



Learn2Earn
LABS

LEARN SKILLS. EARN SUCCESS.

Digital Notes

Module 6:

Google Ads

Master Google Ads to drive **targeted traffic**,
generate quality leads, and grow your business



Google Ads
Fundamentals



Campaign
Setup



Keyword
Research



Ad Creation &
Ad Extensions



Audience
Targeting



Bidding
Strategies



Conversion
Tracking



Optimization &
Scaling



Google Ads
Tools



Shopping Ads
& Display Ads



YouTube Ads



Reporting &
Analytics



Drive Quality
Traffic



Reach the Right
Audience



Increase
Conversions



Get Better ROI



www.learntoearnlabs.com



+91-9548868337



team@learntoearnlabs.com

Module 6

Google Ads & Performance Marketing

Module Overview

Google Ads is an online advertising platform that allows businesses to reach potential customers across Google Search, YouTube, websites, applications, Maps and other Google properties.

Performance marketing focuses on measurable business results. Instead of evaluating a campaign only by impressions or clicks, performance marketers connect advertising expenditure with outcomes such as:

- Product purchases
- Form submissions
- Phone calls
- Appointment bookings
- WhatsApp or messaging enquiries
- Store visits
- Application installations
- Revenue

This module explains how beginners can create a Google Ads account, configure measurement and run campaigns for:

1. An e-commerce website
2. A service-based website
3. A local physical store

Google regularly updates the Google Ads interface. Menu names and setup screens may vary slightly, but the campaign-planning principles remain applicable.

Learning Objectives

After completing this module, learners should be able to:

- Explain performance marketing and Google Ads.
- Create and secure a Google Ads account.
- Configure billing and account settings.
- Identify suitable advertising objectives.
- Set up website conversion tracking.
- Understand Google Ads campaign types.
- Conduct advertising keyword research.
- Create Search campaigns.
- Create responsive search advertisements.
- Use match types and negative keywords.
- Connect Merchant Center for e-commerce advertising.
- Create a Performance Max campaign.
- Promote a local store using location assets.
- Create basic Display and Video campaigns.
- Understand audience targeting and remarketing.
- Calculate important advertising metrics.
- Monitor, optimise and report campaign performance.

Table of Contents

1. Introduction to Performance Marketing	7
1.1 What Is Performance Marketing?	7
1.2 Performance Marketing Process	8
1.3 Example	8
2. Understanding Google Ads	8
2.1 Where Google Ads May Appear	8
2.2 Google Ads Account Structure	9
2.3 Example Structure for a Service Business	10
3. Main Google Ads Campaign Types	10
3.1 Search Campaign	10
3.2 Performance Max	10
3.3 Shopping-Related Advertising	11
3.4 Display Campaign	11
3.5 Video Campaign	11
3.6 Demand Generation and Other Types	12
4. Preparation Before Creating an Account	12
4.1 Business Preparation Checklist	12
4.2 Website Checklist	12
4.3 Advertising Readiness by Business Type	13
5. Creating a Google Ads Account	14
5.1 Account Creation Steps	14
5.2 Important Account Settings	14
5.3 Account Naming Convention	15
5.4 Account Security	15
5.5 Give Team Members Access	15
6. Billing Setup	16
6.1 Billing Information	16
6.2 Payment Settings	16
6.3 Budget vs Actual Charge	16
6.4 Example Budget Plan	17
7. Conversion Tracking	17
7.1 What Is a Conversion?	17
7.2 Primary vs Secondary Conversions	18
7.3 Conversion-Tracking Plan	19
7.4 Google Tag Setup	19
7.5 Installation Methods	20
7.6 Thank-You Page Tracking	20
7.7 Button-Click Tracking	21
7.8 E-commerce Purchase Tracking	21
7.9 Testing Conversions	21
7.10 Conversion Tracking Warning	22
8. Advertising Landing Pages	22
8.1 Landing Page Requirements	22
8.2 Message Match Example	22
8.3 E-commerce Landing Page Checklist	23
8.4 Service Landing Page Checklist	23

8.5 Local Store Landing Page Checklist.....	23
9. Keyword Research for Google Ads	24
9.1 Seed Keywords.....	24
9.2 Use Keyword Planner	24
9.3 Keyword Selection Criteria.....	25
9.4 Search-Intent Classification	25
10. Keyword Match Types.....	25
10.1 Broad Match.....	26
10.2 Phrase Match.....	26
10.3 Exact Match.....	26
10.4 Beginner Recommendation.....	26
11. Negative Keywords	27
11.1 Examples	27
11.2 Search-Term Review.....	27
11.3 Warning.....	28
12. Search Campaign Setup	28
12.1 When to Use Search Campaigns.....	28
12.2 Step-by-Step Setup	28
13. Responsive Search Advertisements.....	33
13.1 Headline Planning	33
13.2 Description Planning	33
13.3 Advertisement Checklist.....	34
13.4 Advertisement-to-Landing-Page Match.....	34
14. Google Ads Assets	35
14.1 Sitelink Assets.....	35
14.2 Callout Assets	35
14.3 Structured Snippets	35
14.4 Call Assets.....	35
14.5 Location Assets.....	36
14.6 Promotion and Price Assets.....	36
15. Campaign for an E-commerce Website	36
15.1 Recommended Foundation	36
15.2 Merchant Center Setup	37
15.3 Add Products	37
15.4 Product Feed Quality.....	38
15.5 Product Diagnostics	39
15.6 Link Merchant Center with Google Ads	39
15.7 E-commerce Performance Max Setup	39
15.8 Asset Groups	40
15.9 Audience Signals	40
15.10 E-commerce Optimisation.....	41
15.11 Product-Level Profitability	41
16. Campaign for a Service-Based Website.....	41
16.1 Recommended Campaign Type	41
16.2 Service Campaign Preparation.....	42
16.3 Example Campaign	42
16.4 Keyword Example.....	43
16.5 Lead Conversion Setup.....	43
16.6 Lead Form Design	43

16.7 Lead Follow-Up.....	44
16.8 Offline Lead Quality	44
16.9 Service Campaign Optimisation.....	45
17. Campaign for a Local Store	45
17.1 Local Store Objectives	45
17.2 Google Business Profile Preparation.....	45
17.3 Link Business Profile to Google Ads.....	46
17.4 Local Search Campaign	46
17.5 Performance Max with Store Goals.....	47
17.6 Radius Targeting	47
17.7 Local Campaign Optimisation	48
18. Display Campaigns.....	48
18.1 Suitable Uses.....	48
18.2 Basic Display Setup.....	48
18.3 Responsive Display Assets.....	49
18.4 Placement Review	49
19. Video Campaigns.....	49
19.1 Video Campaign Uses	49
19.2 Video Preparation	50
19.3 Video Advertisement Structure.....	50
19.4 Basic Campaign Setup	51
19.5 Video Metrics	51
20. Remarketing	51
20.1 Example Audiences.....	51
20.2 Remarketing Setup Requirements.....	52
20.3 Dynamic Remarketing	52
20.4 Frequency and Experience.....	52
21. Bidding Strategies	53
21.1 Maximise Clicks.....	53
21.2 Maximise Conversions	53
21.3 Target CPA.....	53
21.4 Maximise Conversion Value.....	54
21.5 Target ROAS.....	54
21.6 Impression Share.....	54
22. Key Google Ads Metrics.....	55
22.1 Impressions.....	55
22.2 Clicks.....	55
22.3 Click-Through Rate.....	55
22.4 Average Cost per Click	55
22.5 Conversion Rate	55
22.6 Cost per Conversion.....	55
22.7 Conversion Value.....	56
22.8 Return on Ad Spend	56
22.9 Impression Share.....	56
22.10 Lead-to-Customer Rate.....	56
23. Daily, Weekly and Monthly Optimisation.....	57
23.1 First-Day Checks	57
23.2 Daily Checks During Early Launch.....	57
23.3 Weekly Checks	57

23.4 Monthly Checks.....	58
24. Search-Term Optimisation Example.....	58
25. Advertisement Testing	59
25.1 Test Record.....	59
26. Budget Optimisation.....	59
26.1 Do Not Distribute Equally Without Evidence.....	59
26.2 Scaling Carefully.....	60
27. Google Ads Policy and Approval.....	60
27.1 If an Advertisement Is Disapproved.....	60
28. Common Beginner Mistakes.....	61
29. Beginner Launch Checklist	61
30. Practical Project 1: Service-Based Search Campaign	63
31. Practical Project 2: E-commerce Campaign.....	64
32. Practical Project 3: Local Store Campaign.....	65
33. Complete Module Assignment.....	66
34. Key Terms	67
Final Learning Outcome	68



Learn2Earn
LABS
LEARN SKILLS. EARN SUCCESS.

1. Introduction to Performance Marketing

1.1 What Is Performance Marketing?

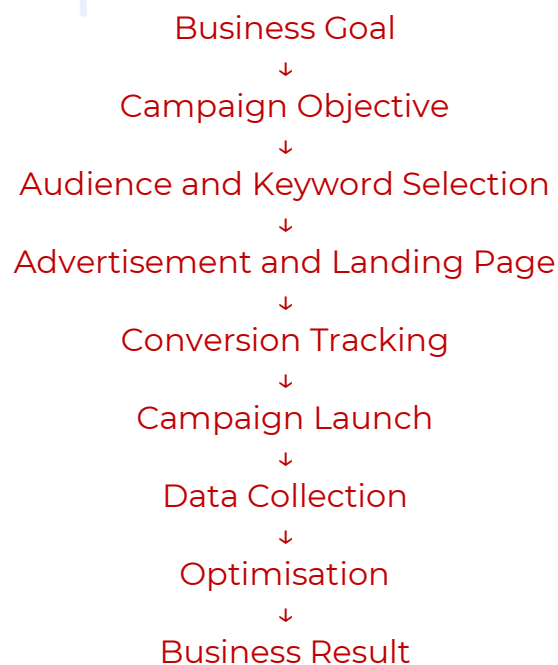
Performance marketing is an approach in which marketing activities are planned, measured and optimised according to specific results.

A result may be:

- Lead
- Sale
- Booking
- Phone call
- Download
- Registration
- Store visit
- Revenue

The advertiser defines the desired action and measures how much it costs to produce that action.

1.2 Performance Marketing Process



1.3 Example

An institute spends ₹30,000 on Google Ads and receives:

- 150 leads
- 30 admissions
- ₹3,00,000 in revenue

Calculations:

Cost per Lead = ₹30,000 ÷ 150 = ₹200

Cost per Acquisition = ₹30,000 ÷ 30 = ₹1,000

Return on Ad Spend = ₹3,00,000 ÷ ₹30,000 = 10

The campaign generated ₹10 in revenue for every ₹1 spent on advertising.

This calculation does not include other business costs. Therefore, ROAS is different from profit.

2. Understanding Google Ads

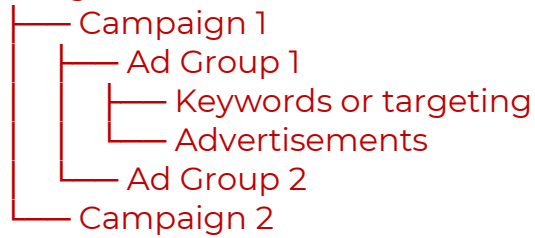
2.1 Where Google Ads May Appear

Depending on campaign type, advertisements may appear on:

- Google Search
- Google Maps
- YouTube
- Gmail
- Google Discover
- Shopping-related placements
- Partner websites
- Mobile applications
- Google Display Network

2.2 Google Ads Account Structure

Google Ads Account



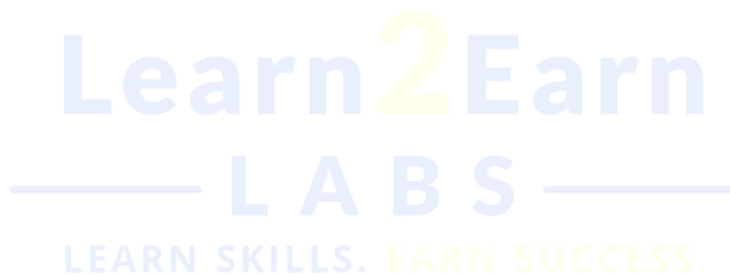
Account

Contains billing, access, measurement and all campaigns.

Campaign

Controls:

- Objective
- Campaign type
- Budget
- Locations
- Languages
- Networks
- Bidding
- Schedule



Ad group

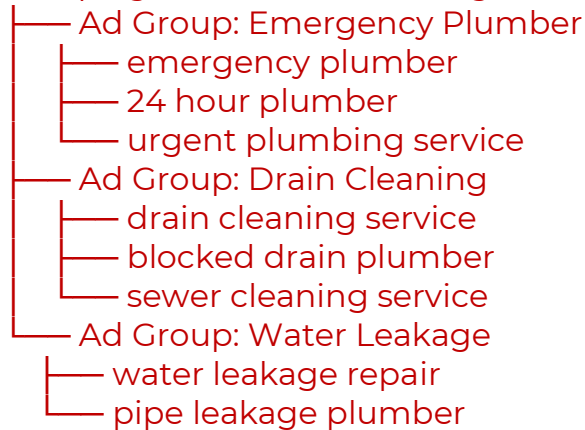
Organises related keywords, products, audiences or advertisements.

Advertisement

The message and creative shown to potential customers.

2.3 Example Structure for a Service Business

Campaign: Search – Plumbing Services – Delhi



Each ad group should contain closely related themes.

3. Main Google Ads Campaign Types

3.1 Search Campaign

Text-based advertisements shown to people actively searching for relevant products or services.

Suitable for:

- Service businesses
- Local businesses
- High-intent products
- Lead generation
- Emergency services

3.2 Performance Max

Performance Max uses campaign assets, audience signals, product data and automated optimisation to advertise across Google's inventory.

It may be used for:

- E-commerce sales

- Lead generation
- Local-store promotion
- Online and offline objectives

Google currently makes Performance Max available for objectives including sales, leads and local-store promotions. Reliable conversion tracking and strong assets are important before launch. [Google's Performance Max setup guide](#)

3.3 Shopping-Related Advertising

E-commerce product advertisements can display information such as:

- Product image
- Product title
- Price
- Store name
- Offer information

Product data is supplied through Google Merchant Center.

3.4 Display Campaign

Visual advertisements displayed across participating websites and applications.

Suitable for:

- Brand awareness
- Remarketing
- Product reminders
- Promotional creatives

3.5 Video Campaign

Video advertisements can appear on YouTube and eligible video placements.

Suitable for:

- Product demonstrations
- Awareness
- Education
- Remarketing
- Lead and sales support

Current Video campaign formats and options depend on the selected objective and campaign subtype. [Google Video campaign guide](#)

3.6 Demand Generation and Other Types

Google may provide additional campaign types and automated options. Beginners should choose campaign types according to business objectives rather than selecting the newest available feature without understanding it.

4. Preparation Before Creating an Account

Do not create a campaign until the business and website are ready.

4.1 Business Preparation Checklist

Record:

- Business name
- Website URL
- Products or services
- Target locations
- Target audience
- Profit margins
- Average order value
- Sales process
- Advertising budget
- Primary conversion
- Secondary conversions
- Customer-support process

4.2 Website Checklist

The website should contain:

- Clear product or service information
- Accurate prices
- Contact details
- Privacy policy
- Terms and conditions

- Refund or cancellation policy where applicable
- Secure HTTPS
- Mobile-friendly pages
- Fast loading
- Working forms
- Functional checkout
- Clear CTA
- Thank-you or confirmation process
- Accurate business identity

4.3 Advertising Readiness by Business Type

E-commerce

Confirm:

- Product pages work.
- Stock is accurate.
- Prices match checkout.
- Shipping information is clear.
- Return policy is visible.
- Checkout is tested.
- Purchase tracking works.
- Product feed can be created.

Service business

Confirm:

- Each important service has a page.
- Target locations are clear.
- Phone and form work.
- Testimonials are genuine.
- The lead is sent to the correct team.
- Response time is defined.
- Lead tracking works.

Local store

Confirm:

- Address is correct.
- Opening hours are current.
- Phone number works.
- Google Business Profile is claimed and accurate.
- Directions are correct.

- Store photographs are genuine.
 - Location and call actions can be measured.
-

5. Creating a Google Ads Account

Google's current sign-up flow generally asks for business information, campaign goals, budget and payment details. Conversion measurement may also be offered during setup. [Official Google Ads sign-up guide](#)

5.1 Account Creation Steps

1. Create or select a professional Google account.
2. Visit Google Ads.
3. Click **Start now** or the available sign-up option.
4. Enter the business name.
5. Enter the website URL.
6. Add or connect relevant business information.
7. Select the appropriate advertising objective.
8. Follow the setup process.
9. Configure billing.
10. Set up conversion measurement.
11. Review account settings before publishing a campaign.

The interface may encourage a simplified campaign during onboarding. If available, learners who need full campaign control can look for options such as switching to the detailed campaign workflow or creating a campaign without goal guidance.

5.2 Important Account Settings

Carefully select:

- Billing country
- Currency
- Time zone

These settings affect billing and reporting and may be difficult or impossible to change later.

Example

For an Indian business operating and billing in India:

- Billing country: India
- Currency: INR
- Time zone: Relevant Indian time zone

Select according to the actual legal and business situation.

5.3 Account Naming Convention

Use a clear name.

Example:

Learn2Earn Labs – India – Main Google Ads Account

Avoid unclear names such as:

Ads Account 1

5.4 Account Security

1. Enable two-step verification.
2. Use individual user access.
3. Do not share passwords.
4. Keep at least two trusted administrators where appropriate.
5. Remove former employees promptly.
6. Review user access monthly.
7. Protect billing and recovery information.
8. Avoid unknown third-party integrations.

5.5 Give Team Members Access

Use account-access settings to invite users.

Possible access levels may include:

- Administrative
- Standard
- Read-only
- Billing-related access

Give users only the permissions required for their work.

6. Billing Setup

6.1 Billing Information

Prepare:

- Legal business or individual name
- Billing address
- Tax information where applicable
- Payment method
- Finance-team contact
- Monthly budget limit

Available payment options depend on the billing country, account and eligibility.

6.2 Payment Settings

During billing setup:

1. Confirm the country.
2. Confirm currency.
3. Enter legal billing information.
4. Add the accepted payment method.
5. Review payment type.
6. Check tax-related fields.
7. Save billing information.
8. Confirm that billing is active.

6.3 Budget vs Actual Charge

Google Ads commonly uses an average daily campaign budget. Daily expenditure may vary, while charging rules and monthly limits depend on the campaign and billing system.

Beginners should:

- Start with a controlled budget.
- Monitor spending daily after launch.
- Set internal alerts.
- Review billing documents.
- Never assume the platform will understand the company's private financial limit automatically.

6.4 Example Budget Plan

Monthly budget:

₹30,000

Planning estimate:

₹30,000 ÷ 30.4 ≈ ₹987 average daily budget

A beginner may divide the budget:

Campaign	Monthly allocation
High-intent Search	₹18,000
Remarketing	₹4,000
Performance Max test	₹8,000

This is only an example. Budget allocation should depend on margins, demand, tracking quality and business capacity.

7. Conversion Tracking

7.1 What Is a Conversion?

A conversion is a valuable action completed after a user interacts with advertising.

E-commerce conversions

- Purchase
- Add to cart
- Begin checkout
- Product view

Service-business conversions

- Form submission
- Phone call
- Appointment booking

- WhatsApp or messaging click
- Brochure download

Local-store conversions

- Direction request
- Phone call
- Website visit
- Store visit, where eligible
- Booking
- Coupon redemption

7.2 Primary vs Secondary Conversions

Primary conversion

Used as the main campaign-optimisation goal.

Examples:

- Purchase
- Qualified lead
- Appointment booking

Secondary conversion

Observed for analysis but not necessarily used as the main bidding target.

Examples:

- Page view
- Button click
- Time on website
- Add to cart, depending on the business

Do not mark every small interaction as a primary conversion. The bidding system should optimise toward actions that represent real business value.

7.3 Conversion-Tracking Plan

Create a sheet before implementation.

Conversion	Business type	Primary?	Value	Trigger
Purchase	E-commerce	Yes	Dynamic order value	Successful order
Lead form	Service	Yes	Estimated lead value	Form success
Phone click	Service/local	Secondary or primary	Estimated	Click
Direction request	Local	Secondary	Estimated	Location action
Add to cart	E-commerce	Secondary	None/estimated	Add-to-cart event

7.4 Google Tag Setup

Google's current setup places Google tag management under areas such as **Tools → Data Manager**. The Google tag should generally be installed across the website, while specific events record valuable actions. [Google tag setup instructions](#)

General process

1. Open Google Ads.
2. Go to **Goals**.
3. Open conversion settings or summary.
4. Select **Create conversion action**.
5. Choose website conversions.
6. Enter the website domain.
7. Allow Google Ads to scan the website.
8. Connect an existing Google tag or Google Analytics property where appropriate.
9. If no tag is detected, set up the Google tag.
10. Create conversion actions.
11. Install or configure the event.
12. Test the conversion.
13. Verify the recording status.

Google's current web-conversion workflow can detect an existing Google tag or linked Analytics property. [Google web-conversion guide](#)

7.5 Installation Methods

Direct website installation

Place the Google tag in the website code according to Google's instructions.

Use this method when:

- A developer manages the website.
- The CMS supports direct insertion.
- The tracking setup is simple.

Google Tag Manager

Use Google Tag Manager when:

- Multiple tags are required.
- Button clicks need tracking.
- Forms do not use unique thank-you URLs.
- The marketer needs central tag management.
- More advanced event conditions are required.

Google Tag Manager allows tags to be managed after its container code has been installed. [Google Tag Manager setup for Google Ads](#)

CMS or e-commerce integration

Platforms such as WordPress, Shopify or Wix may provide native or partner-supported integrations.

Follow the platform's current official integration process. Avoid installing several duplicate Google tags through multiple plugins.

7.6 Thank-You Page Tracking

Suppose a service form redirects to:

example.com/thank-you

A conversion can be recorded when this page loads.

Before using this method:

- Ensure the page appears only after a valid submission.

- Prevent public navigation to it where practical.
- Do not count refreshes repeatedly.
- Test on desktop and mobile.

7.7 Button-Click Tracking

For actions such as:

- Phone clicks
- WhatsApp clicks
- Download buttons
- Booking buttons

Use event-based tracking through:

- Google Tag Manager
- Website code
- A verified platform integration

A button click does not always equal a qualified lead. Classify it carefully.

7.8 E-commerce Purchase Tracking

Purchase tracking should ideally send:

- Transaction ID
- Purchase value
- Currency
- Purchased products
- Quantity

Transaction IDs help reduce duplicate purchase counting.

7.9 Testing Conversions

Before launching:

1. Open the website in a test browser.
2. Complete the intended action.
3. Confirm the thank-you page or event fires.
4. Use tag-testing or diagnostic tools.
5. Confirm the action appears in Analytics or Ads diagnostics.
6. Check value and currency.
7. Repeat on mobile.
8. Test a second time with a different transaction where appropriate.

9. Ensure one action is not counted several times.
10. Record evidence.

7.10 Conversion Tracking Warning

Do not launch automated campaigns with incorrect conversions.

If the system is told that a page view is as valuable as a purchase, it may optimise for page views instead of revenue.

8. Advertising Landing Pages

The page receiving paid traffic is called the landing page.

8.1 Landing Page Requirements

A strong landing page should have:

- Message matching the advertisement
- Clear headline
- Main benefit
- Relevant product or service details
- Visible CTA
- Trust indicators
- Mobile-friendly design
- Fast loading
- Privacy information
- Accurate contact details
- Working form or checkout

8.2 Message Match Example

Search keyword

emergency plumber in Gurgaon

Advertisement

Emergency Plumber in Gurgaon
24-Hour Leakage and Drain Repair

Landing page

The page should immediately discuss emergency plumbing in Gurgaon. It should not send the visitor to a general homepage containing several unrelated services.

8.3 E-commerce Landing Page Checklist

- Product matches the advertisement.
- Image is clear.
- Price matches the feed.
- Availability is accurate.
- Shipping details are clear.
- Return policy is accessible.
- Add-to-cart button works.
- Reviews are genuine.
- Checkout works on mobile.

8.4 Service Landing Page Checklist

- Specific service in headline
- Service area
- Problems solved
- Process
- Qualifications
- Testimonials
- Phone number
- Lead form
- Response expectation
- Strong CTA

8.5 Local Store Landing Page Checklist

- Store name
- Address
- Map
- Directions
- Opening hours
- Phone
- Products or services
- Local offer
- Genuine store photographs
- CTA such as Visit Store or Call Now

9. Keyword Research for Google Ads

Advertising keyword research identifies phrases potential customers use when they are ready to act.

9.1 Seed Keywords

Start with:

- Product names
- Service names
- Problems
- Locations
- Purchase phrases
- Emergency phrases
- Brand terms
- Competitor terms, handled carefully

E-commerce examples

- Buy running shoes online
- Men's running shoes price
- Waterproof running shoes
- Running shoe sale

Service examples

- SEO agency in Delhi
- Hire SEO consultant
- Website design company
- Emergency plumber near me

Local-store examples

- Furniture store near me
- Electronics shop in Noida
- Bakery open now
- Sports shop in Jaipur

9.2 Use Keyword Planner

1. Open Google Ads.
2. Open the Keyword Planner tool.
3. Choose **Discover new keywords**.

4. Enter seed keywords.
5. Enter the landing page where useful.
6. Set location.
7. Set language.
8. Review suggestions.
9. Examine estimated demand and competition.
10. Export relevant terms.
11. Group them by theme.
12. Create a negative-keyword list.

9.3 Keyword Selection Criteria

Evaluate:

- Relevance
- Commercial intent
- Location
- Landing-page availability
- Estimated cost
- Search demand
- Business profit
- Likelihood of conversion

Do not choose keywords only because they have high volume.

9.4 Search-Intent Classification

Intent	Example	Advertising priority
Informational	How does SEO work?	Usually lower for direct leads
Commercial	Best SEO agency in Delhi	High
Transactional	Hire SEO company	Very high
Local	SEO agency near me	High for local service
Navigational	Specific brand login	Usually unsuitable unless owned brand

10. Keyword Match Types

Google Ads currently supports broad, phrase and exact match. Matching considers meaning as well as exact words. [Google Ads keyword matching](#)

10.1 Broad Match

Example:

digital marketing course

Broad match can reach related searches and provides wider coverage.

Use carefully when:

- Conversion tracking is reliable.
- Sufficient data exists.
- Smart bidding is appropriate.
- Search terms are reviewed regularly.

10.2 Phrase Match

Example:

"digital marketing course"

Phrase match provides more control than broad match while allowing related meaning and additional terms.

10.3 Exact Match

Example:

[digital marketing course]

Exact match provides tighter control but can still match close variants and searches with the same meaning.

10.4 Beginner Recommendation

A beginner with limited data can start with:

- Closely related phrase-match terms
- Closely related exact-match terms
- Strong negative keywords
- Tight ad groups
- Frequent search-term review

Broad match can be tested later with reliable conversions and suitable automated bidding.

11. Negative Keywords

A negative keyword prevents ads from showing for unsuitable searches.

Google gives the example of using “free” as a negative keyword to prevent ads from showing for searches containing that unwanted intent. [Google negative-keyword definition](#)

11.1 Examples

A paid training institute may use:

- Free
- PDF
- Torrent
- Login
- Definition
- Jobs, if it is not recruiting
- Salary, if unrelated
- Used, for new-product campaigns

A premium furniture store may use:

- Free
- Repair
- Used
- Second hand
- DIY
- Rental, if not offered

11.2 Search-Term Review

1. Open the Search campaign.
2. Open search terms.
3. Select a useful date range.
4. Review actual searches.
5. Mark:
 - Relevant and valuable

- Relevant but low priority
 - Irrelevant
 - Competitor
 - Informational
6. Add unsuitable phrases as negatives.
 7. Add valuable phrases as keywords where appropriate.
 8. Repeat at least several times during the early campaign period.

11.3 Warning

Do not add a negative keyword that blocks a valuable positive keyword. Review match type and wording before saving.

12. Search Campaign Setup

Google's current Search campaign workflow includes selecting an objective, Search as the campaign type, conversion goals, campaign settings, ad groups, advertisements and budget. [Google Search campaign guide](#)

12.1 When to Use Search Campaigns

Search campaigns are suitable when people actively search for:

- A service
- A local business
- A high-intent product
- A booking
- An emergency solution
- A professional consultation

12.2 Step-by-Step Setup

Step 1: Create a new campaign

1. Open Google Ads.
2. Open Campaigns.
3. Select the plus icon.
4. Select **New campaign**.
5. Choose:

- Sales
 - Leads
 - Website traffic
 - Or campaign without goal guidance, where appropriate
6. Choose **Search**.
 7. Select the correct conversion goals.
 8. Continue.

Step 2: Name the campaign

Use a clear convention:

Search | Plumbing | Gurgaon | Leads

or:

Search | Brand | India | Sales

Step 3: Select networks

Review:

- Google Search Network
- Search partners
- Display Network options, if offered

Beginners often keep Search and Display traffic in separate campaigns because their user behaviour and measurement differ.

Step 4: Select locations

Choose locations where the business can genuinely serve customers.

Options may include:

- Country
- State
- City
- Postal area
- Radius

Review advanced location options carefully.

A local plumber in Gurgaon should not target all of India.

Step 5: Select languages

Choose languages the target audience uses and the website or sales team can support.

Step 6: Select schedule

For online stores, advertisements may run continuously if orders can be accepted at any time.

For businesses relying on immediate phone response, consider operating hours.

Example:

Monday–Saturday
8:00 AM–8:00 PM

If forms are accepted outside working hours, campaigns may still run, but the confirmation should explain response timing.

Step 7: Select bidding

Possible strategies depend on campaign objective and account data.

Common approaches include:

- Maximise clicks
- Maximise conversions
- Target CPA
- Maximise conversion value
- Target ROAS
- Impression share

Beginner principle

If conversion tracking is not reliable, do not use conversion-based bidding as though it were reliable.

If conversion tracking is tested and active, Maximise Conversions may be suitable for lead generation. E-commerce campaigns with accurate values may use conversion-value strategies when enough dependable data exists.

Step 8: Set budget

Select an average daily amount the business can sustain.

Do not set a high budget merely because the interface recommends it. Compare it with:

- Monthly limit
- Expected CPC
- Expected conversion rate
- Profit or lead value
- Business capacity

Step 9: Create ad groups

Create tightly themed ad groups.

Example:

Campaign: Home Cleaning – Bangalore

Ad Group 1: Deep Cleaning

Ad Group 2: Sofa Cleaning

Ad Group 3: Bathroom Cleaning

Do not place unrelated services in one ad group.

Step 10: Add keywords

Example for sofa cleaning:

"sofa cleaning service"

[sofa cleaning near me]

"professional sofa cleaning"

[sofa cleaning bangalore]

Step 11: Create advertisements

Create relevant responsive search ads.

Step 12: Add assets

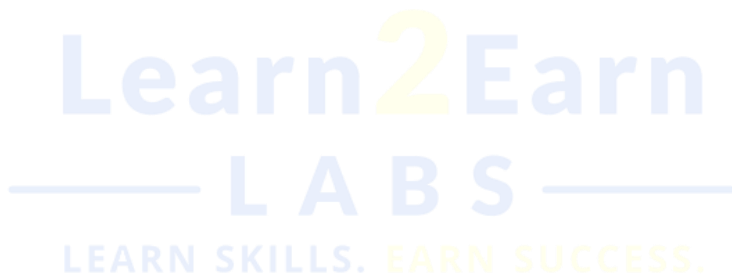
Add suitable:

- Sitelinks
- Callouts
- Structured snippets
- Call assets
- Location assets
- Image assets where eligible
- Price or promotion assets where appropriate

Step 13: Review

Check:

- Conversion
- Location
- Language
- Budget
- Bidding
- Keywords
- Negatives
- Ads
- Landing page
- Assets
- Schedule



Step 14: Publish

After publishing:

- Review approval status.
- Check billing.
- Verify impressions.
- Monitor search terms.
- Confirm conversions.
- Do not leave the campaign unattended.

13. Responsive Search Advertisements

Responsive Search Ads allow several headlines and descriptions to be provided. Google combines eligible assets to create advertisements.

13.1 Headline Planning

Create headline groups covering:

Keyword relevance

- Emergency Plumber in Gurgaon
- Sofa Cleaning in Bangalore

Benefit

- Same-Day Service Available
- Trained Cleaning Professionals

Trust

- Verified Local Technicians
- Transparent Pricing

Offer

- Request a Free Quote
- Book an Inspection Today

CTA

- Call Now
- Book Online
- Get a Quote

13.2 Description Planning

Descriptions should explain:

- Service
- Location

- Benefit
- Trust
- CTA

Service example

Book professional sofa cleaning in Bangalore. Trained staff, clear pricing and convenient appointment options. Request a quote today.

Local-store example

Visit our Noida furniture showroom for sofas, beds and dining sets. View current store hours, directions and available collections.

E-commerce example

Shop lightweight running shoes with secure checkout and clear delivery information. Explore available sizes, colours and current offers.

13.3 Advertisement Checklist

- Keyword theme appears naturally.
- Location is accurate.
- Claims are supportable.
- Offer exists on landing page.
- CTA is clear.
- Capitalisation is professional.
- Spelling is correct.
- Final URL works.
- Mobile landing page works.
- No prohibited or misleading claims.

13.4 Advertisement-to-Landing-Page Match

Keyword	Advertisement	Landing page
Sofa cleaning Bangalore	Sofa Cleaning in Bangalore	Sofa cleaning service page
Buy running shoes	Shop Running Shoes Online	Running shoe category
Furniture store near me	Visit Our Furniture Showroom	Local store page

14. Google Ads Assets

Assets add useful information to advertisements.

14.1 Sitelink Assets

Link to important pages.

Examples:

- Services
- Pricing
- Testimonials
- Contact
- Current Offers
- Store Directions

Each sitelink should lead to a relevant page.

14.2 Callout Assets

Short benefits:

- Free Consultation
- Secure Checkout
- Same-Day Service
- Trained Professionals
- Easy Returns
- Local Support

14.3 Structured Snippets

Describe categories.

Example:

Services: SEO, Google Ads, Social Media, Content Marketing

14.4 Call Assets

Allow users to call.

Check:

- Correct phone number
- Call hours
- Staff availability
- Call reporting settings
- Mobile experience

14.5 Location Assets

Location assets can show information such as an address, map or distance. They can be linked with a Google Business Profile. [Google location assets guide](#)

14.6 Promotion and Price Assets

Use these only when:

- The information is current.
- The offer is available on the landing page.
- Dates are accurate.
- Conditions are clear.

15. Campaign for an E-commerce Website

15.1 Recommended Foundation

An e-commerce advertiser should prepare:

- Google Ads
- Google Merchant Center
- Product data
- Purchase tracking
- Accurate product pages
- Shipping settings
- Return policy
- Secure checkout
- Product images
- Dynamic revenue values

15.2 Merchant Center Setup

Merchant Center supplies product data used for product advertising.

General setup

1. Create or sign in to Merchant Center.
2. Enter business information.
3. Verify and claim the website.
4. Configure shipping.
5. Configure return information where required.
6. Add products.
7. Review product approval.
8. Fix errors.
9. Link Google Ads.
10. Verify conversion tracking.

Before product advertising, Google requires key Merchant Center information such as business details, website verification, shipping and product information. [Merchant Center advertising preparation](#)

15.3 Add Products

Merchant Center currently supports several product-source methods:

- Automatic website discovery
- E-commerce platform connection
- Product file
- Google Sheets
- Individual product entry in supported situations
- API-based methods

[Official Merchant Center product-upload guide](#)

Beginner option: Connect an e-commerce platform

1. Open Merchant Center.
2. Open Products.
3. Select Add Products.
4. Choose to connect the supported e-commerce platform.
5. Follow the authentication process.
6. Allow product synchronisation.
7. Review products.

8. Fix disapprovals.

Spreadsheet or file option

Important attributes may include:

- Product ID
- Title
- Description
- Product URL
- Image URL
- Availability
- Price
- Brand
- Product identifiers where required
- Condition
- Shipping-related information

Requirements vary by product and country.

15.4 Product Feed Quality

Weak title

Running Shoe

Better title

Men's Lightweight Running Shoes – Blue – Size 9

Do not add unnecessary promotional language to product titles if it violates the product-data requirements.

Product image checklist

- Product clearly visible
- High-quality image
- Correct product
- No misleading additions
- Image URL works
- Variants match
- Policy compliant

15.5 Product Diagnostics

Before advertising:

1. Open Merchant Center products.
2. Check approved products.
3. Open warnings and disapprovals.
4. Fix website-price mismatches.
5. Fix availability mismatches.
6. Fix missing identifiers.
7. Review shipping problems.
8. Request review where applicable.
9. Wait for products to become eligible.

15.6 Link Merchant Center with Google Ads

1. Open Merchant Center settings.
2. Find linked accounts or applications.
3. Select Google Ads.
4. Enter or select the Ads account.
5. Send the link request.
6. Approve it from the authorised account if necessary.
7. Verify the account status.

15.7 E-commerce Performance Max Setup

1. Open Google Ads.
2. Create a new campaign.
3. Select **Sales**.
4. Choose **Performance Max**.
5. Select the Merchant Center account.
6. Select country or feed label where applicable.
7. Choose purchase as the main conversion.
8. Confirm that purchase value is dynamic.
9. Name the campaign.

Example:

PMax | All Products | India | Online Sales

10. Set location and language.
11. Select bidding based on revenue objective.
12. Set a sustainable budget.
13. Create asset groups.
14. Add brand name and logo.

15. Add headlines and descriptions.
16. Add images and video assets.
17. Add audience signals.
18. Review final URLs and URL expansion settings.
19. Review product listing groups.
20. Publish.
21. Check product and ad approval.
22. Monitor purchases, value and feed health.

15.8 Asset Groups

Organise asset groups by meaningful product category where practical.

Example:

Asset Group 1: Men's Running Shoes

Asset Group 2: Women's Running Shoes

Asset Group 3: Walking Shoes

Provide category-specific:

- Images
- Headlines
- Descriptions
- Audience signals
- Landing pages

15.9 Audience Signals

Possible signals:

- Website visitors
- Cart abandoners
- Previous customers, used according to consent and policy
- Relevant search themes
- Customer lists where eligible
- Relevant interests and demographics

Audience signals guide automated learning; they do not necessarily act as strict targeting limits.

15.10 E-commerce Optimisation

Review:

- Purchase conversion value
- ROAS
- Product performance
- Category performance
- Feed disapprovals
- Out-of-stock items
- Price competitiveness
- Landing-page errors
- Checkout abandonment
- Budget limitations
- New vs returning customer performance where available

15.11 Product-Level Profitability

Do not optimise only for revenue.

Example:

Product	Revenue	Ad cost	ROAS	Margin	Decision
Product A	₹1,00,000	₹20,000	5	High	Scale carefully
Product B	₹80,000	₹20,000	4	Very low	Review profitability
Product C	₹50,000	₹5,000	10	Medium	Increase visibility

A high-revenue product may still be unprofitable after product, shipping, discount and return costs.

16. Campaign for a Service-Based Website

16.1 Recommended Campaign Type

A high-intent Search campaign is often a suitable starting point.

Examples:

- Lawyer
- Plumber
- SEO agency
- Web designer
- Training institute
- Consultant
- Cleaning company
- Repair service

16.2 Service Campaign Preparation

Create:

- Separate service pages
- Lead form
- Phone tracking
- Thank-you page
- Location strategy
- Keyword list
- Negative list
- Lead-response process
- Lead-quality tracking

16.3 Example Campaign

Business:

Home cleaning service in Bangalore

Campaign:

Search | Home Cleaning | Bangalore | Leads

Ad groups:

Deep Cleaning
Sofa Cleaning
Bathroom Cleaning
Kitchen Cleaning

16.4 Keyword Example

Deep Cleaning

"home deep cleaning bangalore"
[deep cleaning service near me]
"house deep cleaning service"
[deep cleaning bangalore]

Negative keywords

free
jobs
salary
course
training
DIY
machine
products
meaning

Only add negatives that are genuinely unsuitable.

16.5 Lead Conversion Setup

Primary:

- Successful lead form
- Confirmed appointment
- Qualified phone call, where tracking supports it

Secondary:

- Phone click
- WhatsApp click
- Brochure download

16.6 Lead Form Design

Request only necessary information.

Example:

- Name
- Phone
- Area
- Required service
- Preferred date

Do not ask for unnecessary sensitive information.

16.7 Lead Follow-Up

Advertising cannot compensate for poor follow-up.

Define:

- Notification recipient
- Response-time target
- Qualification questions
- Call attempt schedule
- Lead status
- Rejection reasons
- Sales outcome
- Revenue

16.8 Offline Lead Quality

Not every form submission is valuable.

Track statuses such as:

New Lead
Contacted
Qualified
Appointment Booked
Customer
Invalid
Duplicate
Unserviceable Location

Where appropriate and technically supported, qualified or completed outcomes can be returned to advertising systems so optimisation reflects real business results rather than form quantity alone.

16.9 Service Campaign Optimisation

Review:

- Search terms
- Negative keywords
- Location performance
- Device performance
- Hour and day
- Cost per lead
- Lead quality
- Ad-group relevance
- Landing-page conversion rate
- Call response
- Impression share
- Budget limitations

17. Campaign for a Local Store

17.1 Local Store Objectives

Possible conversions:

- Store visits
- Direction requests
- Calls
- Website visits
- In-store purchases
- Appointment bookings
- Offer redemptions

17.2 Google Business Profile Preparation

Before advertising:

1. Claim the correct profile.
2. Complete verification.
3. Use the genuine business name.
4. Select accurate categories.
5. Confirm address and map pin.
6. Add phone and website.
7. Add opening hours.

8. Add products or services.
9. Upload genuine photographs.
10. Respond to reviews.
11. Update holiday hours.
12. Confirm that the store is not marked closed.

17.3 Link Business Profile to Google Ads

Google's current location-asset workflow uses the location manager and a linked Google Business Profile or other eligible location source. [Link Business Profile to Google Ads](#)

General process:

1. Open Google Ads.
2. Open Tools.
3. Open Shared Library or Location Manager.
4. Add a location source.
5. Select locations owned by the business.
6. Choose Google Business Profile.
7. Select the authorised Business Profile manager account.
8. Apply business-name or label filters where necessary.
9. Save.
10. Confirm the correct locations appear.

17.4 Local Search Campaign

Example:

Search | Furniture Store | Noida | Store Traffic

Keywords:

"furniture store near me"
[furniture shop noida]
"sofa showroom noida"
[bed shop near me]

Advertisement:

Furniture Showroom in Noida
Explore Sofas, Beds and Dining Sets
View Store Hours and Get Directions

Assets:

- Location
- Call
- Sitelink to directions
- Sitelink to collections
- Promotion, if valid
- Opening-hours information through the profile

17.5 Performance Max with Store Goals

Where available and eligible:

1. Create a campaign.
2. Choose local-store visits and promotions or the relevant objective.
3. Select Performance Max.
4. Confirm linked locations.
5. Select the correct store goals.
6. Add business assets:

- Logo
- Images
- Videos
- Headlines
- Descriptions

7. Set geographic targeting.
8. Set budget and bidding.
9. Review location groups.
10. Publish.
11. Monitor calls, directions and eligible store actions.

Do not claim store visits as measured conversions unless the account is eligible and the measurement appears in Google Ads.

17.6 Radius Targeting

A local store may target a radius around its location.

Before selecting the radius, consider:

- Customer travel distance
- City density
- Product value
- Competition
- Delivery area
- Historical customer locations

A neighbourhood bakery may need a smaller radius than a specialised furniture showroom.

17.7 Local Campaign Optimisation

Review:

- Distance from store
- City or postal area
- Direction requests
- Calls
- Opening hours
- Mobile devices
- Search terms
- Day and hour
- Promotional performance
- Business Profile accuracy
- In-store feedback

18. Display Campaigns

18.1 Suitable Uses

Display campaigns are often used for:

- Remarketing
- Awareness
- Product reminders
- Visual promotions
- Reaching relevant audiences

18.2 Basic Display Setup

1. Create a campaign.
2. Select the objective.
3. Choose Display where available.
4. Select conversion goals.
5. Set location and language.
6. Set budget and bidding.
7. Select audience or content targeting.
8. Add responsive display assets.
9. Add final URL.

10. Review content exclusions.
11. Publish.
12. Check placements and conversions.

18.3 Responsive Display Assets

Prepare:

- Landscape image
- Square image
- Logo
- Short headlines
- Long headline
- Descriptions
- Business name
- CTA

Avoid placing essential information only inside the image because it may appear in different sizes and combinations.

18.4 Placement Review

After launch:

1. Open placement reports.
2. Identify irrelevant or low-quality placements.
3. Check application traffic.
4. Review conversions and engagement.
5. Exclude unsuitable placements or categories.
6. Keep brand-safety requirements documented.

19. Video Campaigns

19.1 Video Campaign Uses

- Brand awareness
- Product demonstration
- Education
- Customer stories
- Remarketing
- Lead generation
- Store promotion

19.2 Video Preparation

Create:

- YouTube-hosted video
- Clear opening
- Product or service demonstration
- Brand identity
- CTA
- Suitable landing page
- Captions
- Different lengths where possible

19.3 Video Advertisement Structure

First seconds

Communicate:

- Problem
- Product
- Audience
- Main benefit

Middle

Show:

- How it works
- Evidence
- Product
- Customer outcome

Ending

Provide:

- Brand
- Offer
- CTA
- URL or next action

19.4 Basic Campaign Setup

1. Upload the video to YouTube.
2. Create a new Google Ads campaign.
3. Select the objective.
4. Choose Video.
5. Select the suitable subtype.
6. Select conversion goals where relevant.
7. Set budget and bidding.
8. Set locations and languages.
9. Configure audience or content targeting.
10. Paste the YouTube video URL.
11. Select the eligible format.
12. Add final URL.
13. Add CTA, headline and description where available.
14. Review and publish.

19.5 Video Metrics

- Impressions
- Views or platform-defined view metric
- View rate
- Watch time
- Clicks
- Conversions
- Earned actions
- Cost per view
- Cost per conversion

Do not evaluate a sales-focused video only by views.

20. Remarketing

Remarketing reaches people who previously interacted with a business.

20.1 Example Audiences

E-commerce

- Product viewers
- Cart abandoners
- Checkout abandoners

- Previous purchasers
- Category visitors

Service business

- Service-page visitors
- Form starters
- Non-converting visitors
- Previous leads
- Video viewers

Local store

- Website visitors
- Direction-page visitors
- Video viewers
- Offer-page visitors

20.2 Remarketing Setup Requirements

- Google tag or suitable Analytics integration
- Clear privacy notice
- Consent where legally required
- Suitable audience size
- Policy-compliant audience use
- Exclusion of converted users where appropriate

20.3 Dynamic Remarketing

Dynamic remarketing may show users products or services related to what they viewed.

For e-commerce, it generally requires:

- Merchant Center product data
- Website tagging
- Product identifiers passed correctly
- Linked Google Ads account

20.4 Frequency and Experience

Avoid showing the same advertisement excessively. Monitor:

- Frequency
- Conversion performance

- Audience size
 - Creative fatigue
 - Negative feedback
-

21. Bidding Strategies

21.1 Maximise Clicks

Objective:

Generate as many clicks as possible within the budget.

Suitable when:

- Traffic is the immediate objective.
- The account is collecting early information.
- Conversion tracking is not yet sufficient, though tracking should still be implemented.

Risk:

- More clicks do not necessarily mean more customers.

21.2 Maximise Conversions

Objective:

Generate as many conversions as possible within the budget.

Requires:

- Correct conversion tracking
- Meaningful primary goals
- Sufficient opportunity for learning

21.3 Target CPA

Objective:

Generate conversions around a target cost per acquisition.

Do not set an unrealistically low target. It may restrict delivery.

21.4 Maximise Conversion Value

Objective:

Generate the highest conversion value within the budget.

Suitable for:

- E-commerce
- Businesses sending accurate transaction values
- Services with meaningful lead values

21.5 Target ROAS

Objective:

Achieve a targeted return on advertising spend.

Requires:

- Accurate conversion values
- Sufficient data
- Realistic target
- Understanding of profit margin

21.6 Impression Share

Objective:

Achieve visibility in selected search-result positions or situations.

May be used for:

- Brand protection
- Visibility objectives

It should not be confused with conversion optimisation.

22. Key Google Ads Metrics

22.1 Impressions

Number of times advertisements are displayed.

22.2 Clicks

Number of advertisement clicks.

22.3 Click-Through Rate

$$\text{CTR} = \text{Clicks} \div \text{Impressions} \times 100$$

Example:

$$500 \text{ clicks} \div 10,000 \text{ impressions} \times 100 = 5\%$$

22.4 Average Cost per Click

$$\text{Average CPC} = \text{Advertising Cost} \div \text{Clicks}$$

Example:

$$\text{₹}10,000 \div 500 = \text{₹}20$$

22.5 Conversion Rate

$$\text{Conversion Rate} = \text{Conversions} \div \text{Clicks} \times 100$$

Example:

$$25 \text{ conversions} \div 500 \text{ clicks} \times 100 = 5\%$$

22.6 Cost per Conversion

$$\text{Cost per Conversion} = \text{Advertising Cost} \div \text{Conversions}$$

Example:

$$\text{₹}10,000 \div 25 = \text{₹}400$$

22.7 Conversion Value

Total value assigned to measured conversions.

22.8 Return on Ad Spend

ROAS = Conversion Value ÷ Advertising Cost

Example:

$$₹1,00,000 \div ₹20,000 = 5$$

22.9 Impression Share

Percentage of eligible impressions actually received.

Low impression share may relate to:

- Budget
- Ad rank
- Targeting
- Bids
- Quality
- Eligibility

22.10 Lead-to-Customer Rate

Lead-to-Customer Rate =
Customers ÷ Leads × 100

If 100 leads produce 20 customers:

$$20 \div 100 \times 100 = 20\%$$

23. Daily, Weekly and Monthly Optimisation

23.1 First-Day Checks

- Campaign is active.
- Advertisements are approved.
- Billing works.
- Correct locations are targeted.
- Budget is correct.
- Final URLs work.
- No unexpected spending.
- Conversion tags are active.

Do not make unnecessary changes every few hours.

23.2 Daily Checks During Early Launch

- Spend
- Approval status
- Search terms
- Major location errors
- Conversion recording
- Website availability
- Product disapprovals
- Lead delivery

23.3 Weekly Checks

- Search terms
- Negative keywords
- Keyword performance
- Advertisement combinations
- Location performance
- Device performance
- Schedule
- Landing pages
- Lead quality
- Product performance
- Budget allocation
- Conversion tracking

23.4 Monthly Checks

- Business outcomes
- ROAS or CPA
- Customer quality
- Profitability
- Campaign structure
- Conversion goals
- Creative fatigue
- Feed quality
- Audience performance
- Expansion opportunities
- Testing plan

24. Search-Term Optimisation Example

A cleaning business targets:

"home cleaning service"

Search-term report shows:

Search term	Relevant?	Action
Home cleaning service Bangalore	Yes	Add as keyword
Home cleaning jobs	No	Add "jobs" negative
Free home cleaning tips	No	Add "free" and possibly "tips"
Sofa cleaning near me	Yes	Move/add to sofa ad group
Cleaning machine price	No	Add "machine" negative

This process should be repeated regularly.

25. Advertisement Testing

Test one meaningful variable at a time where practical.

Possible tests:

- Benefit-focused headline
- Price-focused headline
- Location-focused headline
- Different CTA
- Short vs detailed landing page
- Form length
- Trust element
- Product image
- Video opening

25.1 Test Record

Test	Version A	Version B	Primary metric	Result
CTA	Contact Us	Get Free Quote	Lead conversion rate	Be improved
Landing page	General homepage	Service page	Cost per lead	Service page better

Do not select a winner based on a very small number of clicks.

26. Budget Optimisation

26.1 Do Not Distribute Equally Without Evidence

Suppose:

Campaign	Cost	Conversions	CPA
Search – Emergency Service	₹20,000	50	₹400
Display – Awareness	₹10,000	5	₹2,000
Search – General	₹15,000	20	₹750

If lead quality is similar, more budget may be moved toward the emergency Search campaign. However, consider whether Display assists later conversions before making conclusions.

26.2 Scaling Carefully

Before increasing budget:

- Confirm conversion accuracy.
- Confirm lead or sales quality.
- Check profitability.
- Ensure the business can fulfil more orders.
- Review impression share.
- Increase gradually.
- Monitor performance after change.

27. Google Ads Policy and Approval

Advertisements, websites, products and business practices must comply with Google Ads policies.

Common causes of problems include:

- Misleading claims
- Unclear business identity
- Broken landing pages
- Unsupported guarantees
- Prohibited products
- Restricted products
- Malicious software
- Unacceptable data collection
- Price mismatch
- Missing policies
- Trademark or copyright concerns
- Circumventing enforcement

27.1 If an Advertisement Is Disapproved

1. Open the policy details.
2. Read the exact reason.
3. Review the advertisement.
4. Review the landing page.

5. Correct the genuine issue.
 6. Save changes.
 7. Submit an appeal only when appropriate.
 8. Do not repeatedly create new accounts or ads to avoid enforcement.
-

28. Common Beginner Mistakes

- Launching without conversion tracking
 - Selecting the wrong conversion as primary
 - Targeting an entire country for a local business
 - Sending every advertisement to the homepage
 - Combining unrelated services in one ad group
 - Using broad match without monitoring
 - Ignoring search terms
 - Not adding negative keywords
 - Making unsupported claims
 - Using weak landing pages
 - Tracking clicks as confirmed sales
 - Ignoring lead quality
 - Changing campaigns every day
 - Setting unrealistic CPA or ROAS targets
 - Advertising out-of-stock products
 - Ignoring Merchant Center disapprovals
 - Failing to link Business Profile
 - Running phone-call ads when no one can answer
 - Increasing budget before confirming profitability
 - Evaluating campaigns only by CTR
-

29. Beginner Launch Checklist

Account

- Correct billing country
- Correct time zone
- Correct currency
- Billing active
- Two-factor authentication
- User access reviewed

Measurement

- Google tag installed
- Primary conversions defined
- Secondary conversions defined
- Values and currency tested
- No duplicate conversions
- Mobile test completed

Campaign

- Correct objective
- Correct campaign type
- Clear name
- Correct location
- Correct language
- Suitable schedule
- Sustainable budget
- Appropriate bidding
- Relevant ad groups
- Relevant keywords
- Negative keywords
- Complete advertisements
- Assets added

Website

- Final URL works
- Mobile layout works
- CTA works
- Form or checkout works
- Privacy policy available
- Business details accurate
- Page loads quickly
- Message matches advertisement

Business Operations

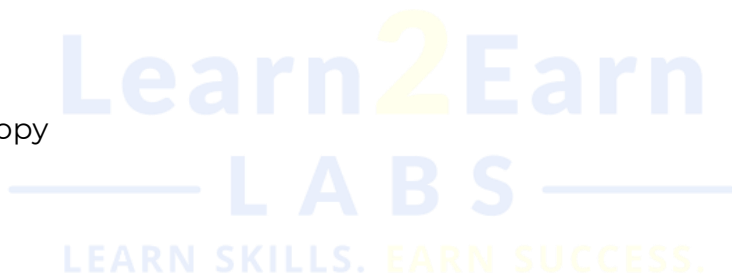
- Leads reach the correct person
- Staff can answer calls
- Inventory is available
- Delivery capacity exists
- Sales outcomes are recorded
- Refund and cancellation process exists

30. Practical Project 1: Service-Based Search Campaign

Create a draft campaign for a service business.

Deliverables

- Business overview
- Target customer
- Campaign objective
- Conversion plan
- Landing-page wireframe
- Location strategy
- 50 keywords
- Match-type selection
- 30 negative keywords
- Campaign structure
- Three ad groups
- Responsive Search Ad copy
- Sitelinks and callouts
- Budget calculation
- Optimisation checklist



31. Practical Project 2: E-commerce Campaign

Create an e-commerce advertising plan.

Deliverables

- Store overview
- Product categories
- Merchant Center checklist
- Sample product feed
- Purchase-tracking plan
- Performance Max structure
- Asset groups
- Audience signals
- Product-title improvements
- Feed-error checklist
- Budget and ROAS plan
- Product-performance report



32. Practical Project 3: Local Store Campaign

Create a campaign for a physical store.

Deliverables

- Store objective
- Business Profile audit
- Location-asset plan
- Radius-targeting justification
- Local keyword list
- Negative-keyword list
- Advertisement copy
- Store landing page
- Call and direction tracking
- Campaign schedule
- Budget
- Local-performance report



33. Complete Module Assignment

Students should prepare three campaign plans:

1. E-commerce sales
2. Service-business lead generation
3. Local-store promotion

Each plan should include:

- Business goal
- Audience
- Conversion
- Campaign type
- Campaign structure
- Targeting
- Keywords or product groups
- Advertisements
- Assets
- Landing page
- Budget
- Bidding
- Tracking
- KPIs
- Optimisation process
- Policy checklist

Suggested Evaluation

Area	Weight
Business understanding	10%
Tracking plan	15%
Campaign structure	15%
Keywords and targeting	15%
Advertisement quality	10%
Landing-page relevance	10%
E-commerce setup	10%
Local setup	5%
Budget and KPIs	5%
Optimisation plan	5%

34. Key Terms

Term	Meaning
Google Ads	Google's online advertising platform
Performance marketing	Marketing focused on measurable outcomes
Campaign	Main level controlling budget and targeting
Ad group	Group of related targeting and advertisements
Keyword	Phrase used to match Search advertisements with searches
Search term	Actual query entered by a user
Match type	Setting controlling how keywords match searches
Negative keyword	Phrase used to exclude unsuitable searches
Conversion	Valuable measured action
Conversion value	Financial or assigned value of a conversion
CPC	Cost per click
CTR	Clicks divided by impressions
CPA	Cost per acquisition or conversion
ROAS	Conversion value divided by ad cost
Merchant Center	System managing product data for Google
Product feed	Structured product information
Performance Max	Automated cross-channel campaign type
Search campaign	Campaign reaching people using Google Search
Display campaign	Visual advertising campaign
Video campaign	Advertising campaign using video inventory
Remarketing	Advertising to previous visitors or customers
Location asset	Business location information used with ads
Responsive Search Ad	Search ad created from multiple text assets
Landing page	Website page receiving advertisement traffic
Primary conversion	Main action used for campaign optimisation
Audience signal	Audience information supplied to automated campaigns

Final Learning Outcome

After completing this module, a beginner should be able to:

1. Create and secure a Google Ads account.
2. Configure billing correctly.
3. Plan and test conversion tracking.
4. Create a Search campaign for a service business.
5. Connect Merchant Center and plan an e-commerce campaign.
6. Link a Business Profile and advertise a local store.
7. Create relevant advertisements and assets.
8. Use keywords, match types and negative keywords.
9. Monitor expenditure and conversions.
10. Optimise campaigns using search terms, lead quality, revenue and profitability.

The practical performance-marketing cycle is:

Track → Launch → Measure → Analyse → Optimise → Scale

Never scale a campaign simply because it generates clicks. Scale only after confirming that tracking is accurate and the campaign produces valuable, profitable business outcomes.



Learn2Earn
L A B S
LEARN SKILLS. EARN SUCCESS.

Empowering Learners for **Real-World Success**

Learn2Earn Labs is a future-focused training institute dedicated to practical learning, industry relevance, and career growth. Our programs are designed to help learners build in-demand skills, gain confidence, and move toward real-world success.



OUR **VISION**

To create a generation of skilled, confident, and future-ready learners who can thrive in industry, careers, business, and innovation.



OUR **MISSION**

To deliver practical, high-impact training that bridges the gap between learning and earning through industry-oriented, job-oriented, skill-based, and innovation-driven programs.

BENEFITS & PERKS



Project Guidance



Work Experience



Work Incentives



Job Recommendations

Why Learn2Earn Labs



Practical Learning



Expert Guidance



Career Focused



Innovation Driven

“

Learn Skills. Earn Success.

”



www.learntoearnlabs.com



+91-9548868337