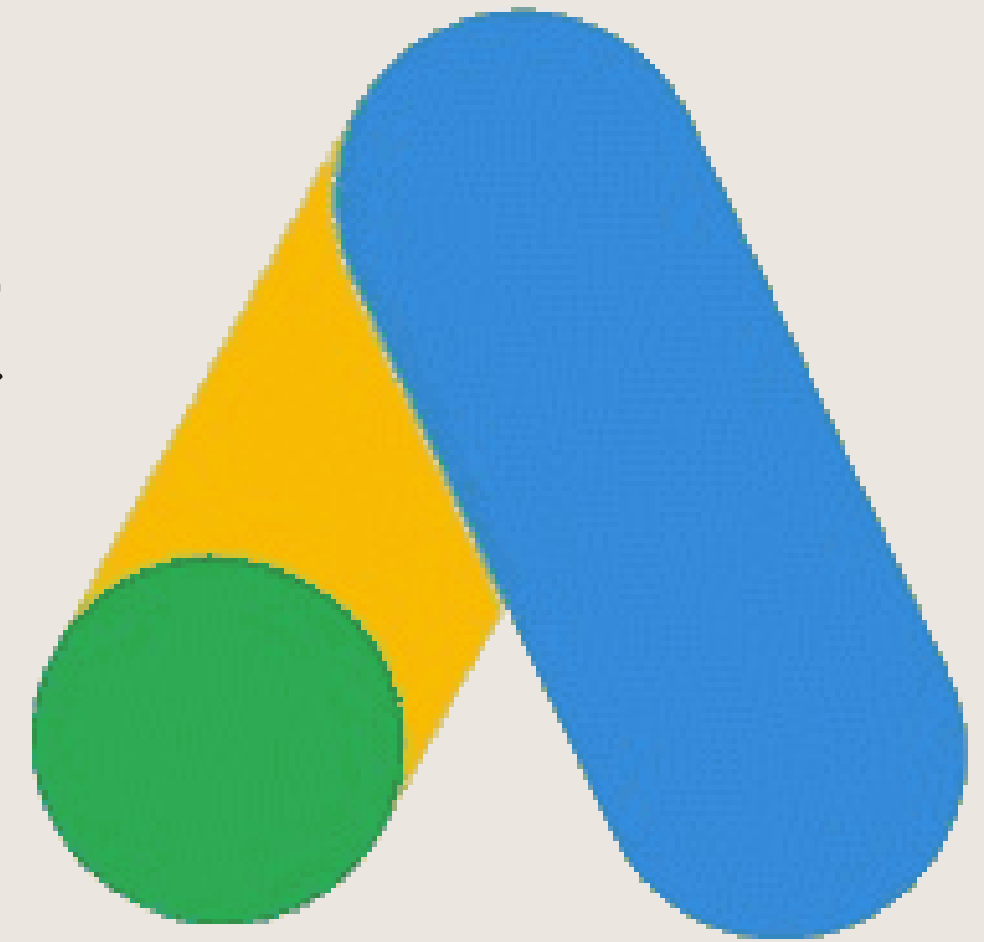


Search Engine Marketing



MAY 01, 2022

SHIVANI BAIG

INTRODUCTION OF GOOGLE ADS

GOOGLE ADS (FORMERLY KNOWN AS GOOGLE ADWORDS) IS A SERVICE THAT LETS BUSINESSES RUN ADS AND REACH READY-TO-BUY CUSTOMERS. THERE ARE VARIOUS AD FORMATS AVAILABLE THROUGH THE PLATFORM.

WITH GOOGLE ADS, ADVERTISERS CAN TARGET WEBSITES OF INTEREST, REMARKET TO SPECIFIC AUDIENCES, RUN ADS ON DIFFERENT APPS, AND CREATE VIDEO ADS THAT PLAY BEFORE OR DURING OTHER RELEVANT VIDEOS. SEARCH ADS APPEAR ON GOOGLE SEARCH, WHILE APP ADS CAN BE RUN ANYWHERE ACROSS THE GOOGLE NETWORK, INCLUDING WITHIN ANOTHER APP.

BECAUSE OF THE VAST AMOUNT OF OPPORTUNITIES AVAILABLE, GOOGLE ADS CAN PLAY A MAJOR ROLE IN MARKETING AND GROWING A BRAND OR BUSINESS ONLINE.

GLOSSARY OF GOOGLE AD TERMS

- [HTTPS://KLIENTBOOST.COM/GOOGLE/GOOGLE-AD-TERMS/](https://klientboost.com/google/google-ad-terms/)
- [HTTPS://WWW.LOVESDATA.COM/BLOG/GOOGLE-ADS-GLOSSARY](https://www.lovesdata.com/blog/google-ads-glossary)
- [HTTPS://WWW.TAKEFLYTE.COM/BLOG/GOOGLE-ADS-TERMS-TO-KNOW](https://www.takeflyte.com/blog/google-ads-terms-to-know)

SEARCH ENGINE OPTIMIZATION

VS

SEARCH ENGINE MARKETING

- ORGANIC POSITIONS
- TRAFFIC OVER TIME
- LONG TERM RESULTS
- ON-GOING PROCESS
- FREE
- NOT TARGETED AUDIENCE
- TRAFFIC POTENTIAL IS UNLIMITED

- PAID POSITIONS
- IMMEDIATE TRAFFIC
- IMMEDIATE RESULTS CAN BE ACHIEVED
- ON TIME SETUP
- PAID
- TARGETED AUDIENCE
- TRAFFIC POTENTIAL IS LIMITED

TYPES OF OBJECTIVES

1

SALES

2

LEADS

3

WEBSITE
TRAFFIC

4

PRODUCT AND
BRAND
CONSIDERATION

5

BRAND
AWARENESS
AND REACH

6

APP
PROMOTION

7

LOCAL STORE
VISITS AND
PROMOTIONS

8

WITHOUT GOAL

TYPES OF ADS

1

SEARCH

TEXT ADS ON
GOOGLE SEARCH
RESULTS

2

PERFORMANCE MAX

3

DISPLAY

IMAGE ADS ON
WEBSITES OR ON
GMAIL

4

SHOPPING

PRODUCT LISTINGS
ON GOOGLE

5

VIDEO

VIDEO ADS ON
YOUTUBE

6

APP

YOUR APP
PROMOTION ON
MANY CHANNELS

7

SMART

SIMPLIFIED
AUTOMATED ADS ON
GOOGLE AND
ACROSS THE WEB

8

LOCAL

DRIVE CUSTOMERS TO A
PHYSICAL LOCATION

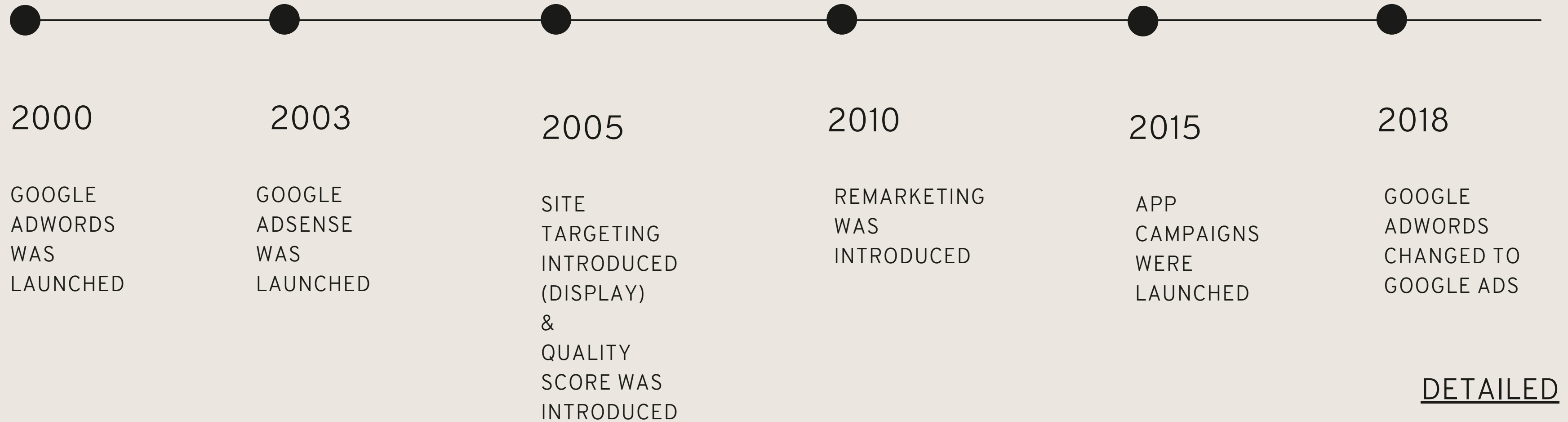
9

DISCOVERY

RUNS ADS ACROSS GOOGLE'S
FEEDS WHEN THEY'RE OPEN

[READ MORE](#)

HISTORY OF GOOGLE ADS

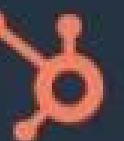
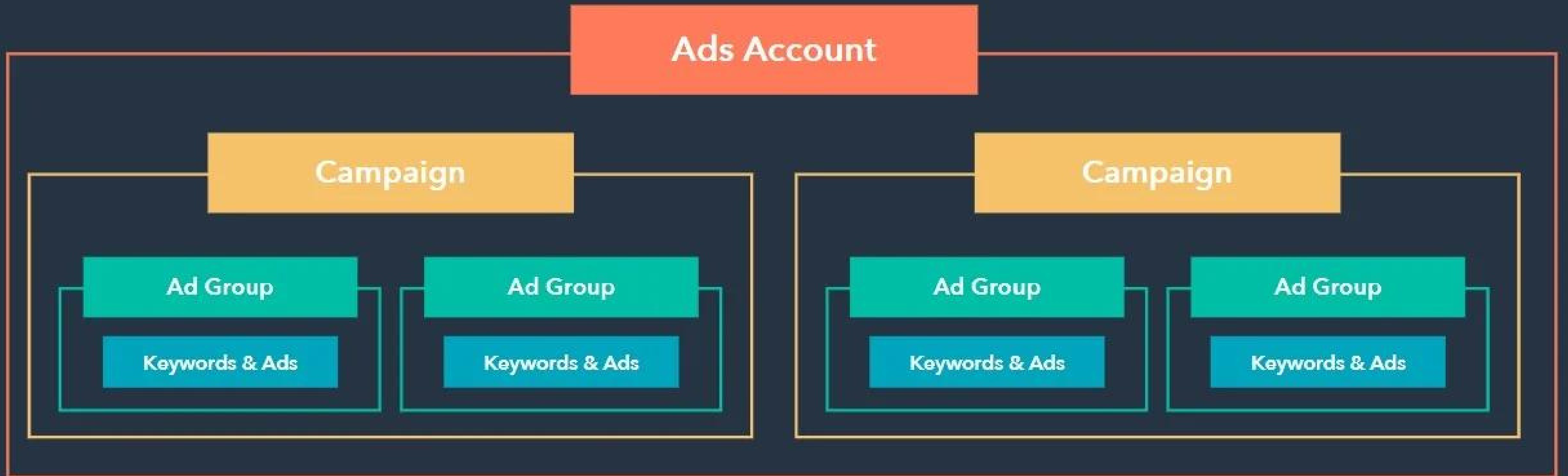


READ MORE - [HTTPS://WWW.SCREAMINGFROG.CO.UK/ADWORDS-HISTORY/](https://www.screamingfrog.co.uk/adwords-history/)

IMPORTANT POINTS WHILE GOOGLE ACCOUNT SETUP

- CREATE DIFFERENT GOOGLE SERVICES ACCOUNT WITH SAME EMAIL ID, IT WILL BE EASY IN FUTURE TO INTEGRATE SERVICES
- YOU NEED TO CHOOSE EXPERT MODE WHILE CREATING GOOGLE ADS ACCOUNT
- YOU CAN CHANGE THE NAME OF THE ACCOUNT FOR EASY UNDERSTANDING
 - HOW TO CHANGE NAME OF YOUR ACCOUNT
 - TOOLS & SETTING > SETUP > PREFERENCES > ACCOUNT NAME

Google Ads Campaign Structure



UNDERSTANDING THE GOOGLE ADS AUCTION

WHEN A USER MAKES A SEARCH QUERY, GOOGLE ADS RUNS A SPLIT-SECOND AUCTION OF ALL THE ADS WHOSE KEYWORDS ARE RELEVANT TO IT. THIS WILL DETERMINE WHICH ADS ARE ELIGIBLE TO BE SHOWN, THEIR AD POSITION RELATIVE TO COMPETING ADS, AND THE CPC THAT THE ADVERTISER WILL PAY FOR A CLICK ON THEIR AD.

WHEN SETTING UP GOOGLE ADS PAY-PER-CLICK (PPC) MARKETING CAMPAIGNS, ADVERTISERS IDENTIFY WHICH KEYWORDS THEY WANT TO BID ON AND SET THEIR MAX CPC BID. THE ADVERTISER ALSO SETS UP AD GROUPS WITH KEYWORDS AND CREATES RELATED ADS.

UNDERSTANDING THE GOOGLE ADS AUCTION

WHEN THERE IS A SEARCH QUERY, THE GOOGLE ADS AUCTION BEGINS. HERE IS THE AUCTION PROCESS ACCORDING TO GOOGLE:

- FOR EVERY SEARCH QUERY, GOOGLE ADS FINDS ALL THE ADS WHOSE KEYWORDS ARE RELEVANT TO THE SEARCH TERMS.
- THE SYSTEM IGNORES ADS THAT ARE NOT ELIGIBLE FOR THAT LOCATION AND ANY DISAPPROVED ADS.
- THE REMAINING ADS WILL BE EVALUATED BASED ON THEIR AD RANK. THE AD RANK IS BASED ON THE MAX CPC BID, AD QUALITY, AD RANK THRESHOLDS, SEARCH CONTEXT, AND THE AD EXTENSIONS AND FORMATS USED.

WHAT IS AD RANK AND WHY IT IS IMPORTANT?

AD RANK IS THE ORDER IN WHICH YOUR AD APPEARS ON A SEARCH ENGINE RESULTS PAGE (SERP). THERE ARE TWO VARIABLES: THE FIRST IS YOUR BID (HOW MUCH ARE YOU WILLING TO PAY), AND THE SECOND IS YOUR QUALITY SCORE.

THE AD WITH THE HIGHEST AD RANK WILL BE SHOWN IN THE TOP POSITION OF THE SEARCH RESULTS PAGE FOR A RELEVANT SEARCH TERM. THIS IS FOLLOWED BY THE AD WITH THE SECOND-HIGHEST AD RANK AND SO ON. ADS THAT DO NOT MEET THE AD RANK ELIGIBILITY REQUIREMENTS WILL NOT BE SHOWN ON GOOGLE.

AD RANK = MAX CPC × QUALITY SCORE

The best combined
CPC Bid x Quality Score
gets the best position:



The maximum that your
willing to pay for a click



Google's secret sauce for rewarding



(CTR, Ad Relevancy & Landing Page Experience)

$$\text{Quality Score} + \text{Bid} = \text{Ad Rank}$$

1st



10

\$3

30

2nd



7

\$4

28

3rd



7

\$3

21

4th



4

\$5

20

HERE'S AN EXAMPLE OF WHAT THE AD AUCTION LOOKS LIKE IN PRACTICE

	Max Bid	Quality Score	AdRank	Position	CPC Calculation	Actual CPC
Advertiser 1	4	8	32	1	$=27/8+.01$	3.39
Advertiser 2	3	9	27	2	$=24/9+.01$	2.68
Advertiser 3	6	4	24	3	$=16/4+.01$	4.01
Advertiser 4	8	2	16	4		

WHAT IS CPC?

COST PER CLICK (CPC) IS THE PRICE YOU PAY PER CLICK ON YOUR ADS IN YOUR PAY-PER-CLICK (PPC) MARKETING CAMPAIGNS.

WHEN YOU SET UP A GOOGLE ADS PPC CAMPAIGN, YOU SET THE MAX CPC BID FOR THE KEYWORDS IN YOUR ACCOUNT. THE MAX CPC BID CAN BE SET UP AT THE KEYWORD LEVEL OR AT THE AD GROUP LEVEL:

- THE MAXIMUM CPC IS THE MAXIMUM AMOUNT THAT YOU'RE WILLING TO PAY FOR A CLICK ON YOUR ADS.
- THE ACTUAL CPC IS THE FINAL AMOUNT YOU'RE CHARGED FOR A CLICK ON YOUR AD. YOUR ACTUAL CPC IS DETERMINED AT THE TIME OF THE AUCTION AND MAY BE LESS THAN THE MAX CPC AMOUNT.
- THE AVERAGE CPC IS THE AVERAGE AMOUNT YOU'RE CHARGED FOR A CLICK ON YOUR ADS.

WHILE CPC COSTS CAN VARY DEPENDING ON YOUR INDUSTRY, THE AVERAGE CPC IN GOOGLE ADS IS \$2.69 FOR SEARCH AND \$0.63 FOR DISPLAY.

WHAT IS QUALITY SCORE?

THE QUALITY SCORE IS A DIAGNOSTIC TOOL THAT IS USED TO ESTIMATE THE OVERALL QUALITY OF YOUR AD COMPARED TO OTHER ADVERTISERS.

ADS AND LANDING PAGES THAT ARE CONSIDERED MORE RELEVANT AND USEFUL TO THE SEARCH QUERY GET A HIGHER QUALITY SCORE. THIS HELPS TO ENSURE THAT MORE USEFUL ADS ARE SHOWN AT A HIGHER POSITION ON THE SERP.

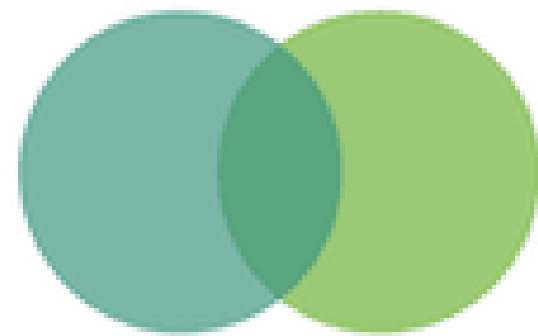
QUALITY SCORE IS MEASURED ON A SCALE OF 1-10 AND IS AVAILABLE FOR EVERY KEYWORD. IT IS BASED ON HISTORICAL IMPRESSIONS FOR EXACT SEARCHES OF YOUR KEYWORD.

GOOGLE ADS QUALITY SCORE



User
experience

+



Relevance
to keyword

+



Expected
CTR

=



WordStream
by LOCALIQ

MAJOR FACTORS THAT AFFECT THE QUALITY SCORE

- RELEVANCY
 - THE RELEVANCE OF EACH KEYWORD TO ITS AD GROUP
 - LANDING PAGE QUALITY AND RELEVANCE
 - THE RELEVANCE OF YOUR AD TEXT
 - RELEVANCY BETWEEN YOUR CAMPAIGN > AD GROUP > ADS > KEYWORDS > LANDING PAGE
- YOUR CLICK-THROUGH RATE (CTR)
 - RELEVANT TO YOUR TARGET AUDIENCE
 - KEYWORD INTENT (RELEVANCY BETWEEN KEYWORD & QUERY)
 - HIGHLIGHT BENEFITS
 - EXPERIMENTS WITH CTA
 - FOMO
 - URGENCY
 - FREE
- LANDING PAGE
 - SPECIFIC LANDING PAGE
 - RESPONSIVE OR AMP
 - FAST LOADING

OTHER FACTORS THAT AFFECT THE QUALITY SCORE

- YOUR HISTORICAL GOOGLE ADS ACCOUNT PERFORMANCE
- KEYWORD MATCH TYPE
- LOCATION BIDDING
- DEVICE BIDDING
- AD SCHEDULE BIDDING
- DEMOGRAPHY BIDDING
- NEGATIVE KEYWORDS

HOW TO CHECK YOUR QUALITY SCORE IN GOOGLE ADS

GOOGLE ADS PROVIDES FOUR QUALITY SCORE STATUS COLUMNS AT THE KEYWORD LEVEL TO CHECK QUALITY SCORE:

- QUALITY SCORE
- LANDING PAGE EXPERIENCE
- EXPECTED CTR
- AD RELEVANCE

TO CHECK YOUR QUALITY SCORE IN YOUR GOOGLE ADS ACCOUNT

- LOG IN TO YOUR GOOGLE ADS ACCOUNT
- CLICK ON “KEYWORDS” IN THE LEFT MENU
- CLICK ON THE “COLUMNS” ICON IN THE UPPER RIGHT CORNER OF TABLE
- CLICK ON “MODIFY COLUMNS FOR KEYWORDS” AND SCROLL TO THE QUALITY SCORE SECTION.
ADD THE FOLLOWING COMPONENTS TO YOUR TABLE METRICS
 - QUALITY SCORE
 - LANDING PAGE EXPERIENCE
 - EXPECTED CTR
 - AD RELEVANCE
- CLICK APPLY
- ONCE THESE COLUMNS ARE ADDED, SCROLL TO THE RIGHT ON EACH KEYWORD IN THE TABLE TO CHECK THE QUALITY SCORE AND ITS COMPONENTS
- IF THERE IS A “-“ IN THE QUALITY SCORE COLUMN, IT MEANS THAT THERE ARE NOT ENOUGH SEARCHES THAT EXACTLY MATCH YOUR KEYWORDS TO DETERMINE THE QUALITY SCORE FOR THAT KEYWORD.

WHAT IS CTR

CTR STANDS FOR CLICK-THROUGH RATE: A METRIC THAT MEASURES THE NUMBER OF CLICKS ADVERTISERS RECEIVE ON THEIR ADS PER NUMBER OF IMPRESSIONS.

THIS NUMBER IS THE PERCENTAGE OF PEOPLE WHO VIEW YOUR AD (IMPRESSIONS) AND THEN ACTUALLY GO ON TO CLICK THE AD (CLICKS). THE FORMULA FOR CTR LOOKS LIKE THIS: *TOTAL CLICKS ON AD/TOTAL IMPRESSIONS=CLICK-THROUGH RATE*

A HIGH CTR MEANS THAT A HIGH PERCENTAGE OF PEOPLE WHO SEE YOUR AD CLICK IT.

CTR CAN BE SEEN ON A DIFFERENT LEVEL OF GOOGLE ADS

- CAMPAIGN
- AD GROUP
- KEYWORDS
- ADS

VIEWABLE CTR

YOUR VIEWABLE CLICK-THROUGH RATE (CTR) REPRESENTS HOW OFTEN PEOPLE CLICK YOUR AD AFTER IT BECOMES VIEWABLE. THIS RATE IS EQUAL TO THE NUMBER OF CLICKS YOUR AD RECEIVES DIVIDED BY THE NUMBER OF TIMES YOUR AD BECOMES VIEWABLE ON A WEBSITE OR APP.

VIEWABLE CTR IS FOR DISPLAY NETWORK - CTR IS CALCULATED WHEN MORE THAN 50% OF YOUR AD IS VISIBLE AT LEAST FOR 1 SECOND (ABOVE THE FOLD)

RELATIVE CTR

RELATIVE CTR IS A MEASURE OF HOW YOUR ADS ARE PERFORMING ON THE DISPLAY NETWORK COMPARED TO OTHER ADVERTISERS' ADS THAT ARE APPEARING ON THE SAME WEBSITES. WE CALCULATE RELATIVE CTR BY DIVIDING YOUR CLICKTHROUGH RATE BY THE AVERAGE CLICKTHROUGH RATE OF ALL ADVERTISERS ON THE PLACEMENTS WHERE YOUR ADS ARE SHOWN.

RELATIVE CTR MEASURES HOW YOUR ADS PERFORM ON GOOGLE DISPLAY NETWORK SITES COMPARED TO OTHER ADS AT THE SAME TIME. A RELATIVE CTR OF 1X MEANS THAT YOUR CTR EQUALS THE AVERAGE CTR OF ALL ADVERTISERS IN THE SAME SECTION OF THE WEBSITE.

[READ MORE](#)

BUDGET

DAILY BUDGET IS ACTUALLY AVG DAILY BUDGET

EVEN THOUGH YOUR CAMPAIGN SPEND MIGHT VARY, YOU WILL NEVER PAY MORE THAN:

- YOUR DAILY SPENDING LIMIT (TWO TIMES YOUR AVERAGE DAILY BUDGET FOR MOST CAMPAIGNS) ON ANY PARTICULAR DAY.
- YOUR MONTHLY SPENDING LIMIT (30.4 TIMES YOUR AVERAGE DAILY BUDGET FOR MOST CAMPAIGNS) IN ANY PARTICULAR MONTH.
 - WHY 30.4? (365/12)

READ MORE - [HTTPS://SUPPORT.GOOGLE.COM/GOOGLE-ADS/ANSWER/6385083](https://support.google.com/google-ads/answer/6385083)

OVERDELIVERY CHARGES

WE ALLOW UP TO 2 TIMES THE CLICKS IN A DAY THAN YOUR AVERAGE DAILY BUDGET ALLOWS FOR CAMPAIGNS THAT AREN'T PAYING FOR CONVERSIONS. THIS IS CALLED OVERDELIVERY. AND IT'S A GOOD THING: IF WE END UP SHOWING YOUR AD TOO MUCH – TO THE POINT WHERE YOU ACCRUE MORE COSTS THAN YOUR AVERAGE DAILY BUDGET ALLOWS FOR OVER A BILLING CYCLE – THEN WE'LL GIVE YOU A CREDIT FOR THOSE EXTRA COSTS.

HOW TO CHECK OVERDELIVERY CHARGES:

REPORTS > PREDEFINED REPORTS > OTHERS > BILLED COST

ADD THE BUDGET ROW HERE

SO, IF YOUR BILLED COST IS MORE THAN YOUR SERVED COST

READ MORE - [HTTPS://SUPPORT.GOOGLE.COM/GOOGLE-ADS/ANSWER/1704443](https://support.google.com/google-ads/answer/1704443)

BIDDING

- AUTOMATED BIDDING
 - MAXIMIZE CLICKS
 - MAXIMIZE CONVERSIONS
 - MAXIMIZE CONVERSION VALUE
 - TARGET IMPRESSIONS SHARE
- MANUAL BIDDING
 - MANUAL CPC
- RECOMMENDED
 - CONVERSIONS
 - CONVERSION VALUE
 - CLICKS
 - IMPRESSIONS SHARE

SUPPORTIVE ARTICLES

- [HTTPS://WWW.WORDSTREAM.COM/BLOG/WS/2018/12/19/GOOGLE-ADS-AUTOMATED-BIDDING](https://www.wordstream.com/blog/ws/2018/12/19/google-ads-automated-bidding)
- [HTTPS://PPCEXPO.COM/BLOG/MANUAL-BIDDING-VS-AUTOMATED-BIDDING](https://ppcexpo.com/blog/manual-bidding-vs-automated-bidding)
- [HTTPS://ADESPRESSO.COM/BLOG/GOOGLE-ADS-BIDDING-STRATEGIES/](https://adespresso.com/blog/google-ads-bidding-strategies/)
- [HTTPS://KLIENTBOOST.COM/GOOGLE/GOOGLE-ADS-BIDDING/](https://klientboost.com/google/google-ads-bidding/)

NOTE:

- AUTOMATED BIDDING WILL WORK ON YOUR ACCOUNT DATA. IF YOUR ACCOUNT IS NEW, YOU WILL NOT GET GOOD RESULTS FROM AUTOMATED BIDDING STRATEGY.
- FOR STARTING PHASE, YOU CAN CHOOSE MAXIMIZE CLICKS, HERE ALSO YOU WILL GET THE CONTROL OF THE BIDDING.
- YOU CANNOT USE TWO BIDDING STRATEGIES IN ONE CAMPAIGN.

HOW TO SET INITIAL MAX. CPC BID? / BIDDING OPTIMIZATION

- DEPENDS ON NEW AD ACCOUNT AND OLDER AD ACCOUNT
- OTHER FACTORS
 - ORGANIC PERFORMANCE
 - PAST KEYWORD PERFORMANCE
 - KEYWORD RESEARCH TOOLS
 - INITIAL AUTOMATIC BIDDING STRATEGIES

AD ROTATION

- OPTIMIZE: PREFER BEST PERFORMING ADS
- DO NOT OPTIMIZE: ROTATE ADS INDEFINITELY
- OPTIMIZE FOR CONVERSION
- ROTATE EVENLY

SUPPORTING ARTICLES

- [HTTPS://WWW.WORDSTREAM.COM/BLOG/WS/2010/03/15/ROTATE-VERSUS-OPTIMIZE](https://www.wordstream.com/blog/ws/2010/03/15/rotate-versus-optimize)
- [HTTPS://SEARCHENGINELAND.COM/GOOGLE-ADWORDS-AD-ROTATION-OPTIMIZE-SETTING-281543](https://searchengineland.com/google-adwords-ad-rotation-optimize-setting-281543)
- [HTTPS://WWW.OUTSOURCESEM.COM/BLOG/GUIDE-TO-ADWORDS-AD-ROTATION.HTML](https://www.outsourcesem.com/blog/guide-to-adwords-ad-rotation.html)

GOOGLE NETWORK - GSN

GOOGLE SEARCH NETWORK (GSN) - THE GOOGLE SEARCH NETWORK IS A GROUP OF SEARCH-RELATED WEBSITES AND APPS WHERE YOUR ADS CAN APPEAR. WHEN YOU ADVERTISE ON THE GOOGLE SEARCH NETWORK, YOUR AD CAN SHOW NEAR SEARCH RESULTS WHEN SOMEONE SEARCHES WITH TERMS RELATED TO ONE OF YOUR KEYWORDS.

GOOGLE OWNED WEBSITE

- GOOGLE.COM
- GOOGLE.CO.IN
- GOOGLE PLAY
- MAPS

GOOGLE PARTNER WEBSITES

- DIFFERENT WEBSITES

GOOGLE NETWORK - GDN

DISPLAY NETWORK (GDN) - GOOGLE DISPLAY NETWORK (GDN) IS A GROUP OF MORE THAN 2 MILLION WEBSITES, VIDEOS, AND APPS WHERE YOUR GOOGLE ADS CAN APPEAR.

- YOUTUBE
- GOOGLE ADSENSE
 - GOOGLE ADSENSE PROVIDES A WAY FOR PUBLISHERS TO EARN MONEY FROM THEIR ONLINE CONTENT. ADSENSE WORKS BY MATCHING ADS TO YOUR SITE BASED ON YOUR CONTENT AND VISITORS. THE ADS ARE CREATED AND PAID FOR BY ADVERTISERS WHO WANT TO PROMOTE THEIR PRODUCTS. SINCE THESE ADVERTISERS PAY DIFFERENT PRICES FOR DIFFERENT ADS, THE AMOUNT YOU EARN WILL VARY.
- DOUBLECLICK
 - REAL TIME ADVERTISING PLATFORM TO BUY & SELL DISPLAY ADVERTISING PLATFORM

LOCATION OPTIONS

- PRESENCE OR INTEREST: REACH PEOPLE IN, REGULARLY IN, OR WHO'VE SHOWN INTEREST IN, YOUR TARGETED LOCATIONS (RECOMMENDED)
- PRESENCE: REACH PEOPLE IN OR REGULARLY IN YOUR TARGETED LOCATIONS
- SEARCH INTEREST: REACH PEOPLE SEARCHING FOR YOUR TARGETED LOCATIONS

PRESENCE OR INTEREST:

PRESENCE OR INTEREST: REACH PEOPLE IN, REGULARLY IN, OR WHO'VE SHOWN INTEREST IN, YOUR TARGETED LOCATIONS (RECOMMENDED)

- SHOWING INTEREST IS DECIDED BY VARIOUS SIGNALS
- DEFAULT OPTION
- USE ONLY IF IT IS RELEVANT FOR YOUR BUSINESS

KEYWORD: DIGITAL MARKETING

TARGET LOCATION: DELHI

Query/Keyword	User Location	Ad Visibility
Digital Marketing	Delhi	Yes
Delhi Digital Marketing	Mumbai	Yes
Digital Marketing Delhi	Australia	Yes

PRESENCE:

PRESENCE: REACH PEOPLE IN OR REGULARLY IN YOUR TARGETED LOCATIONS

- YOUR PHYSICAL PRESENCE MATTERS - ADS ARE SHOWING ONLY TO THOSE PEOPLE WHO ARE PHYSICALLY PRESENTED ON THE TARGETED LOCATION
- GIVES YOU MORE CONTROL AND OPTIMIZATION OPTIONS
- SETTING LOCATION ACCURACY IS MORE IMPORTANT - LIKE IF YOU ARE TARGETING AT THE CITY LEVEL INSTEAD OF THE COUNTRY/STATE LEVEL YOU ARE HAVING BETTER CONTROLS

KEYWORD: DIGITAL MARKETING

TARGET LOCATION: DELHI

Query/Keyword	User Location	Ad Visibility
Digital Marketing	Delhi	Yes
Delhi Digital Marketing	Mumbai	No
Digital Marketing Delhi	Was in Delhi	Yes

SEARCH INTEREST:

SEARCH INTEREST: REACH PEOPLE SEARCHING FOR YOUR TARGETED LOCATIONS

- PHYSICAL LOCATION OF USER IS IGNORED

KEYWORD: DIGITAL MARKETING

TARGET LOCATION: DELHI

Query/Keyword	User Location	Ad Visibility
Digital Marketing	Delhi	No
Delhi Digital Marketing	Mumbai	Yes
Digital Marketing Lajpat Nagar	Australia	Yes

LANGUAGE

LANGUAGE SETTING IN GOOGLE ADS WORKS ON DIFFERENT DIFFERENT SIGNALS

- LANGUAGE OF USER'S QUERY
- USER SETTINGS (GOOGLE AND DEVICE)
- MACHINE LEARNING ALGORITHM TO PREDICT THE LANGUAGE (YOUR BROWSER HISTORY)

GOOGLE WILL NEVER TRANSLATE THE ADS ON SPECIFIC LANGUAGE

EXAMPLE

USER SETTINGS

- GOOGLE SETTINGS ARE SET TO ENGLISH
- VISITS WEBSITES OF HINDI LANGUAGE
- SEARCHES QUERIES IN BOTH THE LANGUAGES (HINDI AND ENGLISH)
- VISITS FRENCH WEBSITES

USER CAN SEE THE AD MADE IN FRENCH, WITH A TARGETED LANGUAGE OF ENGLISH OR HINDI

CAMPAIGN URL

URL TRACKING TEMPLATE

CAMPAIGN > SETTINGS > ADDITIONAL SETTINGS > CAMPAIGN URL OPTIONS

[HTTPS://SUPPORT.GOOGLE.COM/GOOGLE-ADS/ANSWER/6305348](https://support.google.com/google-ads/answer/6305348)

SCENARIO - LANDING PAGE VISIT/CLICK/HIT

URL TRACKING TEMPLATE

{LPURL}?DEVICE={DEVICE}

{LPURL}?DEVICE={DEVICE}&MATCHTYPE={MATCHTYPE}&CAMPAIGNID={CAMPAIGNID}&ADGROUPID={ADGROUPID}

AD GROUP

THE IMPORTANCE OF AD GROUPS

SO WE NOW KNOW THAT AD GROUPS ARE BASICALLY A STRUCTURAL COMPONENT WITHIN YOUR PPC ACCOUNT. SO WHY SHOULD YOU BOTHER WITH THEM? WHAT MAKES THEM IMPORTANT?

AD GROUPS CONTAIN A LOT OF IMPORTANT STUFF!

MOST SEARCH ENGINES LOOK TO YOUR AD GROUP ORGANISATION TO DETERMINE:

- WHICH KEYWORDS YOUR ADS WILL SHOW IN RESPONSE TO.
- WHAT YOUR AD WILL SAY WHEN IT RUNS.
- WHERE THE VISITOR WILL BE TAKEN WHEN THEY CLICK ON YOUR AD.

YOU'RE DECIDING:

- WHO TO ADVERTISE TO.
- WHAT TO SAY TO GET THEIR ATTENTION.
- AND HOW YOU'LL MAKE YOUR FINAL PITCH WHEN YOU SET UP AN AD GROUP.

EXAMPLE: FLIPKART.COM

FASHION CATEGORY

Men's Top Wear	Men's Bottom Wear	Men's Footwear
Shirts	Shorts	Casual Shoes
T-Shirts	Harem Pants	Sports Shoe
	Three Fourths	Formal Shoes
	Jeans	Sandals & Floaters
	Tights	Slippers & Flip Flops
	Track Pants	Ethnic Shoes
	Cargos	Shoe Care
	Trousers	

THE ABOVE CAMPAIGN STRUCTURE IS POSSIBLE BECAUSE WE HAVE DIFFERENT LANDING PAGES FOR EACH AD GROUP OR CATEGORY

NOTE

- AD GROUPS ARE THERE SO THAT YOU CAN WORK ON THEM
- AD GROUPS HELPS YOU IN ORGANISING YOUR CAMPAIGN
- DIFFERENT MATCH TYPES KEYWORDS IN AD GROUPS
- WEBSITE ALSO HELPS IN CREATING THE STRUCTURE OF AD GROUPS
- YOU CAN CREATE AG GROUPS ACCORDING TO THE MATCH TYPES ALSO

KEYWORDS

QUERIES AND SEARCH TERMS

SEARCH TERMS OR QUERIES ARE WHAT USER TYPES INTO A SEARCH BOX.

THE SET OF WORDS MAY BE OUT OF ORDER, HAVE OTHER WORDS TACKED ON, BE ONLY SOMEWHAT RELATED TO THE ACTUAL SEARCH TERM, OR EVEN INCLUDE MISSPELLINGS (IN WHICH CASE GOOGLE WILL AUTOMATICALLY CORRECT IT)

KEYWORDS

A KEYWORD IS THE EXACT WORD OR PHRASE A MARKETER IS TARGETING IN A PAID OR ORGANIC SEARCH CAMPAIGN. FOR INSTANCE, TO WIN AN AUCTION FOR “MEAL DELIVERY,” YOU’D NEED TO MAKE THAT YOUR KEYWORD PHRASE.

KEYWORDS ARE WHAT MARKETERS AND ADVERTISERS IDENTIFY AS CENTRAL TO THE BUSINESS THEY WORK FOR, USED TO DEFINE THEIR OVERALL STRATEGY.

**AVERAGE CPC COST OF KEYWORDS IN MOST OF THE TOOLS ARE FOR EXACT MATCH*

Search Queries

Keywords

How to decorate a farmhouse

Farmhouse style decorations

Sale on farmhouse decor

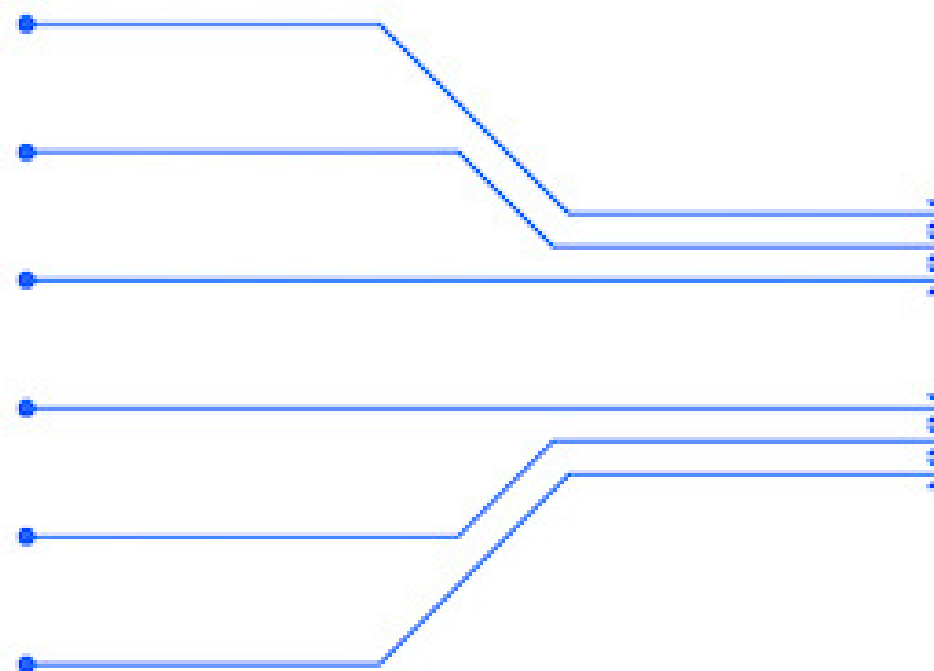
Best places to buy farmhouse decor

Modern farmhouse style

Farmhouse interior decorating

Farmhouse decor

Farmhouse decorations



THINGS THAT WE HAVE TO CONSIDER WHILE RESEARCHING THE KEYWORDS

- PROFITABILITY OF KEYWORDS
- EFFECTIVENESS OF KEYWORDS
- FIGURING OUT THE TOF (TOP OF THE FUNNEL) KEYWORDS
 - BASIC KEYWORDS
 - RESEARCHING PHASE KEYWORDS
 - KNOWLEDGE GAIN TYPE KEYWORDS
- FIGURING OUT THE BOF (BOTTOM OF THE FUNNEL) KEYWORDS
- SEARCH VOLUME AND COMPETITION

KEYWORD RESEARCH - PHASE I

- VOLUME - PER MONTH/PER YEAR
- COST RELATED ESTIMATES - MONETARY VALUE OF KEYWORDS - DIFFERENT MATCH TYPE COST DIFFERENT
- BUYERS JOURNEY - MAPPING WITH KEYWORDS
- COMPETITIVE ANALYSIS - TOOLS
- GOOGLE KEYWORD PLANNER (GKP)
- GOOGLE SUGGESTIONS
- COMPETITOR RESEARCH TOOLS
- UNDERSTAND THE SEARCHES HAPPENING BY USER - GET USER INTENT

KEYWORD RESEARCH - PHASE II - KEYWORD PLANNING

- PICKING BEST KEYWORDS
 - WHILE DOING THE RESEARCH YOU WILL GET TO KNOW MORE KEYWORDS WHICH ARE RELATED TO YOUR SEED KEYWORD. SO ACCORDINGLY YOU CAN PICK THOSE KEYWORDS WHILE THINKING/ASSUMING FOR THE SEPARATE AD GROUPS
- UNDERSTANDING KEYWORDS ACCORDING TO MATCH TYPES, AD GROUPS AND BIDDING STRATEGY
- COMPETITORS CAN BE AT THE CAMPAIGN LEVEL AS WELL AS AT THE ADGROUP LEVEL
 - MEANS YOUR COMPETITORS CAN GIVE YOU COMPETITION IN TERMS OF KEYWORDS AT ANY LEVEL
 - LET'S SAY - YOU HAVE 20 COMPETITORS AT CAMPAIGN LEVEL, BUT AT THE AD GROUP LEVEL - FOR AD GROUP 1 - YOU HAVE 15 COMPETITORS AND FOR AD GROUP 2 - YOU HAVE ONLY 2 COMPETITORS. SO OBVIOUSLY WE NEED TO HAVE DIFFERENT STRATEGIES FOR BOTH THE CAMPAIGNS.
- TOOLS
 - GOOGLE KEYWORD PLANNER (GKP)
 - GOOGLE SHEET - PIVOT TABLE
 - GOOGLE ADS - EDITOR

KEYWORD RESEARCH - PHASE III - KEYWORD MAPPING

ARRANGE KEYWORDS ACCORDING TO THEMING - 8-12 KEYWORDS IN AN AD GROUP

- SKAGS - SINGLE KEYWORDS AD GROUPS
- STAGS - SINGLE THEMED AD GROUPS

KEYWORDS CAN BE BROADLY ORGANIZED INTO THE FOLLOWING TYPES

- BRAND TERMS – ANY KEYWORDS CONTAINING YOUR BRAND NAME AND TRADEMARKED TERMS.
- GENERIC TERMS – TERMS RELATING TO PRODUCTS (E-COMMERCE KEYWORDS) OR SERVICES OFFERED.
- RELATED TERMS – TERMS THAT DON'T DIRECTLY RELATE TO WHAT YOU'RE SELLING, BUT THAT USERS WHO WANT YOUR PRODUCTS OR SERVICES MAY BE SEARCHING FOR.
- COMPETITOR TERMS – THE BRAND NAMES OF COMPETITORS WHO ARE OFFERING SIMILAR PRODUCTS AND SERVICES TO YOURS.

FOR EXAMPLE, IF I WAS RESEARCHING A CAMPAIGN TO ADVERTISE NIKE RUNNING SHOES, MY LIST MIGHT LOOK LIKE THIS:

Brand Terms	Competitor Terms	Generic Terms	Related Terms
Nike shoes	Adidas shoes	running shoes	jogging
Nike.com	Puma shoes	jogging shoes	sports wear
Nike shop	Reebok shoes	sneakers	running socks
Nike online store	New Balance	high top sneakers	treadmills
Nike products	Brooks shoes	training shoes	running tips

KEYWORD MATCH TYPES

KEYWORD MATCH TYPES ARE THE SYNTAXES OR FORMATS ASSIGNED BY GOOGLE ADS FOR THE RELEVANCY OF THE KEYWORDS, WHEN A PERSON SEARCHES THE QUERY.

WHEN CREATING A TEXT AD IN YOUR PPC CAMPAIGN, YOU CAN SELECT BROAD MATCH, PHRASE MATCH, OR EXACT MATCH FOR YOUR KEYWORD MATCH TYPE. EACH MATCH TYPE IN YOUR GOOGLE ADS ACCOUNT HAS ITS ADVANTAGES AND DISADVANTAGES.

READ MORE - [HTTPS://SUPPORT.GOOGLE.COM/GOOGLE-ADS/ANSWER/7478529](https://support.google.com/google-ads/answer/7478529)

Keyword Match Types

For the keyword **lawn mowing service**, we can match the following queries (🔍)

per match type

Broad match

Ads may show on searches that **relate** to your keyword.

lawn aeration prices 🔍

Notation for inputting keywords:
keyword

Phrase match

Ads may show on searches that **include** the meaning of your keyword.

lawn mowing service near me 🔍

hire company to mow lawn 🔍

landscaping service to cut grass 🔍

Notation for inputting keywords:
“keyword”

Exact match

Ads may show on searches that **are** the same meaning as your keyword.

lawn mowing service 🔍

grass cutting service 🔍

Notation for inputting keywords:
[keyword]

Loose matching

Moderate matching

Tight matching

KEYWORD MATCH TYPES OVERVIEW

- BROAD MATCH
 - IRRESPECTIVE OF ROI, TO ENHANCE BRAND AWARENESS
 - LOW CPC MOSTLY
 - GOOD FOR FINDING MORE KEYWORDS
 - SUITABLE FOR HIGHER BUDGETS
 - LESS CTR
- PHRASE MATCH
 - PHRASE MATCH TYPE IS DENOTED BY “ ” SIGN
 - PREFIX AND SUFFIX CAN BE ANYTHING
 - THE JUMBLING OF THE KEYWORDS ARE ALLOWED
 - SYNONYMS, CLOSE VARIATIONS ARE ALLOWED
 - BETTER CONTROL THAN BROAD MATCH
 - IMPROVED CTR
 - MORE CPC
 - LIMITS YOUR IDEAS IN SEARCH TERM REPORTS (YOU WILL NOT RECEIVED BROADER QUERIES IN SEARCH TERM REPORTS)
 - SEARCH VOLUME IS LIMITED
- EXACT MATCH
 - PHRASE MATCH TYPE IS DENOTED BY [] SIGN
 - SHOWS ON EXACT TERM
 - CONSIDERED MISSPELLINGS
 - ABBREVIATIONS
 - SYNONYMS
 - VERY CLOSE SEARCH INTENT

NEGATIVE KEYWORDS

NEGATIVE KEYWORDS ARE THOSE QUERIES/KEYWORDS FOR WHICH I DON'T WANT MY ADS TO RUN OR TO BE SHOWN IN THE SERP FOR THE SEARCH QUERY.

[HTTPS://SUPPORT.GOOGLE.COM/GOOGLE-ADS/ANSWER/2453972](https://support.google.com/google-ads/answer/2453972)

NEGATIVE KEYWORDS CAN BE USED AT DIFFERENT LEVELS

- ACCOUNT
- CAMPAIGN
- AD GROUP

AS WE USED THE NORMAL KEYWORDS, SIMILARLY WE WILL USE NEGATIVE KEYWORDS. WE HAVE TO STRUCTURE THEM.

TO CREATE A GROUP OF NEGATIVE KEYWORDS, WE HAVE TO USE THEM MULTIPLE TIMES IF REQUIRED. (IN EACH MATCH TYPES OR SINGULAR AND PLURAL)

EXAMPLES OF NEGATIVE KEYWORDS

- GENERAL NEGATIVE LIST
- COMPETITOR NEGATIVE LIST
- BRAND LIST

HOW TO AD NEGATIVE KEYWORD LIST IN GOOGLE ADS

LIST - TOOLS & SETTINGS > SHARED LIBRARY > NEGATIVE KEYWORD LISTS

ADS / AD COPY

Ad Component	Responsive search ad	Expanded text ad
# Headlines Shown	Up to 3	3
Headline Length	30 Characters	30 Characters
Domain	Taken from your ad's Final URL	Taken from your ad's Final URL
# Display URL Path Fields Shown	2 (Optional)	2 (Optional)
Display URL Path Field Length	15 Characters	15 Characters
# Descriptions Shown	Up to 2	Up to 2
Description Length	90 Characters	90 Characters
Total Max Length	300	300

About responsive search ads

Important

- Starting June 30, 2022, you'll no longer be able to create or edit expanded text ads.
- Expanded text ads will continue to serve, and you'll still see reports on their performance going forward.
- You'll still be able to pause and resume your expanded text ads, or remove them if needed.
- We strongly encourage you to transition to responsive search ads.
- [Learn more about this change to expanded text ads](#)

HOW RESPONSIVE SEARCH ADS WORK

You provide the assets

Headlines (up to 15)

H1

H2

H3

H4

H5

H6

H7

H8

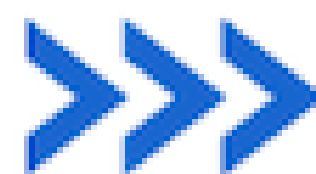
Descriptions (up to 4)

D1

D2

D3

D4



H6

H3

H5

D1

D4

Google builds the ad

Based on the searcher, search query, and more.

Responsive Search Ad Cheat Sheet

At least 8-10 headlines

And 3 descriptions.
Maximum 15 headlines
and 4 descriptions

DISTINCT headlines

Google will not show
similar variations.

Pin sparingly

Over-restricting can
hurt your performance.

Exclude keywords

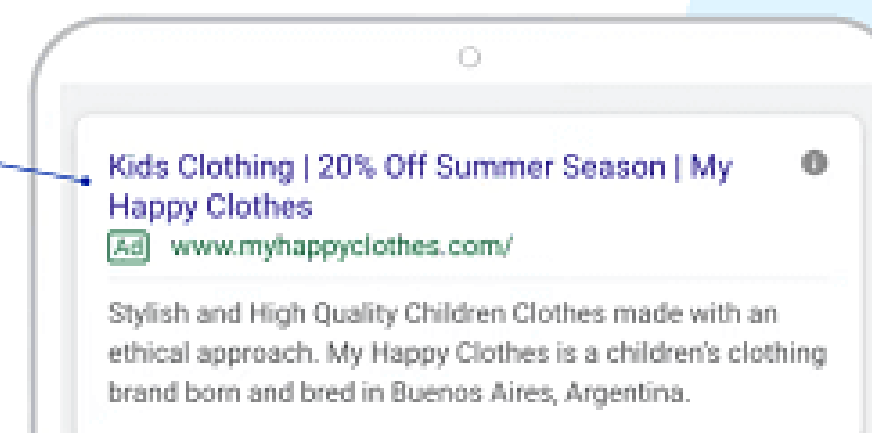
3 headlines should
not include keywords,
but a feature, benefit,
or CTA instead.

Vary headline lengths

Do not maximize character
count for each headline.

Headlines	
My Happy Clothes	16/30
My happy clothes	
Eco-friendly Fashion	20/30
Kids Clothing	13/30
Natural Fabrics for Kids	24/30
20% Off All Onesies	19/30
Free International Shipping	27/30
Buy Online Today	16/30
Designed in Buenos Aires	24/30

Up to 3 headlines and up to 2
descriptions CAN show, but won't
always, so don't pin headline 3 or
description 2.



Responsive Search Ad Headlines

Keyword Focused

chars

Features

chars

Benefits

chars

Price Comparisons

chars

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Brand Messaging

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Social Proof

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Calls to Action

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Advantage Over Competitor

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17

	A	B	C	D
1	Responsive Search Ad Headline Combinations			
2				
3		Template 1	Template 2	Template 3
4	Headline 1	Keyword Focused	Social Proof	Brand Messaging
5	Headline 2	Calls to Action	Brand Messaging	Benefits
6	Headline 3	Price Comparisons	Features	Advantage Over Competitor
7				

BEST PRACTICES FOR GOOGLE RESPONSIVE SEARCH ADS (RSA) TIPS

- WRITE DOWN - VALUE PROPOSITIONS, OFFERS, AND CALL TO ACTIONS IN THE STARTING
- USE ALL THE OPTIONS OF HEADINGS AND DESCRIPTIONS
- USE KEYWORDS IN IMPORTANT LOCATIONS LIKE H1
- DON'T OVERPOPULATE KEYWORDS
- WANT TO SHOW 3RD LINE - DON'T USE HEADLINES TO FULL EXTENT
- AVOID REPETITIVE LANGUAGE OR SAME CALL TO ACTION

READ MORE - [HTTPS://WWW.WORDSTREAM.COM/BLOG/WS/2018/07/10/RESPONSIVE-SEARCH-ADS](https://www.wordstream.com/blog/ws/2018/07/10/responsive-search-ads)

RESPONSIVE ADS (RSA) PROS AND CONS

PROS

- FLEXIBILITY
- AD SPACE
- TESTING CAPABILITIES ARE THERE
- LESS AD COPIES NEEDED

CONS

- LESS CONTROL
- CAN'T SEE THE PREVIEW OF FINAL AD COPY DUE TO MULTIPLE OPTIONS OF HEADLINES & DESCRIPTIONS
- FULLY AUTOMATED
- AI BASED SUGGESTS ACCORDING TO MACHINE LEARNING

HOW TO WRITE PERFECT RESPONSIVE ADS

TRACK THESE CONTENT METRICS

MAKE SURE YOU ARE NAILING YOUR RESPONSIVE AD CONTENT, TRACK THESE METRICS:

- AD STRENGTH: AIM FOR A “GOOD” OR “EXCELLENT” AD STRENGTH.
- CLICK-THROUGH RATE (CTR): KEEP MONITORING THE CLICK-THROUGH RATE OF YOUR CAMPAIGNS. THE AVERAGE CTR ACROSS ALL INDUSTRIES IS 3.17%. IF THE CTR IS LOWER THAN 3%, REASSESS AND REWRITE YOUR COPIES.

	Content type	Example
1	Keyword-specific	Best cheese pizza in LA
2	Brand name	Exclusively by Dominas
3	Call to action	Order now for 30 min delivery
4	USP 1	Made by expert chefs
5	USP 2	100% hygienic
6	USP 3	Only organic produce
7	Social proof	Rated 5 stars by 245 customers
8	Keyword + Brand name	Cheese pizza by Dominas
9	Call to action	Order online now
10	Emotive	Pizza that makes you happy

WHAT ARE AD EXTENSIONS

EXTENSIONS EXPAND YOUR AD WITH ADDITIONAL INFORMATION, GIVING PEOPLE MORE REASONS TO CHOOSE YOUR BUSINESS. THESE MAY INCREASE AN AD'S CLICKTHROUGH RATE BY SEVERAL PERCENTAGE POINTS. EXTENSION FORMATS INCLUDE CALL BUTTONS, LOCATION INFORMATION, LINKS TO SPECIFIC PARTS OF YOUR WEBSITE, ADDITIONAL TEXT, AND MORE.

THERE'S NO COST IN ADDING EXTENSIONS TO YOUR CAMPAIGN. CLICKS ON YOUR AD, INCLUDING YOUR EXTENSION, WILL BE CHARGED AS USUAL WHILE CLICKS ON SELLER RATINGS WON'T BE CHARGED. YOU'LL BE CHARGED FOR A CLICK WHEN SOMEONE CALLS YOU FROM A CALL EXTENSION OR WHEN SOMEONE DOWNLOADS YOUR APP FROM AN APP EXTENSION.

READ MORE - [HTTPS://SUPPORT.GOOGLE.COM/GOOGLE-ADS/ANSWER/2375499](https://support.google.com/google-ads/answer/2375499)

AD EXTENSIONS BENEFITS

HERE ARE THE MAIN BENEFITS OF USING MANUAL GOOGLE ADS EXTENSIONS:

- CPC FOR AD EXTENSIONS WILL BE SAME
- YOUR ADS WILL PERFORM BETTER. RELEVANT EXTENSIONS CONTRIBUTE TO BETTER QUALITY SCORES AND CAN INCREASE YOUR AD RANK.
- YOUR ADS WILL BE MORE APPEALING TO SEARCHERS. AD EXTENSIONS ARE PROVEN TO IMPROVE CLICKTHROUGH RATE AND CONVERSIONS.
- YOU'LL GAIN MORE QUALIFIED CLICKS. SINCE EXTENSIONS ALLOW YOU TO PROVIDE MORE RELEVANT INFORMATION, THE CLICKS YOU GET ARE MORE LIKELY TO BE THE ONES YOU'RE LOOKING FOR.
- YOUR ADS WILL HAVE A GREATER VISUAL PRESENCE. EXTENSIONS HELP YOUR AD TAKE UP MORE SPACE ON THE SEARCH ENGINE RESULTS PAGE, GETTING YOU MORE CLICKS AND SETTING YOU APART, VISUALLY, FROM YOUR COMPETITION.
- ADDING AN EXTENSION WON'T GUARANTEE THAT IT'LL SHOW. IT DEPENDS ON GOOGLE AS WHEN AND WHICH COMBINATION OF EXTENSIONS WILL WORK.

TYPES OF AD EXTENSIONS

- SITELINK EXTENSION
- CALLOUT EXTENSION
- STRUCTURED SNIPPET EXTENSION
- CALL EXTENSION
- LEAD FORM EXTENSION
- LOCATION EXTENSION
- AFFILIATE LOCATION EXTENSION
- PRICE EXTENSION
- APP EXTENSION
- PROMOTION EXTENSION

READ MORE

- [HTTPS://WWW.HEMANGRAMI.COM/TOP-GOOGLE-ADS-EXTENSIONS/](https://www.hemangrami.com/top-google-ads-extensions/)
- [HTTPS://WWW.WORDSTREAM.COM/BLOG/WS/2011/09/15/ADWORDS-AD-EXTENSIONS-GUIDE](https://www.wordstream.com/blog/ws/2011/09/15/adwords-ad-extensions-guide)

SITELINK EXTENSION

Affordable Chimney Sweeps | Cleanings & Inspections

[Ad] www.affordablechimneysweeps.com/ ▼ (888) 507-9337

Oil, Gas & Wood Burning Chimney Cleanings, Repairs and Maintenance. Affordable Prices. Fast, Friendly Service. 24/7 Emergency Service. Experienced Team. Services: Inspections, Thorough Sweeps, Relining and Rebuilding, Emergency Appointments.

Contact Us

Fill Out the Form, Call Or Email Us
To Schedule an Appointment.

Testimonials

Refer To Our Customer Testimonials.
Get To Know Us Better.

CALLOUT EXTENSION

Shop Men's Boots at ASOS | Enjoy Free Shipping & Returns | ASOS.com

Ad us.asos.com/_Boots/_Men ▼

★★★★★ Rating for asos.com: 4.4 - 401 reviews - Order accuracy: 95–100%

Shop Our Range of **Men's Boots**. ASOS: Your Fashion & Style Destination! Get Personalized Size Recommendations With ASOS Fit Assistant. New Items Added Daily **2-Day Shipping Available.** 10% Off for Students **ASOS: Sale Up To 80% Off.** Types: **Boots**, Heels, Loafers, Sneakers, Sandals.

[High Heels](#) · [Up To 80% Off Menswear](#) · [Up To 80% Off Womenswear](#) · [Boots at ASOS](#)

STRUCTURED SNIPPET EXTENSION

Liberty Travel Vacations | Expert Travel Recommendations

Ad www.libertytravel.com/ ▼ (866) 687-9362

Explore Vacations & Get Expert Travel Knowledge. Call Liberty Travel Today. 65+ Years of Experience. Free 24/7 Support. 100+ Stores Nationwide. Exclusive Vacation Deals. Unique Travel Experiences.

Destinations: Caribbean, Central America, Africa, Asia, Australia, Europe, Middle East, North America.

All-Inclusive Vacations · Find a Store Near You · Start Planning · Liberty's Top Choices

CALL EXTENSION

Personal Injury Lawyers | Call 24/7. We Travel To You.

Ad www.1800lawguys.com/Boston-Lawyers/Personal-Injury ▼ (800) 529-4897

If You Were Injured Due To Another's Negligence, We Can Help Recover Owed Compensation. At Kelly & Associates, We Take The Burden Off Of You, So You Can Focus On Your Recovery. Available 24/7.

Neighborhoods: Boston, Quincy, Somerville, Brockton, Lynn.

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Boston Personal Injury Lawyers | Available For Help 24/7 | 1800lawguys.com

Ad www.1800lawguys.com/Boston-Lawyers/Per...

Pursue Compensation For Your Injuries & Losses. Contact Our Lawyers As Soon As Possible. At...

[About Us](#)

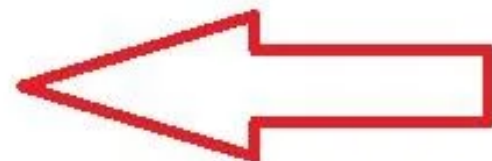
[View Testimonials](#)

[Blog Center](#)

[Co](#)



Call (800) 529-4897



[HTTPS://DATABOX.COM/ADWORDS-CALL-REPORTING](https://databox.com/adwords-call-reporting)

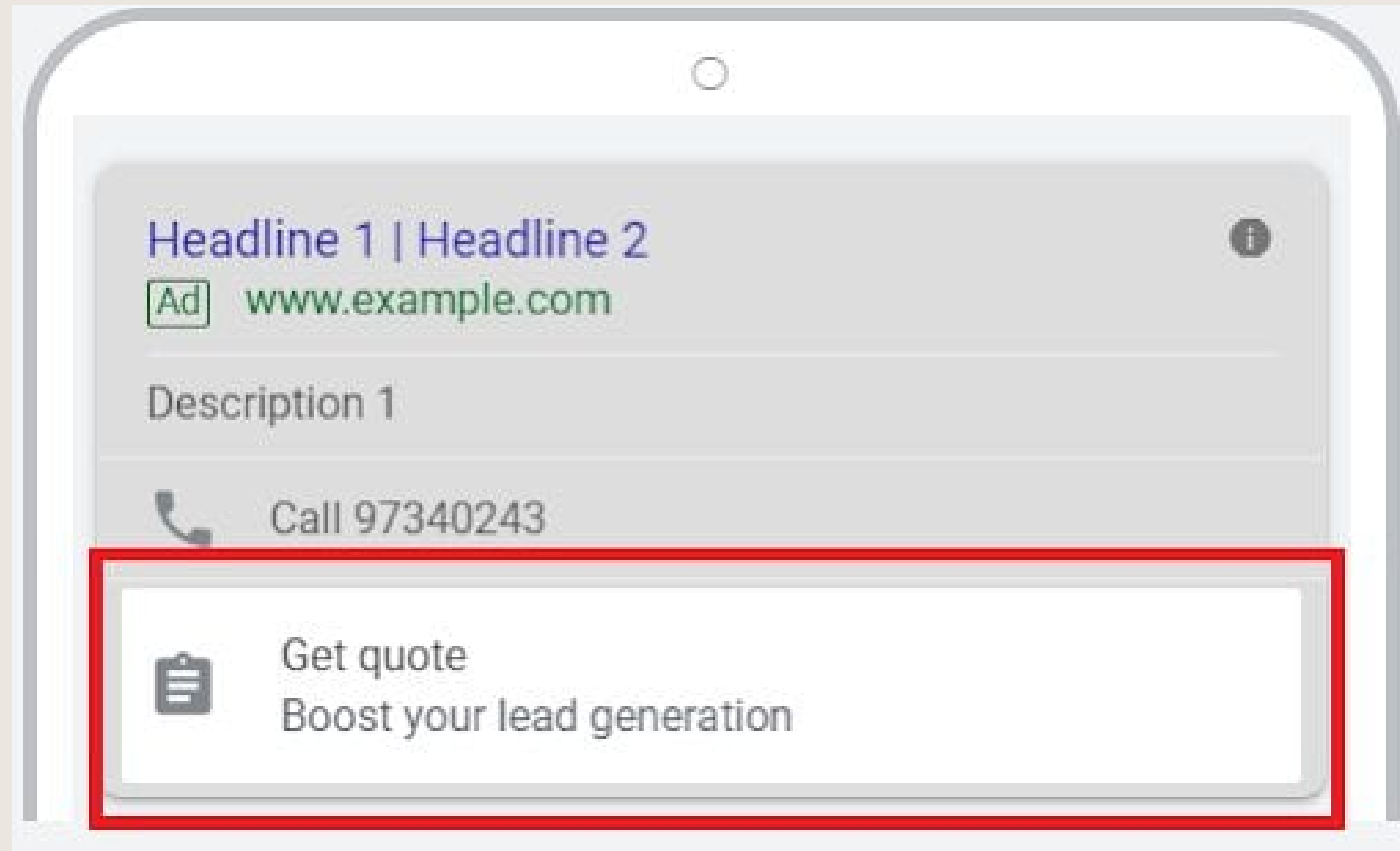
CALL REPORTING ON CONS

- YOU WILL NOT RECEIVE THE CALL FROM ACTUAL NUMBER
- CALL WILL BE REDIRECTED FROM GOOGLE'S SERVERS AND YOU WILL SEE SOME TOLL FREE NUMBERS
- IF SOMEHOW YOU MISSED THE CALL, YOU CAN'T CALL BACK

HOW TO TURNED OFF THE CALL REPORTING

GOOGLE ADS > SETTINGS > ACCOUNT SETTINGS > CALL REPORTING

LEAD FORM EXTENSION



LOCATION EXTENSION

Allen Edmonds - Official Site | Extra 30% Off Select Boots

Ad www.allenedmonds.com/ ▼

Save An Extra 30% Off Select Boots From Allen Edmonds. **Shop Men's Boots Today!** Top Quality Made in U.S.A. Handcrafted Leather **Shoes**. Free Standard Shipping. Types: **Men's Shoes, Men's Clothing, Men's Accessories, Men's Bags & Belts.**

[New Clearance Additions](#) · [15% Off First Purchase](#) · [Dress & Casual Shoes](#) · [Shoe Care](#) · [Belts](#) · [Boots](#)

📍 [36 Newbury St, Boston, MA](#) - (617) 488-3808 - Open today · 9:30 AM – 7:00 PM ▼

AFFILIATE LOCATION EXTENSION

[BEHR® Paint Hues | Explore Paint Colors Now | BEHR.com](#)

Ad www.behr.com/Color/Studio ▼

Find The Perfect Paint Color For Your Next Project With BEHR's Color Studio. Find Your Perfect Color. Find Painting Tips. Interior Inspiration. Exterior Inspiration. Color Tools. Designer Stories. Highlights: Team Of Design Professionals, Using Specially Designed Tools.

📍 [Boston](#) · 12 locations nearby

[2019 Color of the Year](#)

Find Inspiration with Blueprint and The BEHR 2019 Color Trends Palette

[Inspiration Gallery](#)

Browse Our Inspiration Gallery To Decide Your Next Room Refresh.



PRICE EXTENSION

[eSalon Hair Color | The #1 Custom Hair Color](#)

Ad www.esalon.com/hair-color/custom-color ▼ (866) 550-2424

Winner Allure Best Home **Hair Color**. Get Your Custom Blend Now! 4-Time Award Winner. 100% Gray Coverage. Custom-blended **Hair Color**. Allure's Best **Hair Color**. Types: Custom **Hair Color**, **Color Treatment**, **Color Safe Hair Care**.

[Shop Our Products](#) · [Read the Reviews](#) · [Get Your Own Custom Color](#) · [Four-Time Allure Winner](#)

Custom Hair Color - \$10.00 · [For First Order](#) · [More](#) ▼

APP EXTENSION



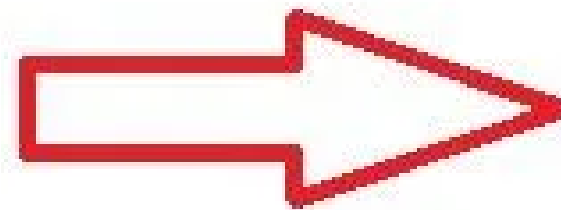
DoorDash - Order Food Delivery |
Speedy Delivery.



Ad App Store: 5.0 ★★★★★ (1,622,182)

100s of Restaurants. Order From Your Couch!

Free



Install

PROMOTION EXTENSION

Mobile

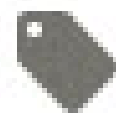


Berry's Bait And Tackle | Buy Your Fishing Gear
Online



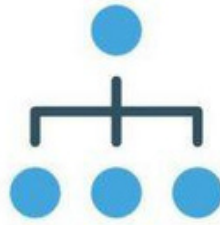
Ad berrysbait.com/SportFishing/Gear

Trusted Service & Huge Selection Of Fishing Gear. See Our
Special Offers!



Father's Day · Up to 50% off Fishing Gear For Dad
Code Dad123Online

Top Google Ads Extension to Use



Sitelink Extension

To add more links to your ads, you can create sitelink extensions. Sitelink extensions take people to specific pages on your site (for example, a specific product or store hours).



Callout Extension:

With callout extensions, you can promote unique offers to shoppers, like free shipping or 24-hour customer service.



Structured Snippets Extension:

Highlight specific aspects of your products and services with structured snippets extensions.



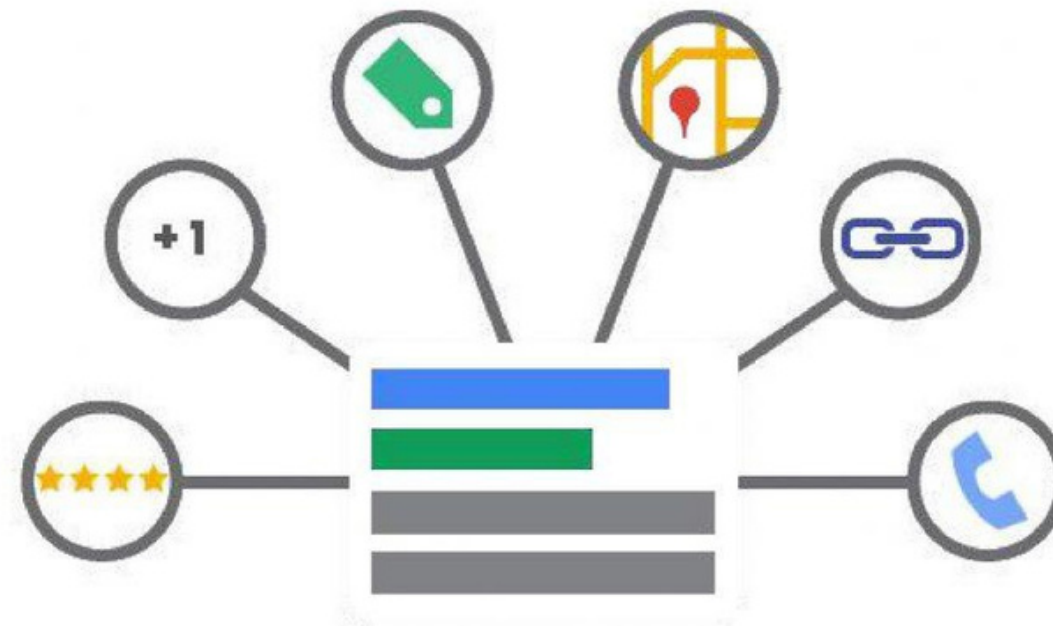
Image Extension:

Image extensions allow advertisers to upload rich, relevant visuals to complement their existing text ads.



Call Extension:

Let you add phone numbers to your ads. When your call extensions appear, people can tap or click a button to call your business directly.



Google AdWords Extensions

Location Extension:

Location extensions can help people find your locations by showing your ads with your address, a map to your location, or the distance to your business.



Affiliate Location Extension:

Affiliate location extensions help people find nearby stores that sell your products.



Price Extension:

Price extensions appear below your text ad on desktop and mobile, and give you more space to tell people details about what your business offers.



App Extension:

Allows you to link to your mobile or tablet app from your text ads. People click either on your ad headline to go to your site, or on the link to your app.



Promotion Extension:

Add more value to ads by highlighting your sales and promotions for people that are searching for the best deals your business has to offer.



WHAT IS GCLID IN GOOGLE ADS

CLID - CLICK IDENTIFIER

GCLID - GOOGLE CLICK IDENTIFIER

GOOGLE CLICK ID (GCLID) IS A PARAMETER PASSED IN THE URL WITH AD CLICKS, TO IDENTIFY THE CAMPAIGN AND OTHER ATTRIBUTES OF THE CLICK ASSOCIATED WITH THE AD FOR AD TRACKING AND CAMPAIGN ATTRIBUTION. IN GOOGLE ADS, THIS IS ENABLED BY TURNING ON THE AUTO-TAGGING SETTING.

ACCOUNT SETTINGS > AUTO TAGGING > ON

READ MORE - [HTTPS://SUPPORT.GOOGLE.COM/GOOGLE-ADS/ANSWER/1752125](https://support.google.com/google-ads/answer/1752125)

MISTAKES USER MAKE WHILE STARTING GOOGLE SEARCH ADS

- NOT DOING MATHS OF SETTING UP CAMPAIGN OBJECTIVE AND WRITING CLEAR METRICS IN THE BEGINNING
- CLEAR DEFINING THE AD GROUP STRUCTURE - FROM THE BEGINNING
- NOT STARTING WITH AD EXTENSIONS
- SHOULD KNOW ALL THE OPTIONS IN GOOGLE ADS
- BE RELEVANT WITH NETWORK OPTIONS
- SET UP CONVERSION IN THE VERY BEGINNING - START COLLECTING THE DATA IN THE BEGINNING
- NOT BELIEVING IN TESTING

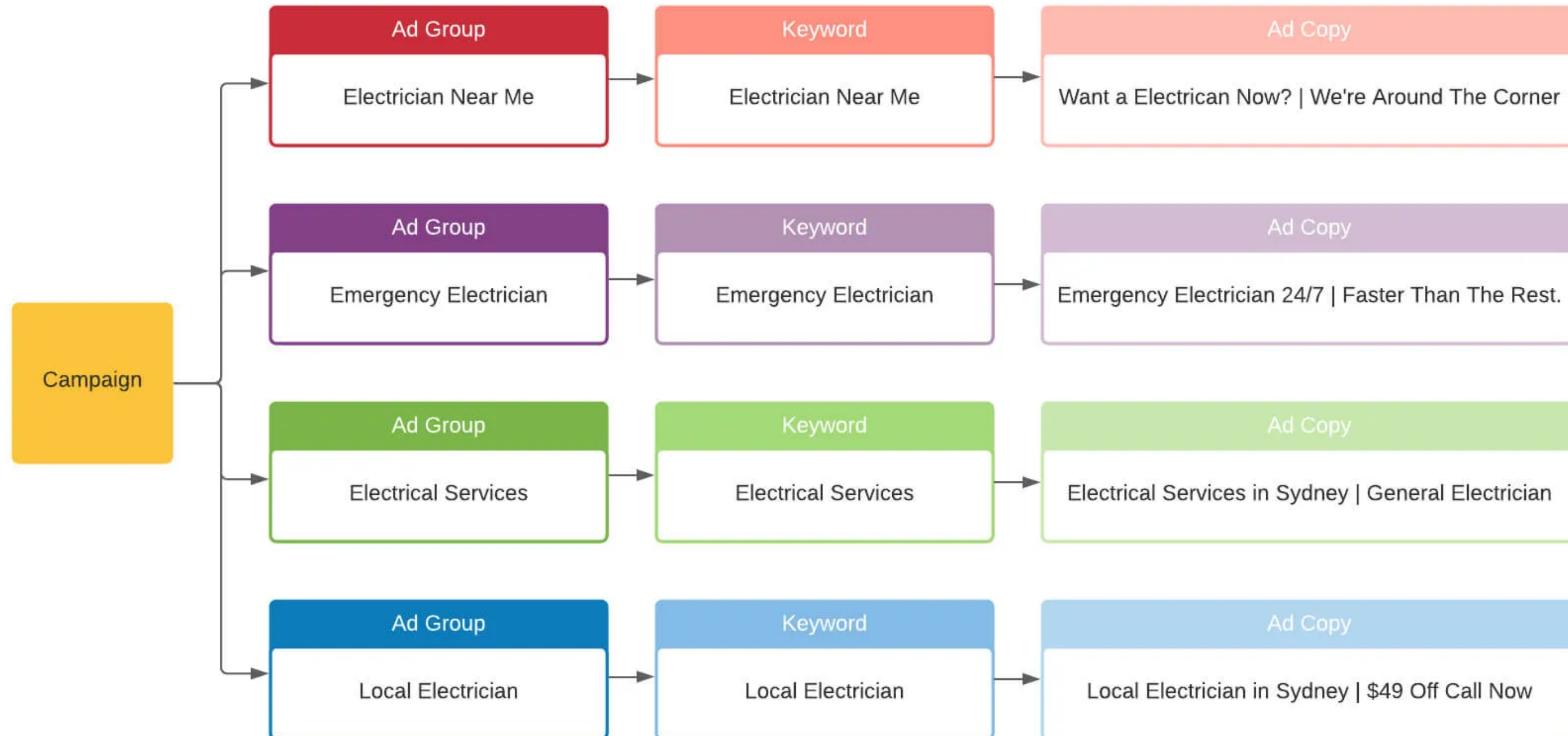
MISTAKES USER MAKE WHILE STARTING GOOGLE SEARCH ADS

SUPPORTING ARTICLES

- [HTTPS://NEILPATEL.COM/BLOG/7-DEADLY-ADWORDS-MISTAKES-THATLL-MAKE-YOU-BROKE-AND-HOW-TO-FIX-THEM/](https://neilpatel.com/blog/7-deadly-adwords-mistakes-thatll-make-you-broke-and-how-to-fix-them/)
- [HTTPS://WWW.SEARCHENGINEJOURNAL.COM/GOOGLE-ADS-COMMON-MISTAKES/391058/](https://www.searchenginejournal.com/google-ads-common-mistakes/391058/)
- [HTTPS://WWW.HALLAMINTERNET.COM/7-COMMON-GOOGLE-ADS-MISTAKES-TO-AVOID/](https://www.hallaminternet.com/7-common-google-ads-mistakes-to-avoid/)
- [HTTPS://WWW.SEMRUSH.COM/BLOG/COMMON-GOOGLE-AD-MISTAKES-AVOID/](https://www.semrush.com/blog/common-google-ad-mistakes-avoid/)

WHAT IS SKAG & HOW TO IMPLEMENT SKAG

SKAG



SKAG WITH MATCH TYPES

SKAG - EXACT
MATCH TYPE

[ELECTRICIAN
NEAR ME]

SKAG WITH MATCH
TYPES - EXACT &
PHRASE MATCH TYPE

[ELECTRICIAN NEAR
ME]
“ELECTRICIAN NEAR
ME”

ADVANTAGES & DISADVANTAGES OF SKAG

ADVANTAGES

- HIGHER RELEVANCY
- AD COPY CAN BE SPECIFIC TO EACH KEYWORD
- HIGHER CTR
- IMPROVING QUALITY SCORE
- MOST CONTROLLED AD GROUPS FOR ADVERTISERS
- OPTIMIZING AD EXTENSIONS FOR EACH & EVERY KEYWORD - AD EXTENSIONS CAN BE USED AT ADGROUP LEVEL

DISADVANTAGES

- SKAG SETTING IS TIME CONSUMING
- ACCOUNTS BECOME CONFUSING
- NEEDS LITTLE EXPERIENCE FROM ADVERTISER SIDE
- SOMETHING SKAGS CAN BE BACKFIRE AS GOOGLE IS CONSTANTLY MAKING CHANGES

READ MORE

- [HTTPS://QUARIZMI.COM/BLOG/ADVANTAGES-DISADVANTAGES-SKAG-STAG](https://quarizmi.com/blog/advantages-disadvantages-skag-stag)
- [HTTPS://WWW.SEARCHSCIENTISTS.COM/SINGLE-KEYWORD-AD-GROUPS/](https://www.searchscientists.com/single-keyword-ad-groups/)

DYNAMIC KEYWORD INSERTION - DKI

WHAT IS DYNAMIC KEYWORD INSERTION?

DYNAMIC KEYWORD INSERTION ALLOWS YOU TO DYNAMICALLY INSERT A KEYWORD INTO YOUR AD COPY, BASED ON THE SEARCHER'S QUERY.

SO LET'S SAY I HAVE AN AD GROUP FOR MY COUCH STORE THAT INCLUDES KEYWORDS LIKE:

- COUCHES
- LEATHER COUCHES
- BEST LEATHER COUCHES
- ETC.

WITH DYNAMIC KEYWORD INSERTION, I CAN SHOW PEOPLE WHO SEARCH FOR "COUCHES" THE WORD COUCHES, PEOPLE WHO SEARCH FOR "LEATHER COUCHES" THAT PHRASE, AND SO ON, IN THE AD TEXT ITSELF. DKI CUSTOMISES THE AD BASED ON THE EXACT SEARCH QUERY.

IN SHORT: DYNAMIC KEYWORD INSERTION ALLOWS YOU TO SHOW SEARCHERS A MORE RELEVANT AD, SINCE THE AD IS DYNAMICALLY UPDATED TO INCLUDE THE USER'S REAL SEARCH QUERY.

New text ad

Write your text ad below. Remember to be clear and specific. [Learn how to write a g](#)

New! Customize your ad text to automatically update with info you want your custor

Headline

Buy Sporting Goods Online

Keyword insertion

Description line 1

Sale on Skis Ends in 5 Days

Countdown

Description line 2

Skis as Low as \$399.99

Ad customizer

Customizer	Syntax	Example (Creator View)	Example (Searcher View)
DKI	{KeyWord:Default Text}	Buy {KeyWord:Hot Chocolate}	"Buy Hot Chocolate Mix"
IF	{=IF(device=[device],Text to Insert):Default Text} or {=IF(audience IN(<audience 1>),Text to Insert):Default Text}	{=IF(device=mobile,Simple Mobile Checkout):Start Shopping Now}	"Start Shopping Now" or "Simple Mobile Checkout"
Countdown	{=COUNTDOWN("yyyy/MM/dd HH:mm:ss","language",daysBefore)}	{=COUNTDOWN("2017/11/23 18:00:00","en",2)}	"2 days to Black Friday Sales"
Parameters	{=FeedName.ColumnName}	{=LocationsFeed.Headline}	"Plumbing Services in Mesa, AZ"

THE BENEFITS OF DYNAMIC KEYWORD INSERTION INCLUDE

- INCREASE AD RELEVANCE: MATCHING YOUR ADS TO SEARCHERS' QUERIES MAKES YOUR AD MORE RELEVANT TO USERS.
- DYNAMIC ADS STAND OUT: GOOGLE BOLDS DYNAMICALLY INSERTED TERMS, MAKING THEM MORE VISIBLE TO USERS AND MAY INCREASE THE CLICK-THROUGH RATE.
- IMPROVE YOUR QUALITY SCORE: DYNAMIC ADS ARE MORE RELEVANT, WHICH CAN INCREASE THEIR QUALITY SCORE AND HELP YOU REACH MORE USERS.
- EFFECTIVE FOR RETARGETING: RETARGETING USERS WITH THE EXACT ITEM THEY ALREADY LOOKED AT CAN BE HIGHLY EFFECTIVE FOR RECOVERING LOST SHOPPING CARTS AND BUILDING BRAND TRUST.
- LESS TO MANAGE: DYNAMIC ADS ALLOW YOU TO TARGET SEVERAL RELATED KEYWORDS WITH ONE AD. WHILE IT MAY TAKE SLIGHTLY LONGER TO SET UP, YOU'LL HAVE FEWER ADS TO MANAGE OVERALL.

THE CONS OF DYNAMIC KEYWORD INSERTION INCLUDE

- **LONGER KEYWORDS MIGHT NOT DISPLAY CORRECTLY: LONG-TAIL KEYWORDS CAN INDICATE BUYER INTENT, BUT THEY MAY NOT DISPLAY CORRECTLY IN DYNAMIC ADS. IN THIS EXAMPLE, THE AD DISPLAYS “CHOCOLATE” BECAUSE THE TARGET KEYWORD IS TOO LONG TO FIT IN THE AD.**
- **CAN CREATE AWKWARD ADS IF YOU AREN'T CAREFUL: ADS ARE GENERATED AUTOMATICALLY BASED ON A LIST OF KEYWORDS YOU CREATE. IF YOU DON'T MAKE SURE ALL THE TERMS MATCH EVERY VERSION OF YOUR AD, IT COULD CREATE AWKWARD WORDING, SUCH AS “GREAT PRICES ON COUCH!” (THIS, OF COURSE, CAN BE PREVENTED BY BEING CAREFUL WITH YOUR KEYWORD LIST.)**
- **POSSIBLE TRADEMARK ISSUES: IF YOU BID ON COMPETITORS' BRAND NAME OR TRADEMARKED PRODUCTS, YOUR ADS COULD BE PULLED FOR TRADEMARK INFRINGEMENTS.**

WHAT IS CONVERSION TRACKING

CONVERSION TRACKING ALLOWS YOU TO SEE WHAT HAPPENS AFTER A CUSTOMER INTERACTS WITH YOUR ADS – WHETHER THEY PURCHASED A PRODUCT, SIGNED UP FOR YOUR NEWSLETTER, MADE A CALL TO YOUR BUSINESS, OR DOWNLOADED YOUR APP. WHEN A CUSTOMER COMPLETES AN ACTION THAT YOU’VE DEFINED AS VALUABLE, THESE CUSTOMER ACTIONS ARE CALLED CONVERSIONS.

DEPENDING ON WHAT IS MOST RELEVANT TO YOUR BUSINESS, YOU’LL CHOOSE TO KEEP TRACK OF A CERTAIN NUMBER AND A FEW TYPES OF CONVERSIONS. WHILE YOU DON’T HAVE TO KEEP TRACK OF EVERY CONVERSION GOAL YOU CAN PICK, IT IS GENERALLY GOOD TO COLLECT USEFUL DATA. EVEN THOUGH YOU MIGHT NOT ‘NEED’ THE DATA NOW, IT COULD COME IN HANDY IN THE FUTURE!

WHY WE NEED CONVERSION TRACKING

THE ULTIMATE REASON FOR CONVERSION TRACKING IS TO SEE HOW EFFECTIVE YOUR ADS ARE, IN TERMS OF CONSUMER INTERACTIONS AND YOUR CONVERSION GOALS.

WHEN TRACKING CONVERSIONS, YOU'LL BE ABLE TO:

- SEE WHICH KEYWORDS, ADS, AD GROUPS AND CAMPAIGNS ARE PERFORMING BEST AT DRIVING THE CONVERSIONS YOU ARE LOOKING FOR.
- UNDERSTAND YOUR RETURN ON INVESTMENT (ROI), WHICH ENABLES YOU TO MAKE BETTER-INFORMED DECISIONS ABOUT YOUR ADVERTISING SPEND FOR YOUR NEXT CAMPAIGNS.
- USE DIFFERENT TYPES OF SMART BIDDING STRATEGIES THAT WILL HELP YOU AUTOMATICALLY OPTIMISE YOUR CAMPAIGNS ACCORDING TO YOUR CONVERSION GOALS.
- GET A CLEAR IMAGE OF THE PATH YOUR CUSTOMERS ARE TAKING BEFORE THEY CONVERT. THIS COULD BE ACROSS - DIFFERENT DEVICES AND/OR BROWSERS.

HOW TO CREATE CONVERSION TRACKING STEP BY STEP

- [HTTPS://THENEXTAD.IO/BLOG/CONVERSION-TRACKING-WHAT-IS-IT-WHY-YOU-NEED-IT-HOW-TO-USE-IT/](https://thenextad.io/blog/conversion-tracking-what-is-it-why-you-need-it-how-to-use-it/)
- [HTTPS://WWW.WPBEGINNER.COM/BEGINNERS-GUIDE/WORDPRESS-CONVERSION-TRACKING-MADE-SIMPLE-A-STEP-BY-STEP-GUIDE/](https://www.wpbeginner.com/beginners-guide/wordpress-conversion-tracking-made-simple-a-step-by-step-guide/)

SETUP CONVERSION TRACKING CODE VIA GOOGLE TAG MANAGER

- [HTTPS://WWW.ADHOOK.IO/EN/BLOG/DIGITAL%20ADVERTISING/CONVERSION-TRACKING-WITH-GOOGLE-TAG-MANAGER](https://www.adhook.io/en/blog/digital%20advertising/conversion-tracking-with-google-tag-manager)

IMPORTING CONVERSIONS FROM GOOGLE ANALYTICS 4 (GA4) TO GOOGLE ADS

- [HTTPS://WWW.OPTIMIZESMART.COM/HOW-TO-IMPORT-CONVERSIONS-FROM-GA4-PROPERTY-TO-YOUR-GOOGLE-ADS-ACCOUNT/](https://www.optimizesmart.com/how-to-import-conversions-from-ga4-property-to-your-google-ads-account/)

HOW TO LINK GOOGLE ADS AND GOOGLE ANALYTICS

- [HTTPS://MEASURESCHOOL.COM/LINK-GOOGLE-ADS-TO-GOOGLE-ANALYTICS/](https://measureschool.com/link-google-ads-to-google-analytics/)

WHAT IS REMARKETING

REMARKETING IS A FEATURE THAT LETS YOU CUSTOMIZE YOUR CAMPAIGN FOR PEOPLE WHO HAVE PREVIOUSLY VISITED YOUR SITE, AND TAILOR YOUR ADS (USING DYNAMIC REMARKETING) TO THESE VISITORS WHEN THEY BROWSE THE WEB AND USE APPS.



[HOW TO INSTALL GOOGLE REMARKETING CODE](#)

SIZE OF DATA SEGMENTS

THE REQUIREMENT TO SERVE YOUR ADS VARIES BASED ON THE TARGET NETWORK. THE ACCURACY OF THE ESTIMATED SEGMENT SIZE WILL VARY DEPENDING ON YOUR SEGMENT SETTINGS, THE LENGTH OF TIME SINCE YOUR TAG WAS INSTALLED, YOUR CAMPAIGN SETTINGS, AND OTHER FACTORS.

- GOOGLE DISPLAY NETWORK MUST HAVE A MINIMUM OF 100 ACTIVE VISITORS OR USERS WITHIN THE LAST 30 DAYS.
- GOOGLE SEARCH NETWORK MUST HAVE A MINIMUM OF 1,000 ACTIVE VISITORS OR USERS WITHIN THE LAST 30 DAYS.
- YOUTUBE MUST HAVE A MINIMUM OF 1,000 ACTIVE VISITORS OR USERS WITHIN THE LAST 30 DAYS.
- DISCOVERY ADS MUST HAVE A MINIMUM OF 1,000 ACTIVE VISITORS OR USERS WITHIN THE LAST 30 DAYS.

READ MORE

- [HTTPS://WWW.PPCHERO.COM/ULTIMATE-GUIDE-TO-GOOGLE-ADS-REMARKETING/](https://www.ppchero.com/ultimate-guide-to-google-ads-remarketing/)
- [HTTPS://INSTAPAGE.COM/WHAT-IS-REMARKETING](https://instapage.com/what-is-remarketing)

WHAT IS AUCTION INSIGHT REPORT

EVERY TIME A USER PERFORMS A SEARCH FOR ONE OF YOUR KEYWORDS, GOOGLE RUNS AN AD AUCTION IN THE BACKGROUND TO DETERMINE WHICH ADS SERVE AND WHERE ON THE SEARCH RESULTS PAGE THEY SHOULD APPEAR.

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
	52.62%	55.48%	52.33%	68.83%	13.71%	35.63%
	50.21%	—	—	68.91%	22.46%	—
	49.35%	47.57%	78.05%	84.07%	45.47%	31.57%
	45.05%	45.87%	42.33%	42.81%	6.41%	40.46%
	40.22%	36.19%	72.77%	83.82%	34.26%	36.98%
	21.67%	20.65%	33.81%	43.48%	3.67%	46.70%
	20.61%	19.65%	55.22%	71.71%	20.86%	44.76%
	20.55%	19.00%	42.59%	40.69%	8.17%	46.14%
	18.76%	17.83%	34.21%	40.82%	6.28%	47.14%
	17.76%	14.96%	67.84%	77.28%	37.15%	45.11%
	10.90%	12.26%	74.64%	71.08%	18.65%	45.61%
	< 10%	8.33%	28.17%	25.42%	1.25%	49.03%
	< 10%	7.68%	85.50%	88.89%	49.85%	46.91%

WHAT IS AUCTION INSIGHT REPORT

IN GOOGLE ADS, THE AUCTION INSIGHTS REPORT FOR SEARCH CAMPAIGNS REVEALS FIVE DIFFERENT IMPORTANT DATA POINTS FOR YOU AND YOUR COMPETITORS: IMPRESSION SHARE, OVERLAP RATE, POSITION ABOVE RATE, TOP OF PAGE RATE, ABSOLUTE TOP OF PAGE RATE, AND OUTRANKING SHARE IN YOUR POST.

- IMPRESSION SHARE: THE NUMBER OF IMPRESSIONS YOU RECEIVED DIVIDED BY THE ESTIMATED NUMBER OF IMPRESSIONS YOU WERE ELIGIBLE TO RECEIVE
- OVERLAP RATE: HOW OFTEN DID ANOTHER ADVERTISER'S AD RECEIVED AN IMPRESSION IN THE SAME AUCTION THAT YOUR AD ALSO RECEIVED AN IMPRESSION.
- POSITION ABOVE RATE: HOW OFTEN DOES ANOTHER ADVERTISER'S AD IN THE SAME AUCTION SHOW IN A HIGHER POSITION THAN YOUR OWN WHEN BOTH OF YOUR ADS WERE SHOWN AT THE SAME TIME.
- TOP OF PAGE RATE: HOW OFTEN YOUR AD (OR THE AD OF ANOTHER ADVERTISER, DEPENDING ON WHICH ROW YOU'RE VIEWING) WAS SHOWN AT THE TOP OF THE PAGE IN SEARCH RESULTS.
- ABS. TOP OF PAGE RATE: THE PERCENT OF YOUR IMPRESSIONS THAT ARE SHOWN AS THE VERY FIRST AD ABOVE THE ORGANIC SEARCH RESULTS.
- OUTRANKING SHARE: HOW OFTEN YOUR AD RANKED HIGHER IN THE AUCTION THAN ANOTHER ADVERTISER'S AD, OR IF YOUR AD SHOWED WHEN THEIRS DID NOT.

HOW TO READ GOOGLE ADS AUCTION INSIGHT REPORT?

- [HTTPS://SUPPORT.GOOGLE.COM/GOOGLE-ADS/ANSWER/2579754](https://support.google.com/google-ads/answer/2579754)
- [HTTPS://ADEVOLVER.COM/AUCTION-INSIGHTS/](https://adevolver.com/auction-insights/)
- [HTTPS://WWW.KAROOYA.COM/BLOG/HOW-TO-READ-GOOGLE-ADS-AUCTION-INSIGHT-REPORT/](https://www.karooya.com/blog/how-to-read-google-ads-auction-insight-report/)
- [HTTPS://SEARCHENGINELAND.COM/USING-AUCTION-INSIGHTS-FOR-BETTER-PPC-COMPETITOR-ANALYSIS-343264](https://searchengineland.com/using-auction-insights-for-better-ppc-competitor-analysis-343264)

THANK YOU!

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