$\boxed{\text{Ads}} \longrightarrow \bigcirc\!\!\!\text{Google Ads} \longrightarrow$ Google Properties | Partner Platform

SE $\rightarrow$ Search Ad | Shopp. Ad

App Store

video Ads $\leftarrow$ youtube

Adsense $\downarrow$ Display Ads.

* facts

64.6% People click when they buy items.

89% organic Not Replaced by paused Ad

1 Rs . 2 Rs Revenue.

* operates ON

PPC Model   pay per click

PPM Model   pay per 1000 impression
                              500
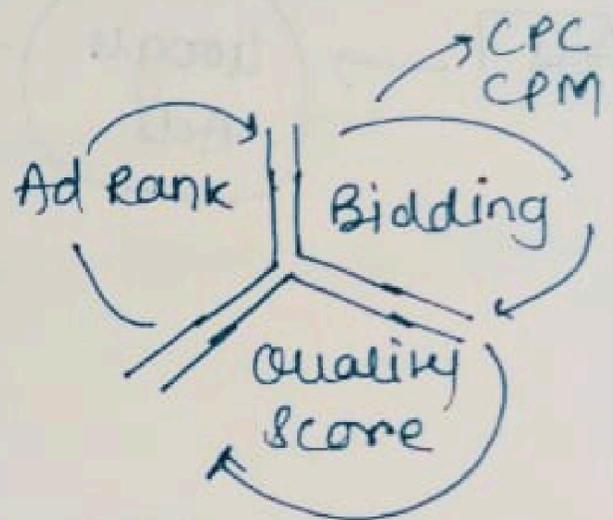   200

Why Google Ad Not performing.

- Broad keyword Terms.
- irrelevant Ad searchers intent
- low Quality score
- poor landing page - Experience after click.

② Concept of Google Ads Action

Search Ad

Ad Rank - for position

→ Relevant information
→ Bidding / amount

Keyword → Landing Page

How to check position of your Ad

Advertiser	Max bid	Quality score	Ad Rank	CPC
I	2	10 *****	20	1·61 RS
II	4	4 ****	16	8·01 RS
III	6	2 *** **	12	4·01 RS
IV	8	1 *	8	highcost Rs

$$\text{Max bid} \times \text{Quality score} = \text{Ad Rank}$$

$$\text{Your pay} = \frac{\text{Ad Rank of person below you}}{\text{Your Quality score}} + 0.01$$

Ex: Advertiser

I = $\frac{16}{10} + 0.01$

CPC = 1.61 Rs

③ Quality score

helps to calculate Ad Rank

Quality score × Max CPC (Bidding amt)

* Depends on

- Ad relevancy / landing page relevancy
- landing page Transparency
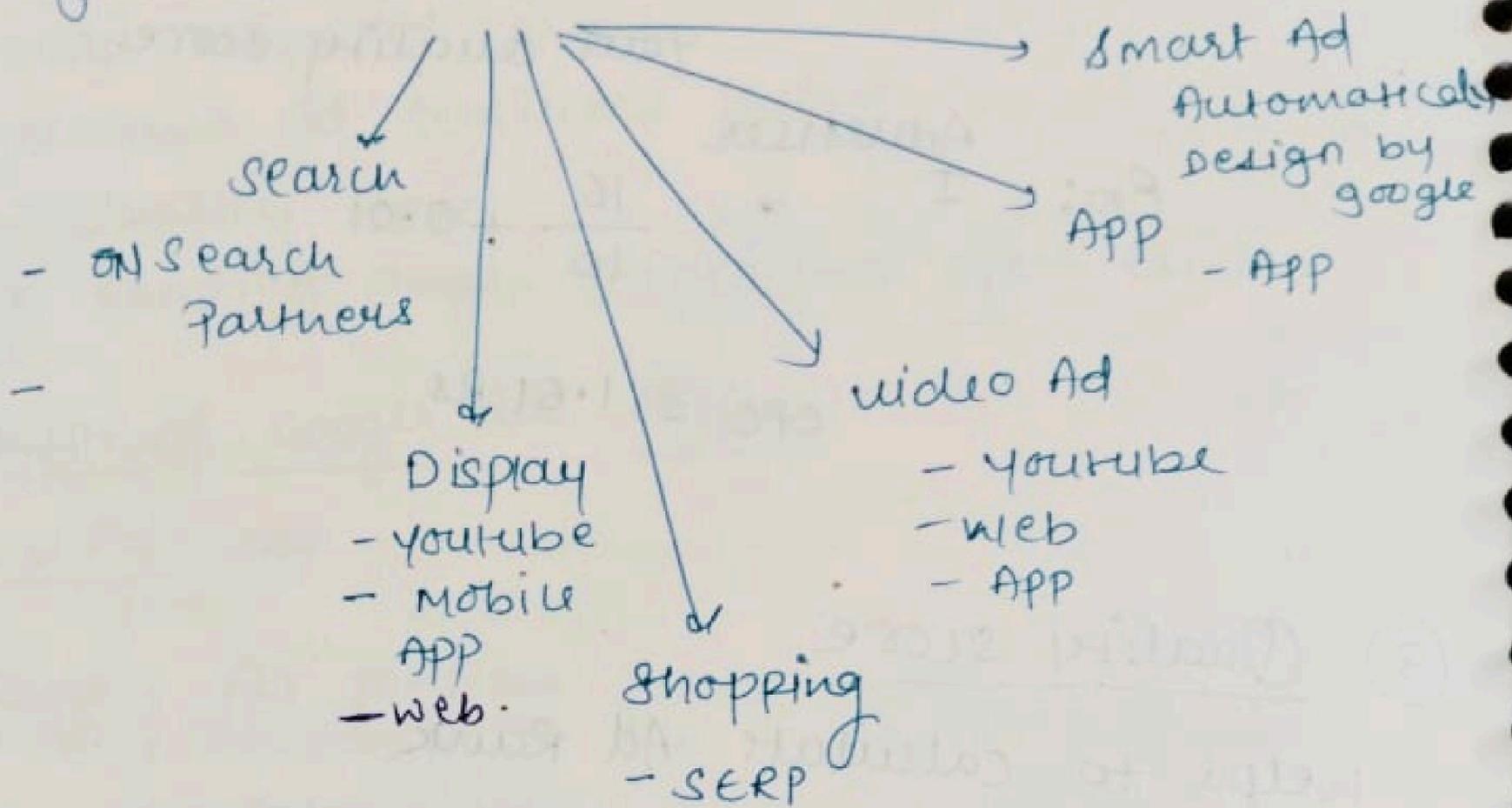- Increasing on site time (कितनी देर रुका)
- Ease to Navigate
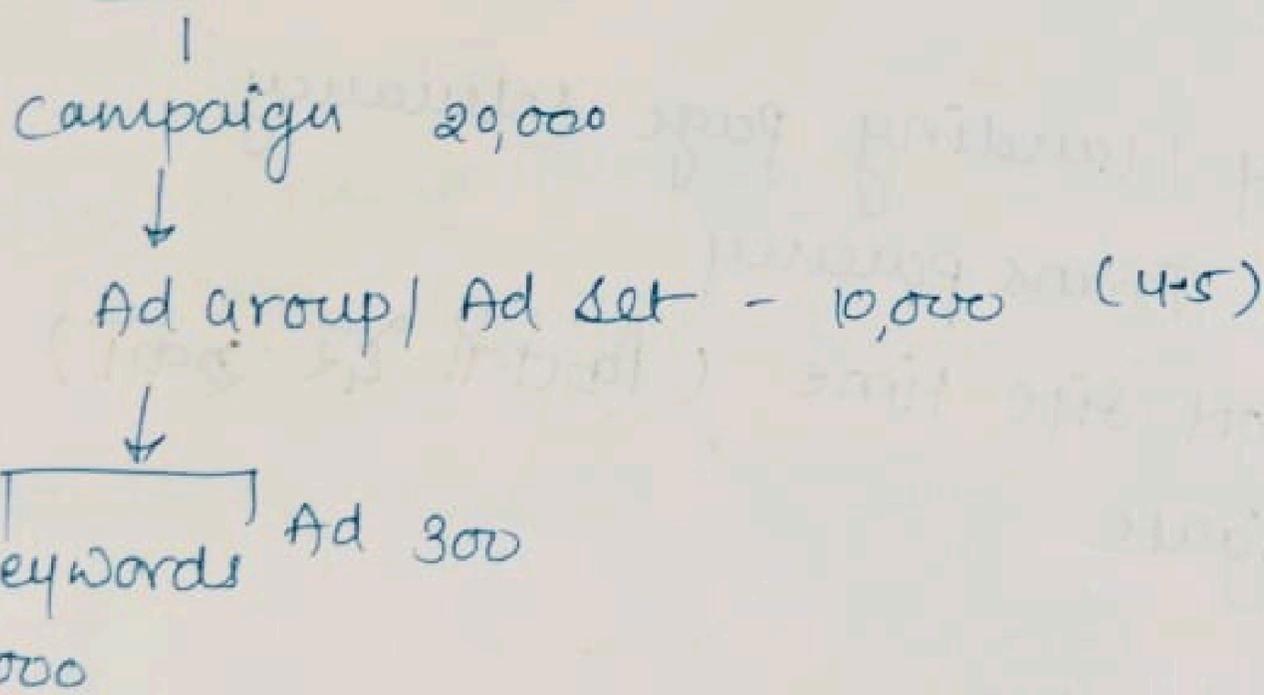
* Ad Relevancy

| Query | 9 DMC

DMC

Ad I   class 12th Mathematics → landing Page

③

④ Types of Google Ads complete Guide

Search → Smart Ad
  Automatically Design by google
  APP - App

- ON Search Partners
-

Display
- Youtube
- Mobile App
- web.

Shopping
- SERP

video Ad
- youtube
- web
- App

⑤ ACC   levels in Ad
  |
campaign   20,000
  ↓
Ad Group/ Ad set - 10,000   (4-5)
  ↓
10-15 [Keywords   Ad 300
  5000

⑥ Keywords Match Types.

" Digital Marketing course"

" Online Marketing course"

Ⓐ

Match type	special symbol	Exam keyword	Ads may show on search	Examin search
Broad Match	None	Women hats	- Misspelling - Synonames - Related searches - Relevent search	buy ladies hat
+Exact Match Modifier	+key word	+women +hats	- any order - closer variation	hats for women +(ladies) x
Phrase Match	"keyword"	"women hats"	- close variation	buy women hats
Exact Match	[ ]	[women hats]	Exact	" women hats hats women

Broad Match:

- helps you to attract more visitors to your website

    Ex: low carb diet plan

<u>Ad</u> carb-free foods
Low carb diets
Low calorie reciepes
Mediter rouaean diet books
low carbohydrate diet aby program

<u>Phrase Match:</u>

Include Meaning of your keywords

Exact < phrase Match < Broad
Match   Match

(search)

<u>Example:</u>

<u>"Tennis shoes":</u>   X

- shoes for tennis   Tennis rackets &
                            running shoes
- Buy tennies shoes
  on sale.   can you wear
                            running shoes
- Red tennis shoes   for tennies

- comfortable tennies
  shoes / sneakers

<u>Exact Match:</u>

Same intent or same Meaning

(6)

[Shoes for Men] Shoes Men   X
                  Men shoes   Mens tennies
                  Men shoe   shoes
                  Shoes for a   Shoes for
                  Men   boys

Negative Match

- [- keyword

⑦ Negative keyword in Google Ads

Benefits — Improve CTR
       — In " conversion Rate
         " Quality score

Negative keyword Match Types

Negative Broad Match	Negative phrase Match	Negative Exact Match
* running shoes	" Running shoes"	[Running shoes]
Blue tennies shoes ✓	✓	✓
running gear ✓	✓	✓
Blue running shoes ✗	✗	✗
Shoes running ✗	✓	✓
running shoes ✗	✗	✗

⑦

⑧ Dashboard of Google Ad Acc.

Tools → a/c Ac

ads.google.com

* can give access
* ↓
* Report

switch to expert mode
↓

Recommendation

⑨ ᶜGoal Defining

create a campaign without a
goal guidance.

⑩ How to set search campaign

New campaign
↓
create a/a c
↓
search
↓
website visit
↓
campaign name
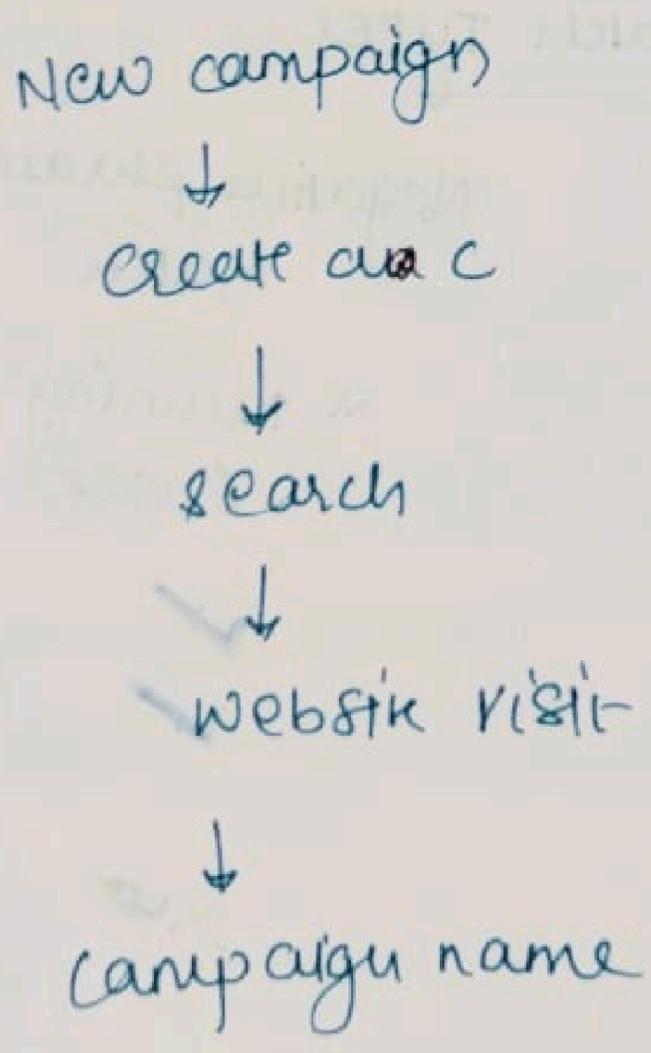
(11) Location Targeting in Google Ads

* Advance search

    ⊙ Location   ⊙ Radius
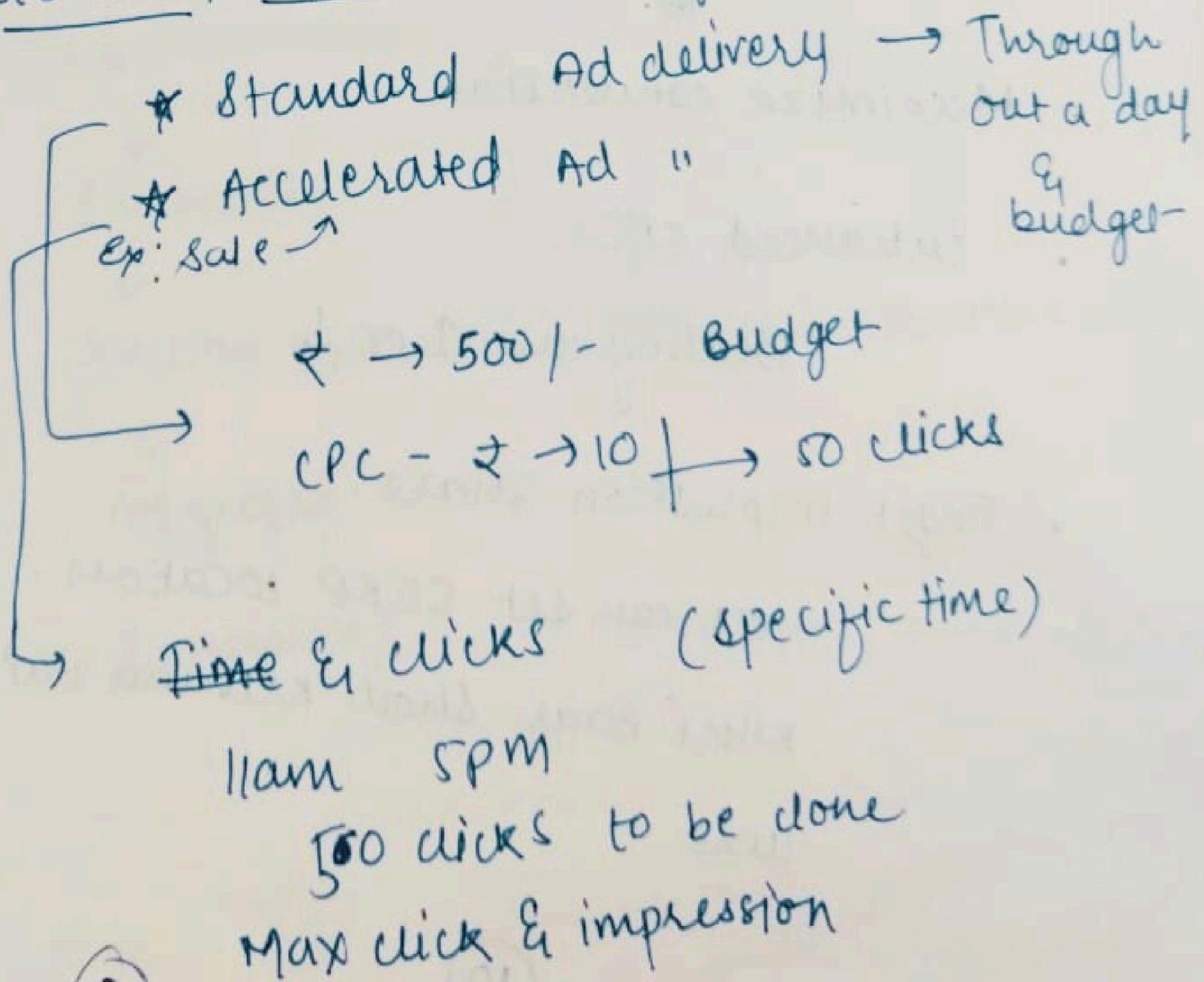
* Exclude

(12) Language sett Targeting settings in Google Ads

* All language

    Browser in which Language

(13) Ad delivery Methods in Google Ads

* Standard   Ad delivery → Through out a day
* Accelerated Ad "   &
Ex: Sale ↗   budget

₹ → 500/-   Budget

CPC - ₹ → 10 ⌐→ 50 clicks

Time & clicks   (specific time)

11am   5pm

50 clicks to be done

Max click & impression

⑨

(14) Bidding strategies in Google Ads

  * Automated B.S
  * Manual CPC

- Target CPA →
      Cost per Aquisition

    ↓ 50↑   aas pass

- Target Roas
      Return on ad spend

    500% → how much return you wan-

- Maximise clicks.

      Try to maximize clicks.

            ⊖.

- Maximize conversion

- Enhanced CPC.

      Bidding can ↑ or ↓

- Target impression share.

      you can set SERP location.

      kitni baar show krwana hai

      amt

(15) Conversion, Ad scheduling & Rotation.

Ad scheduling

  Time, or weekends.

Conversion Action.

  ⊙ choose

setting → conversion → create.

(16) Ad Extensions in Google Ads.

- Expanding your ad
- 15% ↑ in CTR
- Additional information

Ads & Extension
  ↓
Extension
  ↓
Site link Extension | callout / structure date
  ↓
Ad group level

Call Extension/