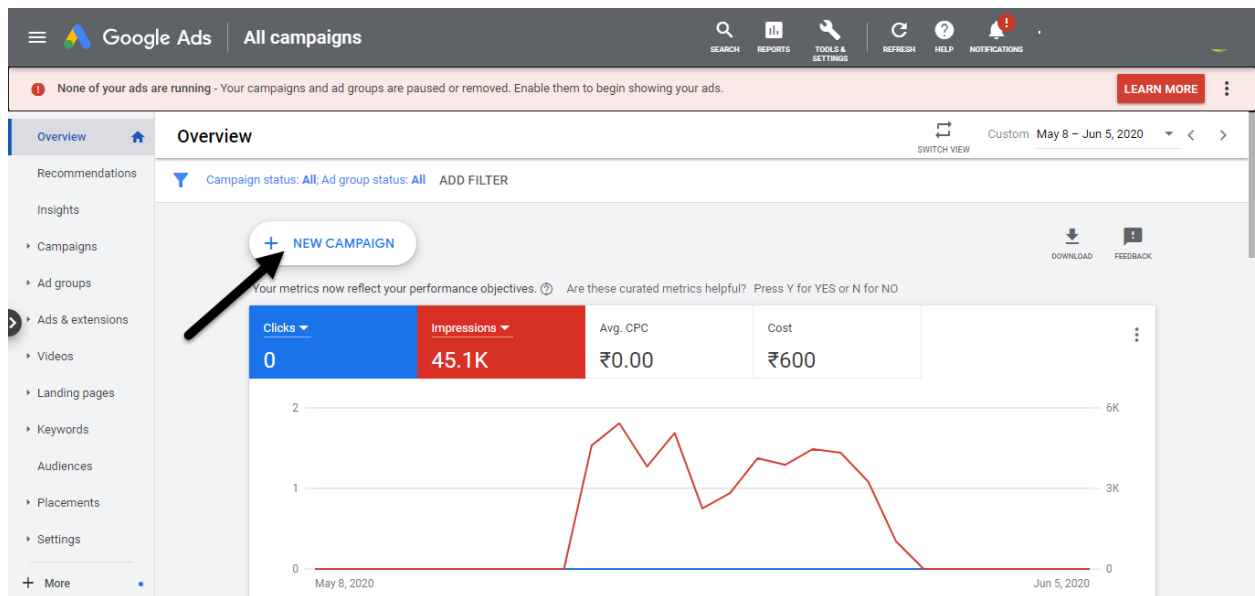
The screenshot displays a YouTube interface. At the top, the YouTube logo and a search bar containing 'indian sakura' are visible. The main content area shows a video player. The video is an advertisement for 'Online IELTS Classes' by Leapscholar. The ad features a white background with blue text and a yellow button. The text includes 'Online IELTS Classes', 'Powered by India's Top Educators', '1000+', 'Reserve Free Seat', 'Explore Courses', and '5000+ Students Enrolled. Limited Seats Only.'. There is also a 'SIGN UP' button and a URL 'leapscholar.com/ielts-prepa...'. The video player controls show a progress bar at 0:11 / 0:38. Below the video, the title 'Learn Japanese || Japanese for beginners || Confusing and Similar Japanese Vocabulary' is displayed, along with '388 views • Jul 11, 2021' and interaction buttons for likes, comments, shares, and saves.

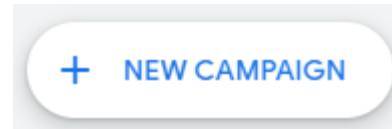
Running a Search Ad:

First of all, login to your google ads account. Click the below link to reach directly.

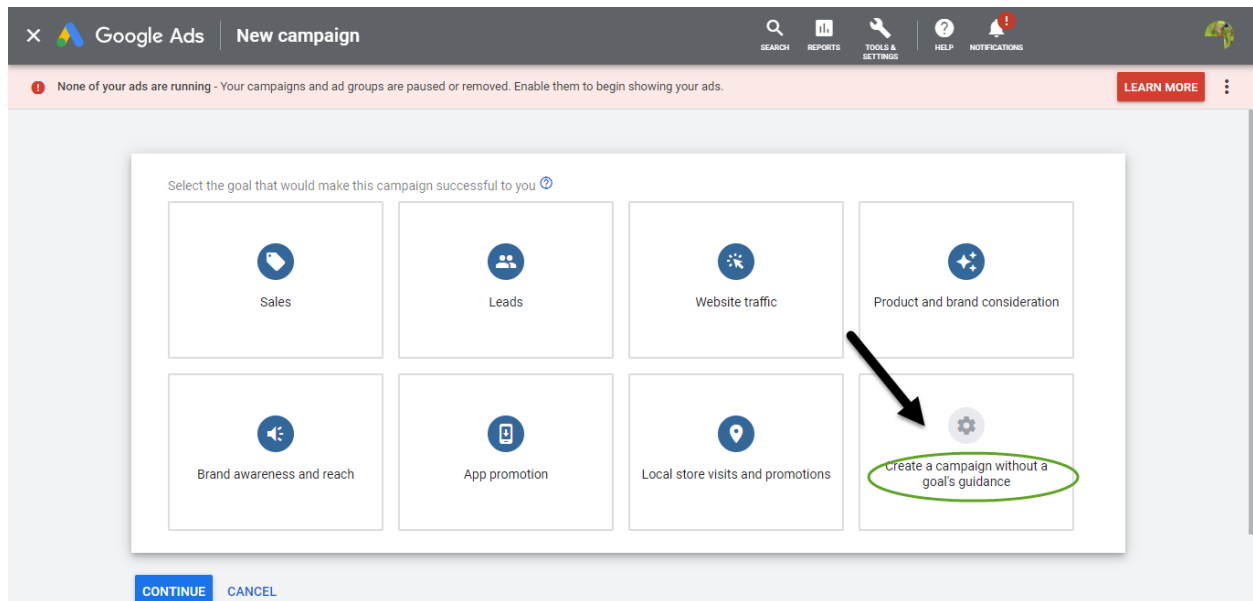
[Google Ads - Get More Customers With Easy Online Advertising](#)

On clicking the link, you will be redirected to your google ads account.

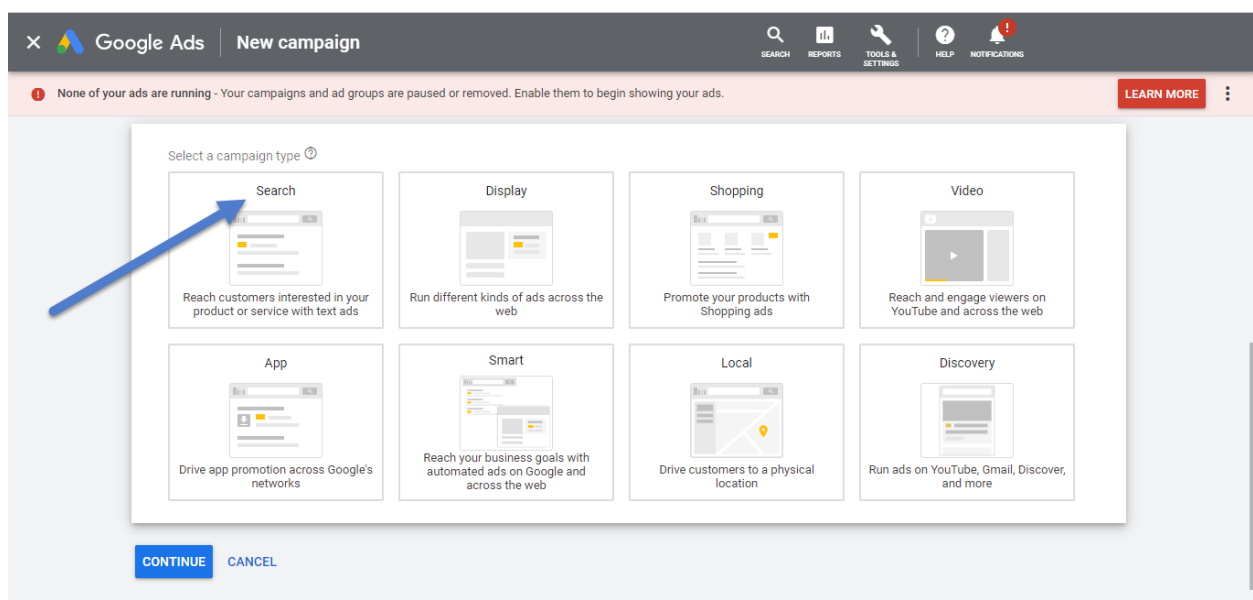




Now guys click on the new campaign sign , you will see the following screen....click on "create a campaign without a goal guidance".



Following screen would appear, click on the search as shown below



Now when you click on the search as shown above you will have the following screen **enter the name of the website that you want to promote or wants traffic**. Give the name of your campaign. Finally, click on continue to proceed further.

Google Ads | New campaign

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

Select the results you want to get from this campaign ⓘ

☒ Website visits

<http://engindmart.com/>

☐ Phone calls

☐ App downloads

Campaign name

Search-3: engineers add

[CONTINUE](#) [CANCEL](#)

Now select the budget and bidding strategy, as shown below

Google Ads | New campaign

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

Budget and bidding
Select the budget and bidding options that work best for your goals

Budget

Set your average daily budget for this campaign

₹ 15.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

[Back to previous bidding options](#)

Select your bid strategy ⓘ

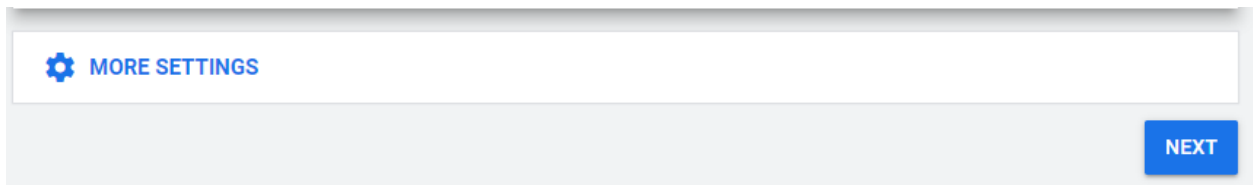
Manual CPC

☐ Help increase conversions with Enhanced CPC ⓘ

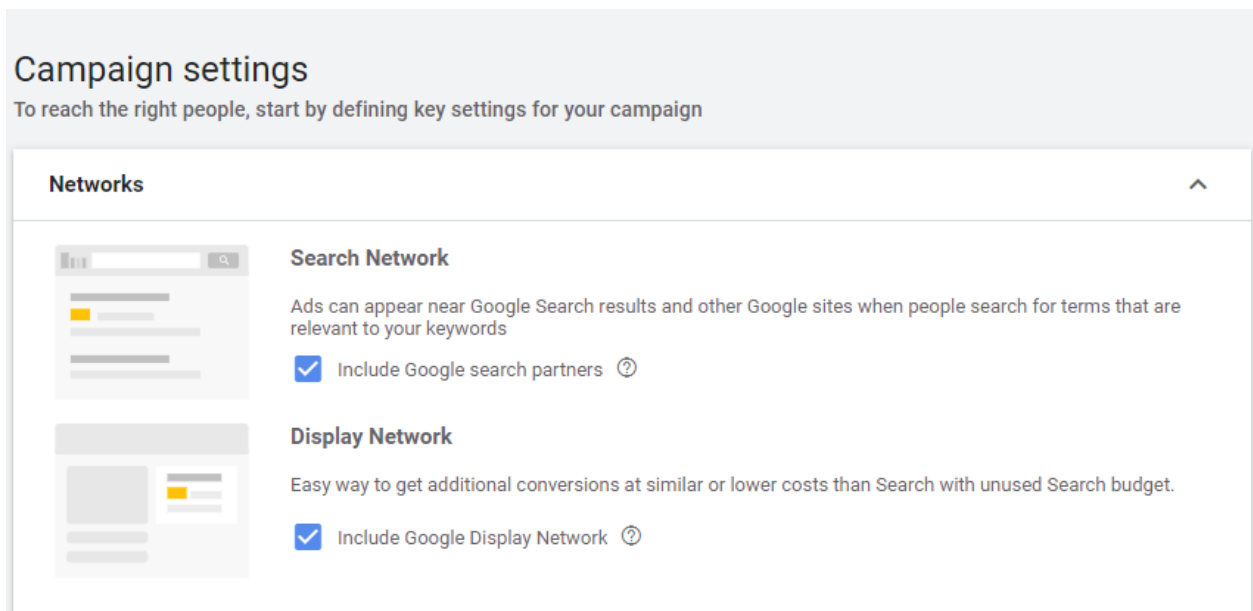
Your estimated performance is shown after you've entered

- Budget ✓
- Keywords

At the bottom you will find the following, click on Next




Please select the options as per your requirement, select networks



Select location and language

Locations


^

Select locations to target 

☒ All countries and territories


☐ India


☐ Enter another location


 Location options

Languages


^


Select the languages your customers speak. 


 Start typing or select a language

English 


Select start date and other options, as shown below

Start and end dates 

Start date
Aug 16, 2021 

End date
☐ None
☒ Aug 31, 2021 

Your ads will continue to run unless you specify an end date.

 **MORE SETTINGS**

Ad schedule

All day

Campaign URL options

No options set



Dynamic Search Ads setting


Get automated search targeting and customized ad headlines based on your website


NEXT


Click on next to further complete the details

Keywords and ads
Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

engineers  

Default Bid 


Set a default bid that reflects what a click is worth to you 

₹ .2 

Keywords

Get keyword suggestions

<http://engindmart.com/>



project management in chemical industries

industrial safety course

vendor registration

contractor registration

consultant

engineering students

diploma in chemical engineering

mechanical

chemical

chemical engineering

online registration of companies

Add products or services

Based on your URL: [civil engineering company](#) [mechanical and electrical contractors](#) [engineering consultant](#) [construction company](#) [civil contractor](#) [engineer](#) [mechanical contractor](#) [engineering equipment and materials](#) [building materials supplier](#) [industrial equipment supplier](#)

Your ads as per your website would look like this

IN PROGRESS

Final URL
engindmart.com/

Display path
www.engindmart.com/
/ /
0 / 15 0 / 15

Headlines 2/15
For optimal ad performance, include these keywords in your headlines
consultance mechanical engineering
it consultant register a business online
register of contractor mech engineering
[More ideas >](#)

See Current Offers

Ad strength [Leave feedback](#)

Incomplete

Start by adding at least 5 headlines

Add more headlines [View ideas](#)

Include popular keywords in your headlines [View ideas](#)

Make your headlines more unique [View ideas](#)

Make your descriptions more unique [View ideas](#)

Preview

Ad · www.engindmart.com/

See Current Offers | Engineers IndiaMart

Find all the best Consultants, Contractor's, Vendors etc for your project. Career Oriented Free Courses First Time In India - Launching Pad For Engineers.

This section shows potential ads assembled using your inputs. Not all combinations are shown.

Now 2 extensions to be completedlike

Extensions

Get more clicks and drive valuable customer actions by adding key information about your business

Sitelink extensions

Select and create campaign-level sitelink extensions
Add at least 2 sitelink extensions

Add new sitelink extension

Sitelink 1

Sitelink text

Free courses

Description line 1 (recommended) 12 / 25

free career Oriented Programs

Description line 2 (recommended) 29 / 35

Final URL 0 / 35

<http://engindmart.com/>

Sitelink 2

Sitelink text

Courses for Engineers

Description line 1 (recommended) 21 / 25

free courses for engineers

Description line 2 (recommended) 26 / 35

Final URL 0 / 35

http://engindmart.com/vendor%20database/sulphuric_acid/sulphuric_acid.html

Clicking on next will ask to review your campaign, if everything is ok then publish your campaign. Hi buddy you have done the job and tell the world about your business.

Review your campaign

Double-check your details before you publish

PUBLISH CAMPAIGN

Campaign name

Search-3: engineers adda

Campaign type

Search

Budget and bidding

Budget

₹15.00/day

Bidding

Manual CPC

Finally, ad campaign will start....

← → ↺

https://ads.google.com/aw/adgroups?campaignId=14272392849&ocid=36360281&euid=37717121&_u=5745740729&uscid=36360281&_c=367758...

Google Ads

All campaigns > Search-3: engineers adda

SEARCH REPORTS TOOLS & SETTINGS REFRESH HELP NOTIFICATIONS

Overview

Recommendations

Insights

Ad groups

Ad groups

Auction insights

Ads & extensions

Landing pages

Keywords

Audiences

Placements

Settings

Less

Locations

Enabled Status: Pending Type: Search Budget: ₹15.00/day Optimization score: — More details

Ad groups Custom May 8 – Jun 5, 2020

Clicks None CHART TYPE EXPAND ADJUST

May 8, 2020 Jun 5, 2020

Ad group status: All ADD FILTER

	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	engineers	Paused Campaign pending	₹0.20	Standard	0	0	—	—	₹0.00
	Total: Ad ...				0	0	—	—	₹0.00
	Total: Ca...				0	0	—	—	

1 - 1 of 1

Campaign paused