Google: Search Ads Campaign

Quality score = user experience x Relevance of keywords x Expected CTR

AD Rank = Quality score x Max Bid

Campaign Set Up:

Campaign Name	AL Homes new site lead gen
Campaign Type	Search
Goal	Leads
Results	*Lead gen (Conductor Users)*
Bid for new customers only	N/A
Campaign Network	N/A
Location Targeting	95127, 95014 (also check nearby Silicon Valley & San Mateo County), Sunnyvale (also check nearby Santa Clara & San Jose), 95120, West San Jose, East San Jose, South San Jose, Campbell, Menlo park, Los altos, Los altos hills, Palo Alto, Santa Clara County, 94301, Atherton (also check nearby Redwood City), Los Gatos, Fremont, Mountain View, Buena Park (also check Anaheim), Fontana, Riverside, West Coast of the United States, San Francisco Bay Area Exclude East Palo Alto Lower bid/delete some locations that may have higher cost/poor traffic
Language	English
Audience Segment	1. Observation Mode 2. Exclude ages over 60, under 18
Broad Match Keywords	Off
More Settings	
Ad rotation	Optimize: Prefer best-performing ads
Ad Schedule	
Campaign Schedule	Continuous (2 weeks后根据数据调整 每周几天/周几-周几）

Campaign Name	AL Homes new site lead gen
Campaign URL template	No
Brand Restriction	None
Bidding	Maximum conversion: $55.8 daily budget; lifecycle budget is: $3000 Experiment budget: $502.20

Ad Group 1 -

Keywords	

Ads

	30 Characters Required
Final URL	
Display Path	
Headline 1	
Headline 2	
Headline 3	
Headline 4	
Headline 5	
Headline 6	
Headline 7	
Headline 8	

Headline 9	
Headline 10	
Headline 11	
Headline 12	
Headline 13	
Headline 14	
Headline 15	{keyword insert: }
	Description 90 characters
Description 1	
Description 2	
Description 3	
Description 4	
Side link:	