

Google ads (ADWORD)

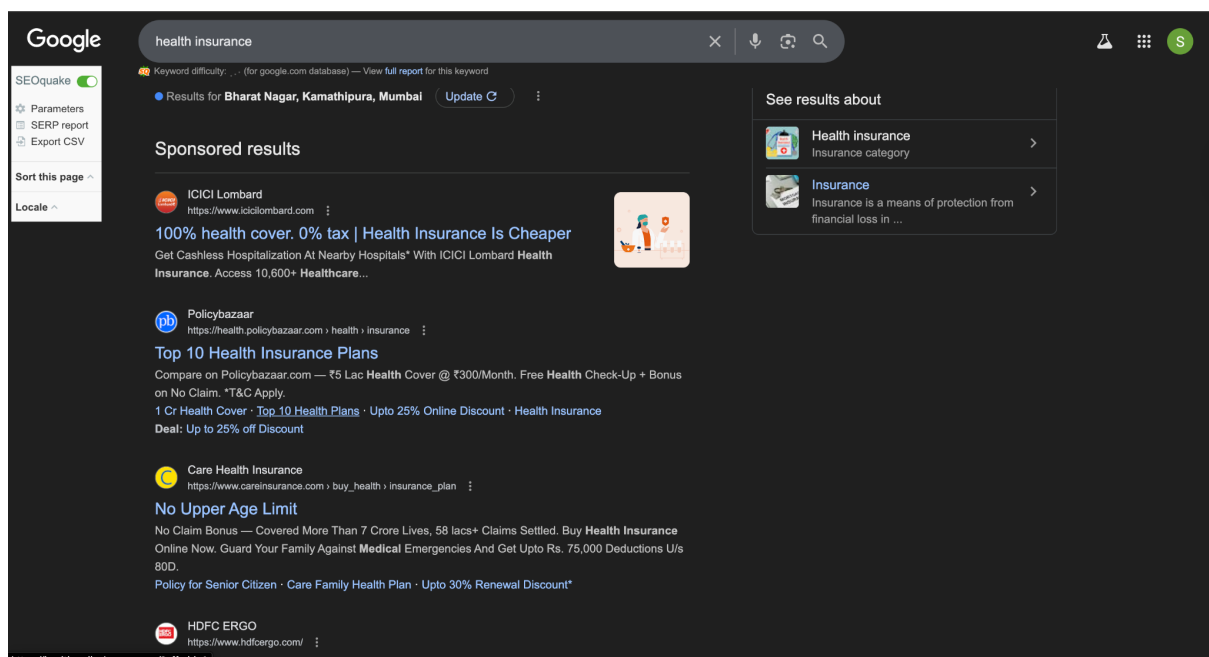
Cost Difference

Google Ads are generally **more expensive** than Meta Ads because they target users based on **high-intent keywords**.

How Google Ads Work

Google ranks your ads at the top of the search results based on **keywords**. This is called **Pay-Per-Click (PPC)** advertising.

When someone clicks on your **Sponsored Ad**, the advertiser pays money to Google.



Types of Google Ads

1 Search Ads

(Shown on Google Search + Search Network Partners)

2 Display Ads

(Banner ads across websites in the Google Display Network)

3 Video Ads

(Shown on YouTube + Video Partner Sites)

4 Shopping Ads

(Product-based ads showing image, price, and store name)

DISPLAY ADS

The screenshot shows the homepage of The Times of India. On the left and right sides, there are vertical display ads for GMDC (Gujarat Mineral Development Corporation Ltd.) celebrating 60 years of building India's resource strength. At the top center, there is a horizontal banner for the 'Jharkhand cyclothon' celebrating 25 years, featuring a man's portrait and the text 'know your Jharkhand'. Below the banner, the main headline reads 'Bihar elections: Day after win, NDA leaders through Nitish's home; govt formation talks begin in Patna & Delhi'. The page also features a 'Trending' section with topics like 'MI IPL Retention List' and 'Bihar Election Result'. An advertisement for 'Angel' insurance is visible on the right side.

Shopping ads

Popular products :

A grid of five earbuds products with their prices and ratings:

Product	Price	Rating
Boat Airdopes Wireless...	₹999	★★★★★ (674)
Realme Buds 2 Wired in Ear...	₹233	★★★★★ (2.7K)
Zebronics Zeb-Bro Wired...	₹159	★★★★★ (102)
Ambrane Stringz 38...	₹249	★★★★★ (6)
KZ EDX Pro Wired...	₹849	★★★★★ (16K)

Earbuds With Microphone

A grid of five earbuds with microphone products with their prices and ratings:

Product	Price	Rating
Boat Airdopes Wireless...	₹999	★★★★★ (14K)
Sony MDR-EX15AP In-Ear...	₹699	★★★★★ (14K)
Sony MDR-EX155AP In-Ear...	₹999	★★★★★ (14K)
Beats Powerbeats...	₹29,900	★★★★★ (691)
boAt Airdopes Alpha True...	₹899	★★★★★ (76)

A grid of sponsored shopping ads for earbuds. The first row includes 'boAt Airdopes 131 | Wire...', 'Noise Pure Pods Open...', and 'Headphone Zone X...'. The second row includes 'JBL Wave Beam in-Ea...', 'boAt Rockerz 110 - Wire...', and '7HZ Salnotes Zero | In-Ea...'. Each ad shows the product image, name, price, and rating.

Important Terms in Ads

ROAS (Return on Ad Spend):

This tells you how much revenue you earned for every ₹1 spent on ads.

Example:

If you spend ₹10,000 on ads and generate ₹60,000 in sales:

- **ROAS = 6**
- **In percentage = 600%**

(Meaning: You earned 6 times your ad spend.)

Google Ads Panel

1. Express Mode

 *Not recommended*

- Runs ads quickly
- Very limited control
- Fewer tools and targeting options

2. Expert Mode

 *Recommended*

- Gives full access to all tools
- Allows detailed targeting, keywords, audience setup
- Important for running proper, optimized ads

Let's Learn Google Ads Expert Panel Account

How to Access Google Ads Expert Panel

1. Click on: <https://business.google.com/in/google-ads/>

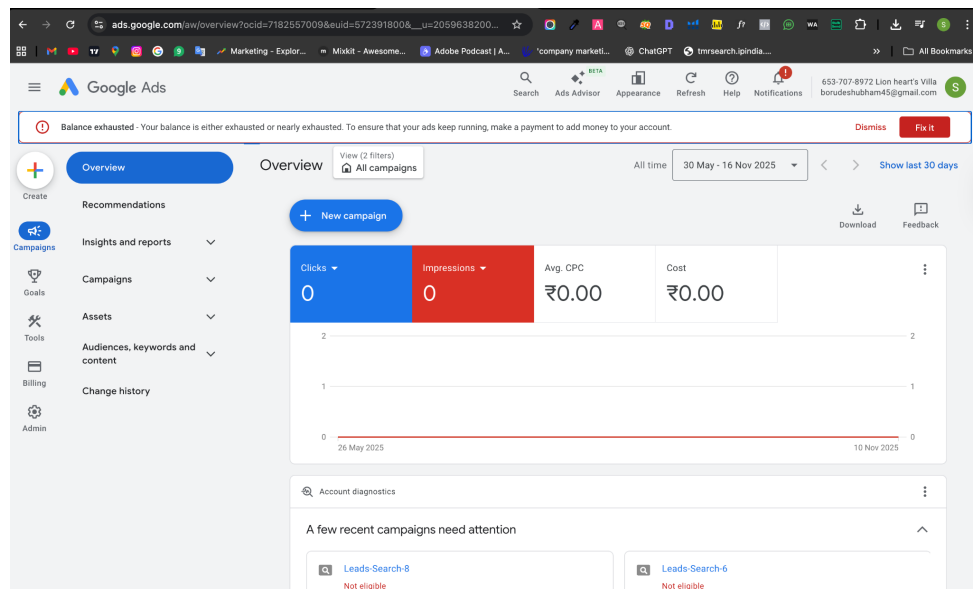
2. How to know if you have Expert Mode:

If you can see **Goals**, **Tools**, and **Billing** inside your Google Ads account, then you are already using the **Expert Panel**.

3. Important Note:

Google does **not** give Expert Mode directly for new accounts.

You need to **switch from Smart Mode to Expert Mode** manual



Click on: <https://business.google.com/in/google-ads/>

1 Click “Start Now”

Then create a **new Google Ads account**.

2 Enter Business Details

On the left side menu, click and enter your **business information**, then click **Next**.

3 Skip Linking Option

Google will ask to **link this account** — simply **Skip** it.

4 Skip Campaign Goal Selection

You will see “**Choose your goal for this campaign**” — skip this step.

5 Choose Campaign Type

Next, Google will show “**Choose a campaign type.**”

Here, select “**Switch to account setup only.**”

6 Select Account Settings

Google will ask for:

- Country
- Time Zone
- Currency

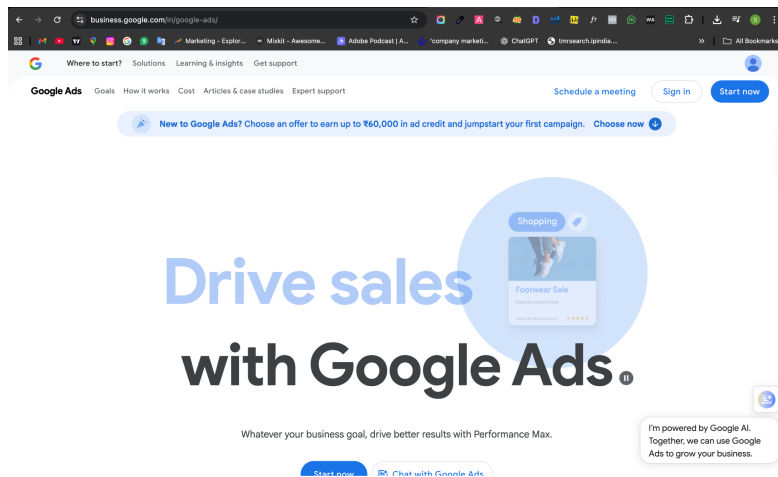
Fill these correctly.

7 Payment Setup

Choose **“Pay with Bank Transfer.”**

8 Account Verification

Once your payment method is added, your account will be **verified**.



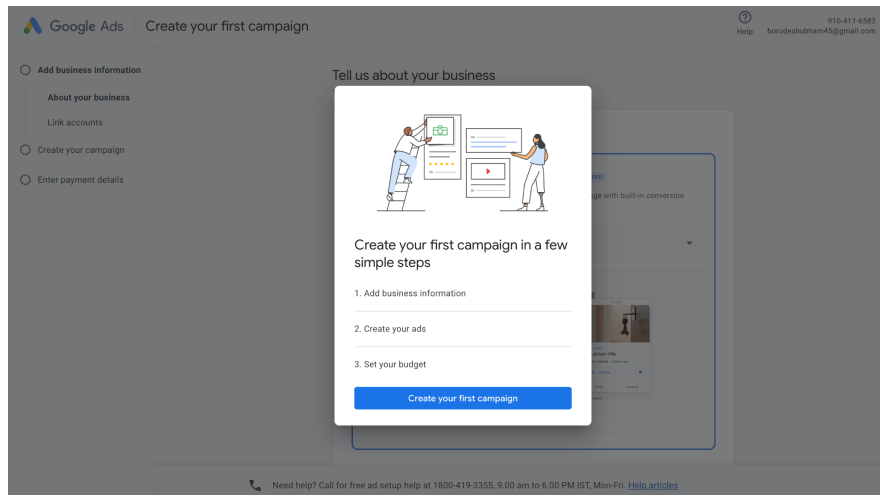
Select a Google Ads account

Lion heart's Villa 653-707-8972

Google Ads account 791-449-1547
(Setup in progress)

[New Google Ads account](#)

[Create a new Google Ads account.](#)



Hi Shubham,

Let's start by talking about your business

You'll get suggestions based on the information that you provide

What's your business name?

Enter your business name (optional)

maharashtra masala

Where should people go after clicking your ad?

☒ **Your website**

Consider what you're advertising and enter the most relevant URL. This might be a specific page on your website, your homepage, YouTube channel or social media page.

Enter a web page URL*

 <https://online.staenz.com/>

☐ **Your business phone number**

☐ **Your app download page**

By providing or confirming a web page for your ads, you're asking Google to scan, download and

[Learn more](#)

Add more information to save time during setup

Linked accounts

- **YouTube channel**
Link your channel **Shubham Borude** to gain insight into how people engage with your video ads and YouTube channel [Link](#)
- **Phone number**
Use **IN, 081083 24880** to let people call right from your ads [Edit](#)

This info comes from your Google Account, and can be removed or edited after campaign creation. [Learn more about linked accounts](#)

Link more accounts

- **Mobile app**
Promote your app across Search, YouTube and Google Play [Add](#)
- **Google Business Profile**
Highlight your business in Search and Google Maps [Add](#)

[Skip](#)[Back](#)[Next](#)

Choose your goal for this campaign

To create an effective campaign, focus on the goal that's most valuable to your business. [Learn more about conversion goals](#)

Choose a goal

- **Purchase**
Someone buys a product, subscription or service ☐
- **Submit lead form**
A potential customer fills out a form ☐
- **Phone call leads**
A potential customer calls your business ☐
- **Page view**
Someone views a key page (such as an article or product page) ☐
- **Brand awareness**
Reach a broad audience, get video views and build consideration for your brand ☐

[See more](#)[Skip](#)[Back](#)[Next](#)

Choose your goal for this campaign

To create an effective campaign, focus on the goal that's most valuable to your business. [Learn more about conversion goals](#)

Choose a goal

-  **Purchase**
Someone buys a product, subscription or service ☐
-  **Submit lead form**
A potential customer fills out a form ☐
-  **Phone call leads**
A potential customer calls your business ☐
-  **Page view**
Someone views a key page (such as an article or product page) ☐
-  **Brand awareness**
Reach a broad audience, get video views and build consideration for your brand ☐

[See more](#)

[Skip](#)

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Not ready for a campaign? [Set up an account only](#)

Confirm your account settings

This information will be used to create your account. You can't change these settings later, so choose carefully.

Billing country

India

Time zone

(GMT+05:30) India Time

Currency

Indian Rupee (INR ₹)

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Why Bidding Is Important in Google Ads

When you run ads, your competitors are also advertising on the same keywords.
So Google gives **bidding options** to decide whose ad will appear in the **top position**.

How to Check Keyword Prices Using Keyword Planner

1 Go to **Tools & Settings** in your Google Ads panel.

2 Under **Planning**, click on **Keyword Planner**.

3 Select **Discover New Keywords**.

4 Type your keyword (example: *Zumba classes*).

5 Choose your **country** or **location**.

6 Click **Get Results**.

You will see:

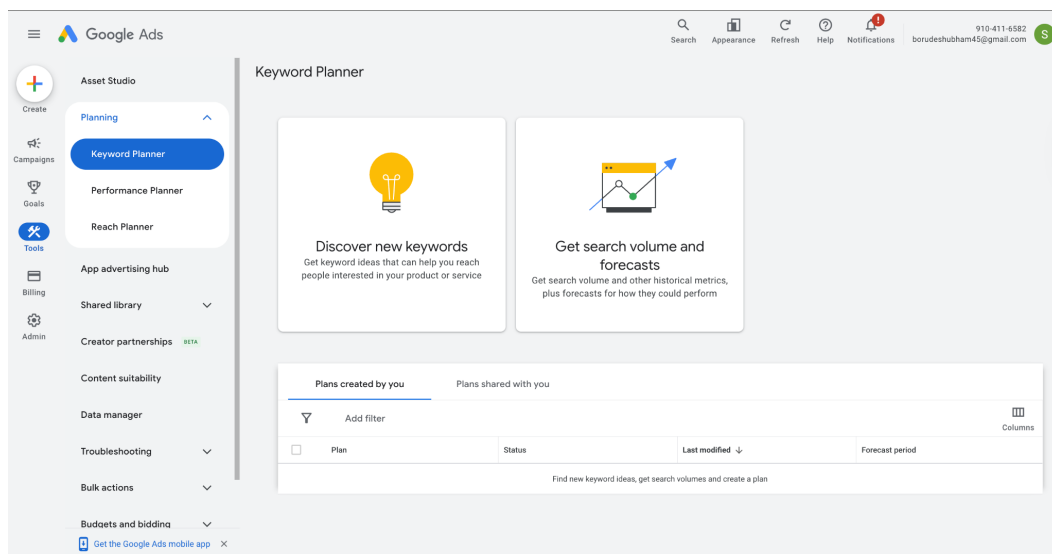
- Cost **per click (CPC)**
- Keyword competition
- Monthly search volume
- Keyword ideas

Important Points for Running Successful Ads

Landing page should load fast , Clean and good interface

Mobile-friendly website

Easy and simple user experience



Discover new keywords

Start with keywords

Start with a website

Enter products or services closely related to your business

🔍 zumba classes ✕

+ Add another keyword

🌐 English (default)

📍 India

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Enter a site to filter unrelated keywords ?

🌐 https://

Using your site will filter out services, products or brands that you don't offer

Get results

[Keyword Planner](#)

Plan from Nov 16, 2025, 12 pm, GMT+05:30

Keyword ideasForecastSaved keywordsNegative keywords

🔍 zumba classes

📍 India

🌐 English

🔍 Google

📅 Nov 2024 - Oct 2025

📄 Download keyword ideas

Broaden your search:

+ group exercise classes

+ workout classes

+ fitness workout classes

+ dance workout classes

+ zumba

+ gyms

+ fitness instruction

[Refine keywords](#)

🔍

Exclude adult ideas ✕

Add filter

554 keyword ideas available

Columns

Keyword view

☐ Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keyword ideas								
☐ zumba exercise near me	100 – 1K	-90%	-90%	Low	—	₹18.64	₹187.14	
☐ cult fit zumba	100 – 1K	-90%	-90%	Low	—	₹42.32	₹143.41	
☐ cult fit zumba classes	10 – 100	0%	0%	Low	—	₹18.35	₹141.67	
☐ zumba classes near by	10 – 100	0%	0%	Low	—	₹4.02	₹139.48	
☐ zumba cult fit	10 – 100	0%	0%	Low	—	₹28.03	₹126.41	
☐ zumba classes in cult fit	10 – 100	0%	0%	Low	—	₹56.12	₹122.26	
☐ zumba dance	10K – 100K	0%	0%	Low	—	₹20.41	₹118.91	
☐ zumba fitness dance	10K – 100K	0%	0%	Low	—	₹20.41	₹118.91	

After Selecting Your Keywords

Choose the keywords you want

Select the keywords that match your business or campaign goals.

Click “Add Keywords”

Add the selected keywords to your plan.

Create a Plan

After adding keywords, click on **Create Plan**.

Go to the Forecast Section

Open the **Forecast** tab.

Google Shows Estimated Performance

In the forecast, Google will show:

- Estimated budget required
- Expected clicks
- Cost-per-click (CPC)
- Impressions, Conversions (if applicable)

Keyword Planner >
Plan from Nov 16, 2025, 12 pm, GMT+05:30

Keyword ideasForecastSaved keywordsNegative keywords

Q zumba classesIndiaEnglishGoogleNov 2024 - Oct 2025Download keyword ideas

Broaden your search:

- + group exercise classes
- + workout classes
- + fitness workout classes
- + dance workout classes
- + zumba
- + gyms
- + fitness instruction

Refine keywords

Exclude adult ideas XAdd filter554 keyword ideas availableColumnsKeyword view

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keyword ideas								
☐ zumba exercise near me	100 – 1K	-90%	-90%	Low	—	₹18.64	₹187.14	In Plan: Saved
☐ cult fit zumba	100 – 1K	-90%	-90%	Low	—	₹42.32	₹143.41	In Plan: Saved
☐ cult fit zumba classes	10 – 100	0%	0%	Low	—	₹18.35	₹141.67	In Plan: Saved
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☐ zumba dance	10K – 100K	0%	0%	Low	—	₹20.41	₹118.91	In Plan: Saved
☐ zumba fitness dance	10K – 100K	0%	0%	Low	—	₹20.41	₹118.91	In Plan: Saved

8 keywords added to your plan. View saved keywordsUndo

Keyword Planner >
Plan from Nov 16, 2025, 12 pm, GMT+05:30

Bid strategyEdit plan nameMaximise clicksSaved 3 minutes agoCreate campaign

IndiaAll languagesGoogle1 - 31 Dec 2025

Learn moreDismiss

Your plan can get 8 clicks for ₹110 with a ₹460 average daily budget

Maximise clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrainedEditLearn more

Clicks	Impressions	Cost	CTR	Avg. CPC	
8	182	₹110	4.2%	₹15	+ Add conversion metrics

Rate this forecast

+Top countriesColumns

Location	Clicks	Impressions	Cost	CTR	Avg. CPC
India	8 keywords added to your plan. View saved keywordsUndo		₹111.37	4.2%	₹14.73

Important Concepts in Google Ads

Example Budget

- **Ad Budget:** ₹50,000

1. Impressions

Impressions = When your ad is shown to people

- Example: **150,000 impressions**

This means your ad was displayed **150,000 times** when users searched your keywords.

2. Clicks

Clicks = How many people clicked your ad

- Example: **1,600 clicks**

3. Key Performance Indicators (KPIs)

A. CPC — Cost Per Click

Formula:

$$\text{CPC} = \text{Ad Budget} \div \text{Number of Clicks}$$

Calculation:

$$₹50,000 \div 1,600 = \text{₹31.25 per click}$$

B. CTR — Click-Through Rate

Formula:

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

Calculation:

$$(1,600 \div 150,000) \times 100 = \text{1.06\% CTR}$$

CTR means: Out of all people who saw your ad, **1.06%** clicked it.

4. Conversion Metrics

Customers Obtained: 80

Conversion Rate

Formula:

$$\text{Conversion Rate} = (\text{Customers} \div \text{Clicks}) \times 100$$

Calculation:

$$(80 \div 1,600) \times 100 = 5\% \text{ Conversion Rate}$$

Conversion Value (Product Price): ₹3,000

Revenue Generated

Formula:

$$\text{Revenue} = \text{Customers} \times \text{Price per Product}$$

Calculation:

$$80 \times ₹3,000 = ₹2,40,000 \text{ Revenue}$$

5. ROAS — Return on Ad Spend

ROAS (Multiple)

Formula:

$$\text{ROAS} = \text{Revenue} \div \text{Ad Budget}$$

Calculation:

$$₹2,40,000 \div ₹50,000 = 4.8 \text{ ROAS}$$

ROAS (%)

Formula:

$$\text{ROAS\%} = \text{ROAS} \times 100$$

Calculation:

$$4.8 \times 100 = 480\% \text{ ROAS}$$

6. CPA — Cost Per Action / Cost Per Acquisition

This tells you how much you spent to get one customer.

Formula:

$$\text{CPA} = \text{Ad Budget} \div \text{Number of Customers}$$

Calculation:

$$₹50,000 \div 80 = ₹625 \text{ per customer}$$

So your **CPA = ₹625**

(Meaning: You paid ₹625 to acquire each customer.)

IMP QUESTION

If ROAS is 0.45 — Is it a good campaign or not?

Answer: It may be YES or NO — it depends on the situation.

If your product is *recurring* (subscription, repeat purchase, monthly service):

Then **ROAS 0.45 can still be good**, because customers will buy again and you will earn profit later.

If your product is *not recurring* (one-time purchase):

Then **ROAS 0.45 is bad**, because you are not recovering your ad cost and you won't earn profit from the same customer again.

To create a keyword campaign for a **car loan**, start by selecting relevant keywords such as “car loan,” “low interest car loan,” “car loan near me,” and “apply for car loan.” After adding these keywords, go to the **Forecast** section in Keyword Planner. Google will show estimated data such as clicks, impressions, CPC, and expected cost. Next, add your **conversion metrics** by entering your conversion rate and the value of your product or lead—for example, if your conversion rate is 5% and your product or lead value is ₹1,000, enter these values and save the settings. Once saved, Google will immediately update your forecast and show more detailed performance insights, including estimated conversions, conversion value, ROAS, CPA, total revenue potential, and the budget required. This helps you understand how profitable your **car loan campaign** can be before you actually run the ads.

Learn more Dismiss

Your plan can get 1.3K clicks for ₹14K with a ₹460 average daily budget ⓘ

Maximise clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained Edit Learn more

Clicks	Impressions	Cost	CTR	Avg. CPC	
1.3K	37K	₹14K	3.4%	₹11	+ Add conversion metrics

Rate this forecast

+ Top countries Columns

Your plan can get 1.3K clicks for ₹14K with a ₹460 average daily budget ⓘ

Maximise clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained Edit Learn more

Clicks	Impressions	Cost	CTR	Avg. CPC	
1.3K	37K	₹14K	3.4%	₹11	+ Get a new forecast based on your conversion rate

Conversion rate

4%

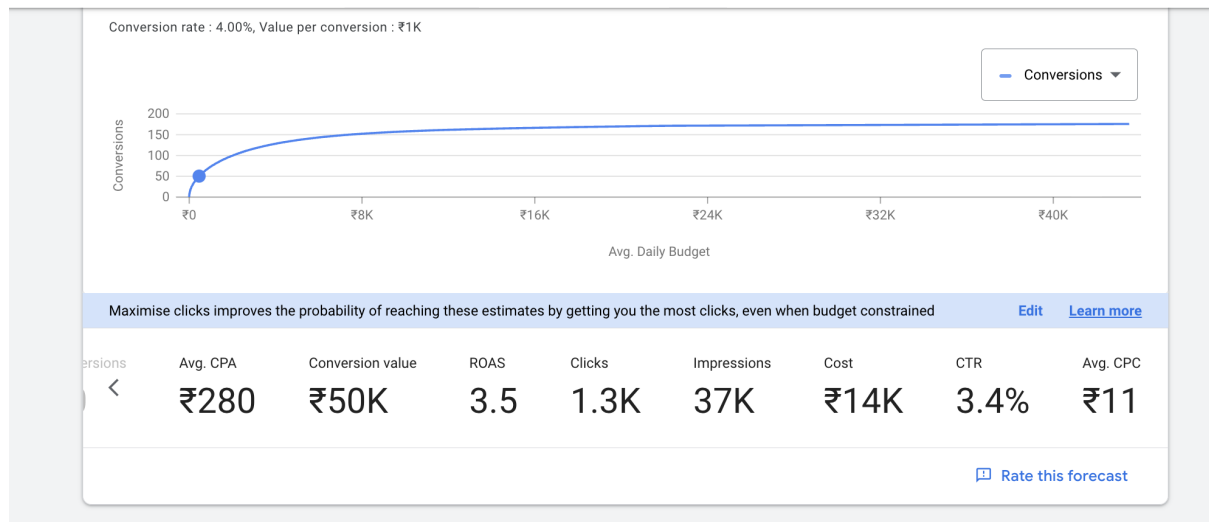
Value per conversion (optional)

₹1000

Cancel Save

Location	Clicks	Impressions	Avg. CPC
India	1,259.61	36,612.70	₹11.32

1 - 1 of 1



Key word selection
 Search volume 50%
 Relevant 25%
 High prize 25%

Types of Keyword Match Types

1. Broad Match

Example: buy a domain

Broad match shows your ads on **similar, related, and synonym keywords**.

For example, your ad may appear for:

get a domain

purchase domain

domain buying

Broad matches give **maximum reach** but less control.

2. Phrase Match

Example: “buy a domain”

(Always written in **double quotes**)

Phrase match shows your ad **only when the search contains your phrase in the same order**, but extra words can be before or after.

For example:

how to **buy a domain**

best place to **buy a domain** online

This gives **medium reach** with better control.

3. Exact Match

Example: [buy a domain]

(Always written in **square brackets**)

Exact match shows your ad **only when users search the exact same keyword or very close meaning** like:

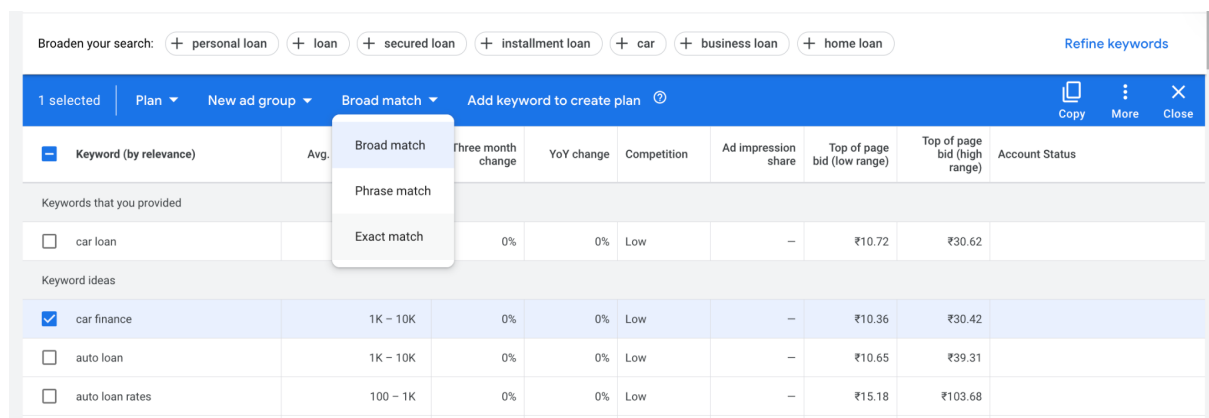
buy a domain

buy domain

This gives **maximum control** and **highest relevance**.

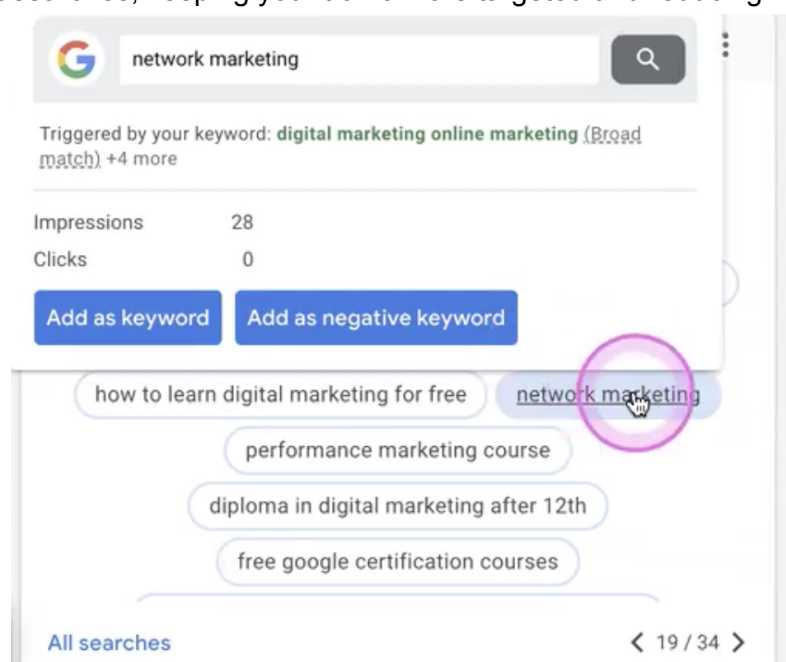
How to select keyword type

When you select keyword they have option like following image



Broaden your search: + personal loan + loan + secured loan + installment loan + car + business loan + home loan Refine keywords									
1 selected Plan New ad group Broad match Add keyword to create plan ②									
Keyword (by relevance)	Avg.	Broad match	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided									
☐ car loan		Exact match	0%	0%	Low	—	₹10.72	₹30.62	
Keyword ideas									
☒ car finance	1K – 10K	0%	0%	Low	—	₹10.36	₹30.42		
☐ auto loan	1K – 10K	0%	0%	Low	—	₹10.65	₹39.31		
☐ auto loan rates	100 – 1K	0%	0%	Low	—	₹15.18	₹103.68		

In Broad Match, Google may show your ad for many **related or loosely connected searches**. For example, if *Staenz Academy* is running ads for a **digital marketing academy**, Google might also show their ad for unrelated searches like **network marketing**, because Broad Match matches similar meanings. To stop this, go to your **Campaign**, open the **Overview**, then go to **Keywords**. Click on the specific keyword and add the unwanted search terms as **Negative Keywords**. Once added, Google will **stop showing your ads** for those irrelevant searches, keeping your traffic more targeted and reducing wasted ad spend.



Ad goal/objective

1. Awareness (awareness of product and brand)
2. Lead (data and action)
3. Sale (peoples buy something from my website)
4. App promotion
5. Traffic (increase traffic on website)
6. Store visit

To create a new campaign, go to **Ad Campaigns**, click the **plus (+)** button, and start a **new campaign**. Google will ask for your business name, but you can skip this step if you want. Next, choose your **campaign objective**, and then select the **campaign type**—here, we are creating a **Search Ad**. After that, choose your **lead conversion goal**, such as *form submissions* or *phone calls*, and click **Next**. When Google shows the **bidding section**, simply skip it for now because we will learn bidding later. Continue by selecting your **location** and **language**. At the end, you can use **AI-assisted ad creation**, where Google automatically helps you generate ad headlines, descriptions, and suggestions to run your ads more efficiently.

Tell us about your business
You'll get suggestions based on the information that you provide

What's your business name?

Enter your business name (optional)

\$

Where should people go after clicking your ad?

☒ A website
Consider what you're advertising and enter the most relevant URL. This might be a specific page on your website, your homepage, YouTube channel or social media page.

Enter a web page URL*

☐ Something else

Suggestions come from your Google Business Profile, Google Maps and public sources. You can update your Google information at any time. [Learn more about your business profile](#)

[Skip](#) [Next](#)

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone or in store	 Leads Get leads and other conversions by encouraging customers to take action	 Website traffic Get the right people to visit your website	 App promotion Get more installs, engagement and pre-registration for your app
 Awareness and consideration Reach a broad audience and build interest in your products or brand	 Local shop visits and promotions Drive visits to local shops, including restaurants and dealerships.	 Create a campaign without guidance You'll choose a campaign next	

[Back](#) [Continue](#)

Select a campaign type



Search
Generate leads on Google Search with text ads



Performance Max
Generate leads by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more [See how it works](#)



Demand Gen
Drive demand and conversions on YouTube, Google Display Network and more with image and video ads



Video
Generate leads on YouTube with your video ads



Display
Reach potential customers across 3 million sites and apps with your creative



Shopping
Promote your products from Merchant Centre on Google Search with Shopping ads

Choose your leads conversion goals

Pick the most important leads goals that you would like to focus on. Based on your selection, Smart Bidding will then optimise for delivering your ads to the right people to meet the goals. [Learn more about smart bidding](#)



Form submissions from your ads
Let highly engaged leads enter their info directly from your ad. Easy to set up and integrate with any lead management system. No coding required. [See examples](#)

☐



Form submissions from your website
Gather leads' information through a form on your website. Some coding may be required.

☐



Phone calls from your ads
Let engaged leads call directly from your ads. No coding required. [See examples](#)

☒



You'll be prompted to confirm or provide a phone number later in the campaign creation process.



Sign up
Show your ads to people who are most likely to signs up for a free newsletter or trial, creates an account or pre-registers

☐

[See more](#)

Locations

Select locations for this campaign ⓘ

☐ All countries and territories

☐ India

☒ Enter another location

Locations (1)

Pathardi, Maharashtra, India other

Reach ⓘ 82,000 ⓘ

[Advanced search](#)

For example, a country, city, region or postcode

^ Location options

Include ⓘ

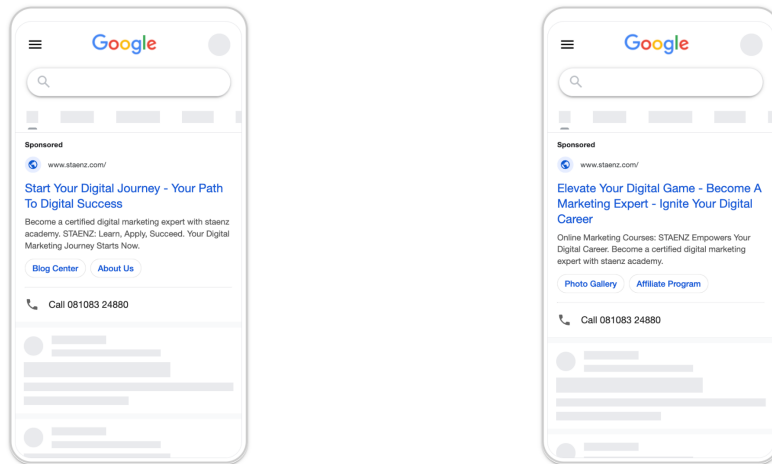
☒ Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)

☐ Presence: People in or regularly in your included locations

Languages

Select the languages that your customers speak. ⓘ

English X



Lets understand bidding

Search

Bidding

Bidding

Customer acquisition

Campaign settings

AI Max

Keyword and asset generation

Ad Groups

Budget

Review

Bidding

What do you want to focus on?

Conversions

☐ Set a target cost per action (optional)

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition

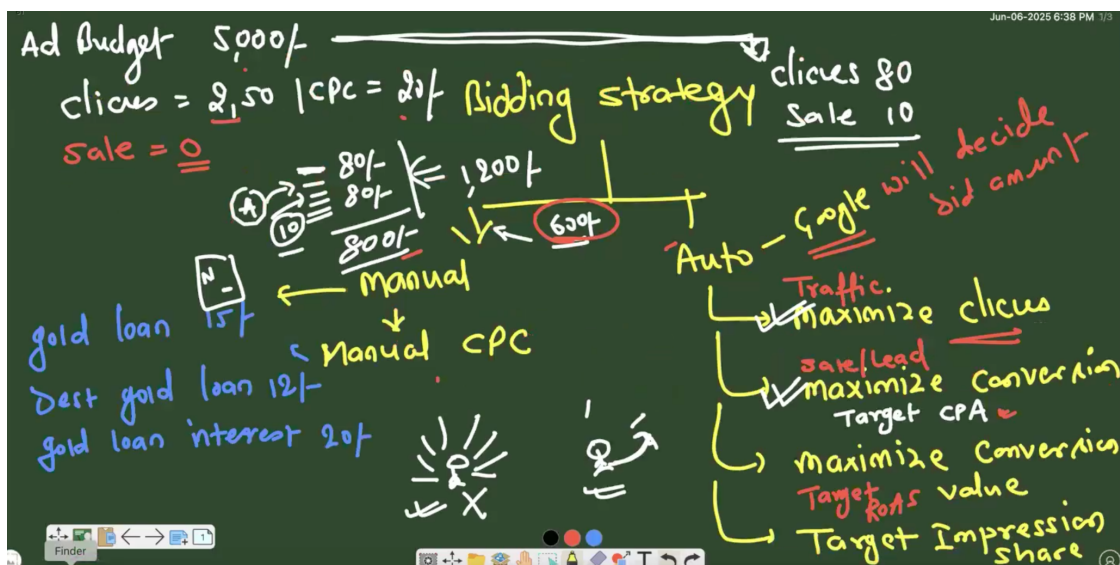
☐ Bid for new customers only

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimise for acquiring new customers. [Learn more about customer acquisition](#)

Next

Bidding strategy types they are two types



1. Manual Bidding (Manual CPC)

In Manual CPC, **you decide the bid amount yourself**. You choose how much you want to pay for each keyword.

For example:

Gold Loan → ₹20 per click

Home Loan → ₹30 per click

This gives you **full control** over your keyword budget.

2. Auto (Google will decide the bid amount).

Isme control Google ko dena faydemand ho sakta hai, kyunki Google ko user ke baare me zyada accurate information hoti hai.

1. Maximize Clicks:

Agar aapke paas ₹5000 ka budget hai aur aap ad chala rahe ho, toh Google ki responsibility hoti hai ki woh is budget me aapko maximum clicks de.

Is strategy me clicks toh milte hain, lekin zaroori nahi ki woh clicks aapke target audience ke ho — kabhi-kabhi ad un logon ko bhi dikh sakta hai jo interested nahi hote.

Agar aapka main goal sirf **traffic lana** hai, toh yeh strategy useful hai.

Iske saath hi ek option **Target CPC** ka bhi hota hai.

2. Maximize Conversion:

Is strategy ka focus **sirf sales aur leads** par hota hai — clicks par nahi. Google unhi users ko target karta hai jo serious aur high-intent wale hote hain. Google samajh leta hai kaun person convert ho sakta hai, aur usi par bid karta hai. Jo log serious nahi lagte, unke upar Google bid nahi karta.

Isme ek important feature hota hai **Target CPA (Cost Per Acquisition)**.

Target CPA ka matlab: ek customer ko convert karne ke liye aap kitna maximum amount spend karna chahte ho.

Agar aap apna Target CPA ₹800 set karte ho, toh Google har conversion ke liye maximum ₹800 tak hi spend karega. Agar Google ko lagta hai ki koi user ₹800 ke andar convert nahi hoga, toh woh us user ko chhod deta hai.

Yani Google sirf un customers par paise kharch karta hai jo **convert hone ke chances zyada** rakhte hain.

3. Maximize Conversion Value (Sales + Revenue Focus)

Is strategy ka main focus **total revenue** badhana hota hai — sirf conversions ki counting nahi. Yani, Google un customers par zyada bid karega jo **zyada value** dene wale products kharidne ki probability rakhte hain.

Example:

Aap ₹5000 ka ad run karte ho, jisme aap **bat (₹2000)** aur **ball (₹50)** bechte ho.

Agar aapko 10 orders mile:

- 1 bat + 9 ball → Total revenue = ₹2450 → ROAS = 49%
Ye campaign fail consider hoga, kyunki revenue low hai.
But agar
- 5 bat + 5 ball → Total revenue = ₹20500 → ROAS = 205%
Isme profit high hai, even though conversions dono cases me 10 hi hain.

Isliye, agar aapke pass **2 ya zyada products** hain, toh hamesha *Maximize Conversion Value* use karna chahiye — ye Google ko signal deta hai ki **sirf conversions nahi, revenue badhao**.

Target ROAS (Return on Ad Spend):

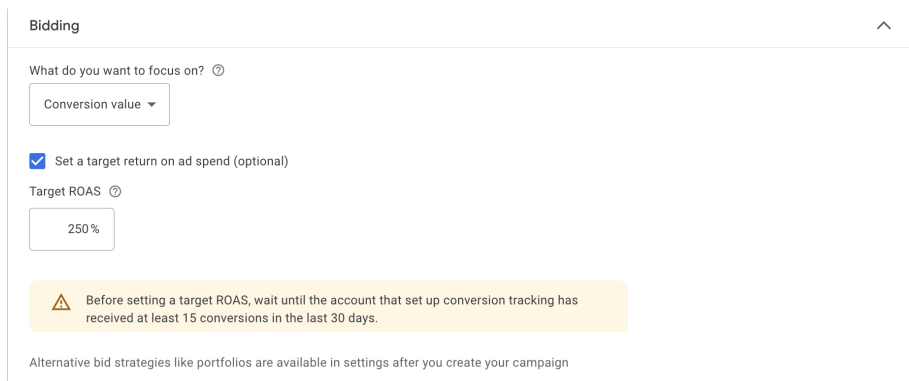
Isme aap Google ko ek target dete ho, jaise:

“₹1 spend karke mujhe ₹2.5 (250%) kamaakar do.”

Target ROAS kaise decide kare:

1. Pehle 10 din ads run karo.
2. Us duration ka average ROAS calculate karo.
3. Usme **15–20%** increase karke Google ko target dedo.
Example:
Agar 10 din ka ROAS **320%** hai,
toh aap target ROAS **340%** rakh sakte ho.

Isse Google smarter bidding karega aur revenue ko optimize karega.



Bidding

What do you want to focus on? ⓘ

Conversion value ▾

☒ Set a target return on ad spend (optional)

Target ROAS ⓘ

250 %

⚠ Before setting a target ROAS, wait until the account that set up conversion tracking has received at least 15 conversions in the last 30 days.

Alternative bid strategies like portfolios are available in settings after you create your campaign

4. Target Impression Share (Branding & Awareness):CPC

Ye bidding strategy **brand awareness**, visibility aur reach badhane ke liye use hoti hai.

Isme aap Google ko bolte ho:

“Mera ad maximum logon ko dikhana hai — chahe click mile ya na mile.”

Isme Aap Kya Control Kar Sakte Ho:

1. **Kaha dikhana hai (Ad placement):**

Top of Search Page

Absolute Top (first position)

Entire Search Page

Isse aap decide karte ho ki branding ke liye aapka ad exactly kaha appear hoga.

2. **Kitni baar dikhana hai (Impression share %):**

Aap Google ko target de sakte ho:

80% impression share

90% impression share

100% impression share

3. **Matlab:**

“Jitne bhi log ye keyword search kare, unme se 90% ko mera ad dikhna chahiye.”

4. **Daily budget:**

Ye strategy **bahut costly hoti hai**, kyunki Google ko high impressions dene ke liye aggressively bid karna padta hai.

Isliye branding campaigns me use hoti hai — sales ke liye recommended nahi.

Bidding ⌵

What do you want to focus on? ⓘ
 Impression share ▾

Where do you want your ads to appear ⓘ
 Top of results page ▾

Percent (%) impression share to target ⓘ
 %

Maximum CPC bid limit ⓘ
 ₹

ⓘ Bid more efficiently with **Maximise clicks**: Get more clicks with a fully automated bid strategy ⓘ Apply

Alternative bid strategies like portfolios are available in settings after you create your campaign

Google Ads runs on 3 important factors

1. Keywords

Jitne relevant keywords honge, utni acchi targeting hogi.
Right keyword = right audience.

2. Ad Design

Attractive headlines & descriptions more clicks dete hain.
CTR (Click-Through Rate) improve hota hai.

3. Landing Page

Yahin conversion hota hai.
Page fast, simple, and relevant hona chahiye.

Quality Score Concept

Keyword relevance in all 3 places

Example: "Health Insurance" keyword

Ad headline me ho

Description me ho

Landing page me ho

Google ko lagta hai ad fully relevant hai.

Quality Score (0 to 10)

Google har keyword ko score deta hai.

Agar score 10/10 ho, to aap low bid ke baad bhi top rank pe sakte ho.

High Quality Score = Low Cost + High Rank

Relevant ad ko Google reward karta hai.

How to improve quality score

1. Include key word in ad design and landing page
2. Increase bid amount
3. Use assets (extension)

Multiple links on adds in this use assets of logo and name like bigrack

 BigRock© India
https://www.bigrock.in › domain › name

Buy Domain | Grab .COM @ ₹89 & .IN @ ₹9*

Buy your .COM domain for ₹89/1st year & get a free .Info domain – Act fast limited offer. .COM domain 1st yr @ ₹89* with a 3-year purchase at BigRock! Easy registration & support.

[.IN Domain @ ₹9*](#) >

[.COM Domain @ ₹89 for 1st Yr*](#) >

 Intrealty.com
https://www.intrealty.com › enquire_now › official_site

The Gateway Sewri Mumbai | 4 & 4.5 Bed Homes @ ₹10 Cr*

Introducing The Gateway by L&T Realty - Exciting 20:80 payment plan on selected residences. 12 Exclusive residences with 360° Clubhouse and premium amenities | 2 60+ Storeys towers. Types: 3 BHK Residences, 4 BHK Residences, Premium Deck Homes, Sea View **Apartments**.

[Pricing](#) · [L&T Realty](#) · [The Gateway](#) · [Next to Sewri-Worli Connector](#) · [Configuration](#) · [Location](#)

 kalpataru.com
https://www.kalpataru.com

Kalpataru Vivant JVLR, Mumbai - Homes Starting ₹1.48 Cr.*++

Prime Location · Discover Comfort & Style · Ultimate Convenience · Modern Residences
Zero SDR Offer* · 1,2 BHK Apts in Andheri East · Gated Residential Society · Luxurious Amenities
1L+ visits in past month

In this, Kalpataru and InRealty should not use the name assets and logo assets.

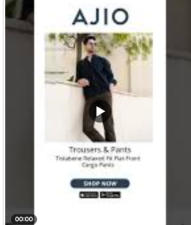
To see your competitor's ads, go to the Google Transparency Center and search for your competitor.

ajio.com This domain includes results for multiple advertiser accounts with ads pointing to this domain. You can filter by individual advertiser below.

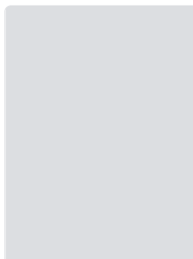
~20K ads

Any time All platforms All formats

 Sponsored



Trousers at 50-80% Off on Ajo. Shop The Hottest Menswear Styles Only At The Ajo Sale



GOSRIKI Women Polka-Dot Anark...

[Price]
AJIO.com

By Google



AJIO Black Friday Sale - Black Friday Live Now

Shop up your style game. Premium Black Friday deals you won't miss. Black Friday. Top brands and the de...

Shirts - 50-80% OFF

Everything Under Rs 999

Top Brands Sale Live

Best deals on with AJIO Brands

Claim Reliance One Points

Reliance Retail Limited
Verified

Headline -30 characters

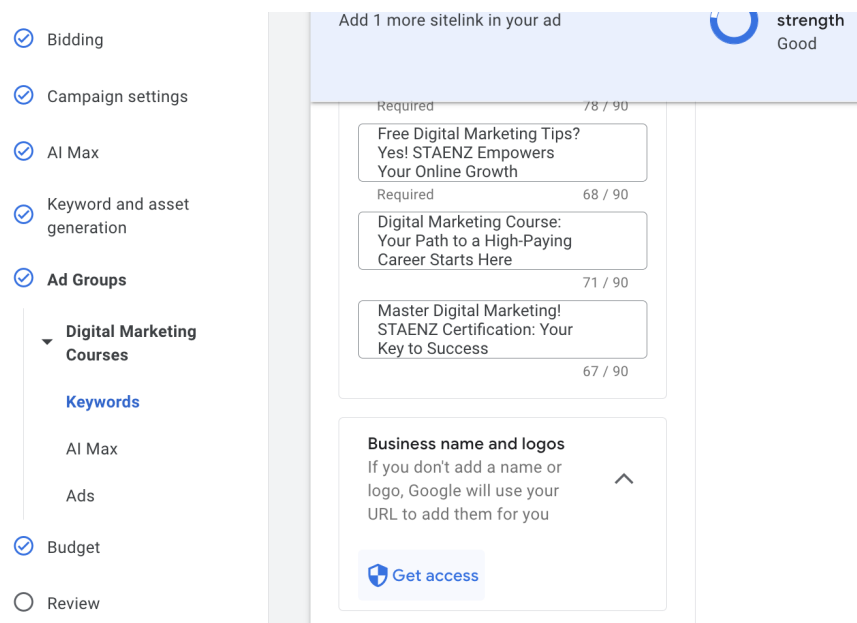
Description - 90 characters

Callout and snippet- 25 characters

How to access assets:

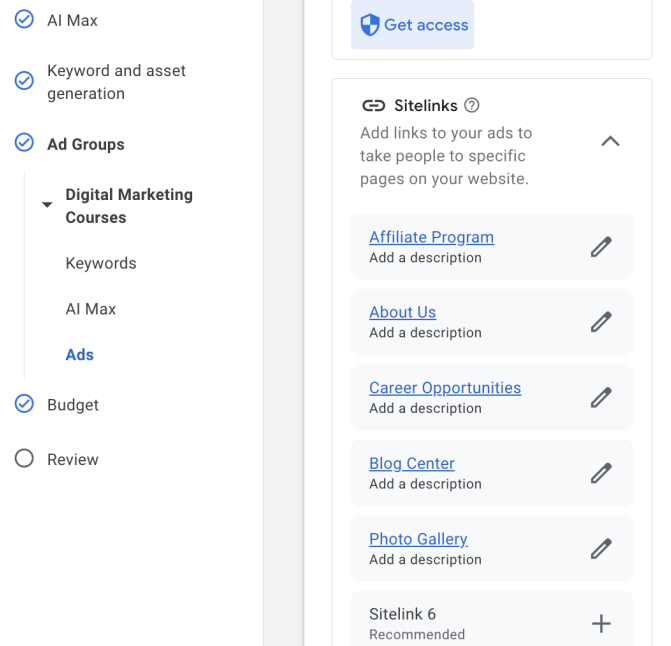
1. Name and logo

Go to your Ad Campaign → open the Ad Group → select Assets → then click on the company's verified documents.

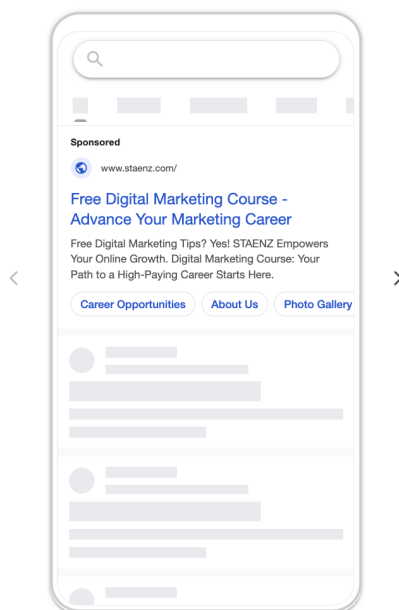


2. Site Links

“Below the ‘Get access’ option, you will find the Site Links.”

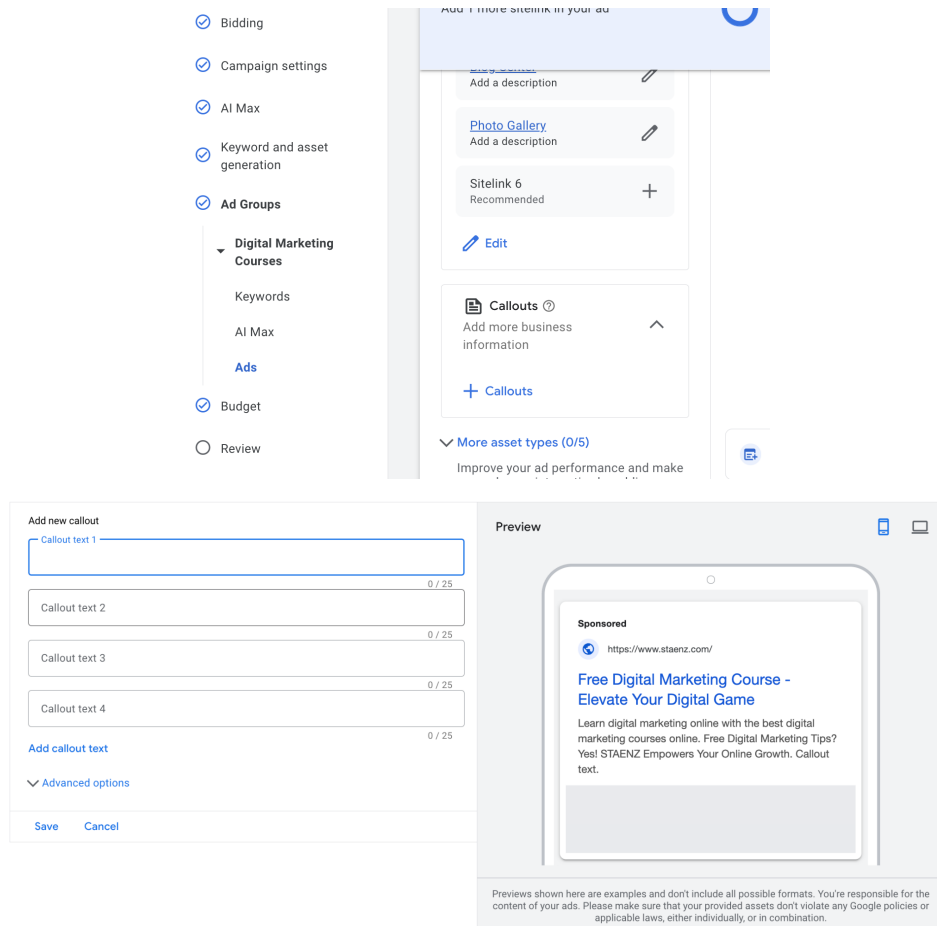


Site links include pages like Career Opportunities, About Us, etc. You should add at least 3 site links. Site links make your ad appear larger and more engaging.



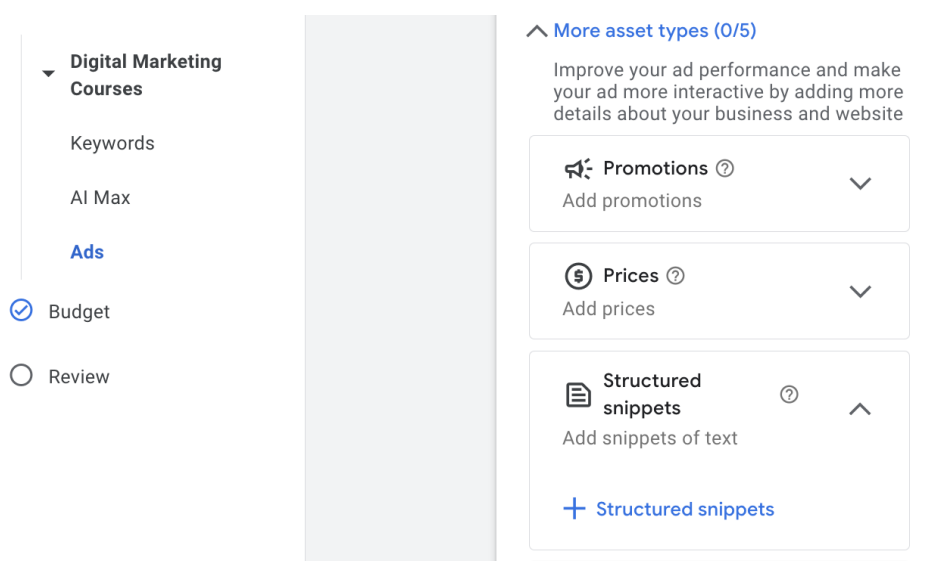
3. Callout extension. 20 max add

It helps increase the description of your ad. Click on it and add additional short lines to highlight key benefits.



4. Structured Snippet. 10 max add

There is also another asset used to increase the ad description — the Structured Snippet. It is similar to callouts, but the main difference is that Structured Snippets have a header (such as ‘Services,’ ‘Amenities,’ or ‘Features’) under which you list the items.



× Create structured snippet

Header ⓘ

English ▾

Courses ▾

Values ⓘ

digital marketing17 / 25

network marketing17 / 25

video editing13 / 25

[Add value](#)

Preview

Sponsored

 <https://www.staenz.com/>

Free Digital Marketing Course - Elevate Your Digital Game

Learn digital marketing online with the best digital marketing courses online. Free Digital Marketing Tips? Yes! STAENZ Empowers Your Online Growth. Courses: digital marketing, network marketing, video editing.

Like this courses: digital marketing, network marketing,videoediting

5. Calls

Keyword and asset generation

Ad Groups

Digital Marketing Courses

Keywords

AI Max

Ads

Budget

Review

This will be used to suggest assets for your ad

Display path ⓘ

www.staenz.com

/ /

0 / 150 / 15

Calls ⓘ

Adding a phone number

9834443664

Edit

Lead forms ⓘ

Add a form

⚠ Because you selected leads as a campaign

Google

Sponsored

www.staenz.com/

Free Digital Marketing Course - Learn Digital, Earn More

Learn digital marketing online with the best digital marketing courses online. Digital Marketing Course: Your Path to a High-Paying Career Starts Here.

[Affiliate Program](#)[Blog Center](#)[About Us](#)

Call 9834443664

×

Add calls to your campaign

Close

Campaign-level calls

Add calls to this campaign. Any calls added here can be used across campaigns.

Search

1 selected

Clear all

1 call

9834443664

9834443664

New call

Preview

Sponsored

https://www.staenz.com/

Free Digital Marketing Course - Elevate Your Digital Game

Learn digital marketing online with the best digital marketing courses online. Free Digital Marketing Tips? Yes! STAENZ Empowers Your Online Growth.

Call 9834443664

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Apply

Cancel

6. Promotions

Ad Groups

Digital Marketing Courses

Keywords

AI Max

Ads

Budget

More asset types (0/5)

Improve your ad performance and make your ad more interactive by adding more details about your business and website

Promotions ⓘ

Add promotions

+ Promotions

×

Add promotions to your campaign

Add promotions to this campaign. Any promotions added here can be used across campaigns.

Add new promotion

Occasion ⓘ

Diwali

Diwali promotions are only eligible to show from 1 Sep – 1 Dec.
You can narrow this date range in "Advanced options" below. [Learn more](#)

Language

English

Promotion type ⓘ

Percent discount

50 %

Item

on courses

10 / 20

Final URL

https://www.kalpataru.com

Promotion details ⓘ

Promo code

diwali10

8 / 15

Displayed promotion dates ⓘ

Show the dates of your promotion

Preview

Sponsored

<https://www.staenz.com/>

Free Digital Marketing Course - Elevate Your Digital Game

Learn digital marketing online with the best digital marketing courses online. Free Digital Marketing Tips? Yes! STAENZ Empowers Your Online Growth.

Diwali - 50% off on courses

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

7. Prices

💰 Prices ⓘ

Add prices

+ Prices

Add new price

Language ⓘ

English

Type ⓘ

Services

Currency ⓘ

INR

Price qualifier ⓘ

From

Hair Cutting

Header

Hair Cutting

12 / 25

From

₹ 500

No units

Description

Stylish Hair Cut

16 / 25

Final URL

Preview

Sponsored

<https://www.policybazaar.com/motor-insurance/car-i>

Instant Car Insurance Quotes - 24/7 Customer Support

Policybazaar offers various types of insurance products, including car insurance. Get Instant Car Insurance Quotes Online from Top Carriers. Apply Now.

Hair Cutting

From ₹500.00

Stylish Hair Cut

Hair Colour

From ₹1,200.00

8. Image

This asset does not provide immediate access. After running ads for some time, Google will automatically enable it.

Sponsored

 **staenz.co**
www.staenz.co/indirapuram/ghaziabad

Best Digital Marketing Course - Offline Classroom in Ghaziabad

Learn Digital Marketing from Expert Trainer in Indirapuram, Ghaziabad. Classroom Course. 40...



9. Lead form

The Lead Form extension opens directly within the Google Search ad, not on the website.

Search	None selected
2 lead form assets	
GET GOLD LOAN Full name (and 2 more) (disapproved) DIGITAL MARKETING Full name (and 6 more) (disapproved)	
+ New lead form	

Preview

[Lead form](#) [Submission message](#) [Ad](#)

Business name

Description

Name

Email

GOOGLE DISCLOSURE

By submitting, you agree to send your info to Business name so they can contact you about the above request. Business name agrees to use your info in accordance with their [privacy policy](#). Google will not use the content of your responses for ads targeting or measurement. Google may otherwise use your submission in accordance with our [privacy policy](#).

SUBMIT

This is the Lead Form. When users click on 'Get Offer,' the form opens directly.

Sponsored

 **HostingRaja**
www.hostingraja.in/

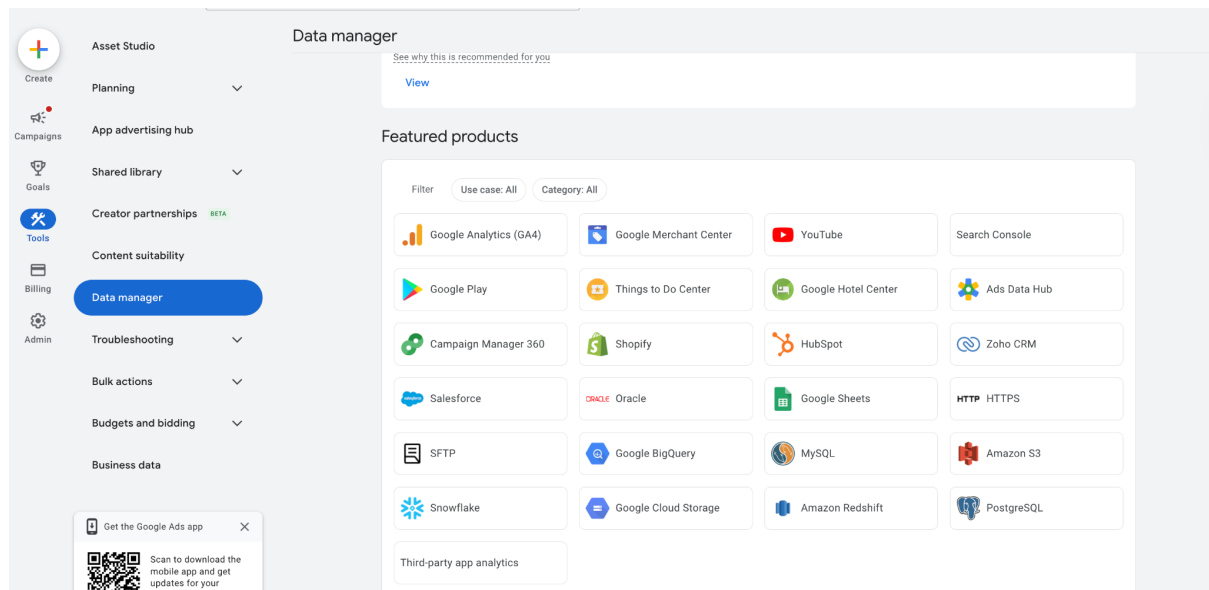
India @ Rs.299 Only | Best Domain Prices | HostingRaja

We Have the Expertise and Experience to Assist You in Complete Web Development. Affordable VPS hosting...

 **Get offer**
Migrate to HostingRaja free.

It is important to connect all your Google accounts, such as Google Business Profile and YouTube.

Go to Tools → Data Manager to link them.



Define Conversion

When you run ads, you must know **kitne logon ne action complete kiya**—like product buy karna or form submit karna.

Ye complete action **Conversion** kehlata hai.

How Google Tracks Conversions

Conversion track karne ke liye Google ek **conversion tag (code)** deta hai.

- Payment hone ke baad ya form submit hone ke baad jo page open hota hai, usko **Thank You Page** bolte hain.
- Agar Thank-You page **25 baar open** hua, matlab **25 conversions** hue.

How to Set Up

Google aapko 2 tags deta hai:

Google Tag / Global Site Tag

Ye **har page** par lagta hai.

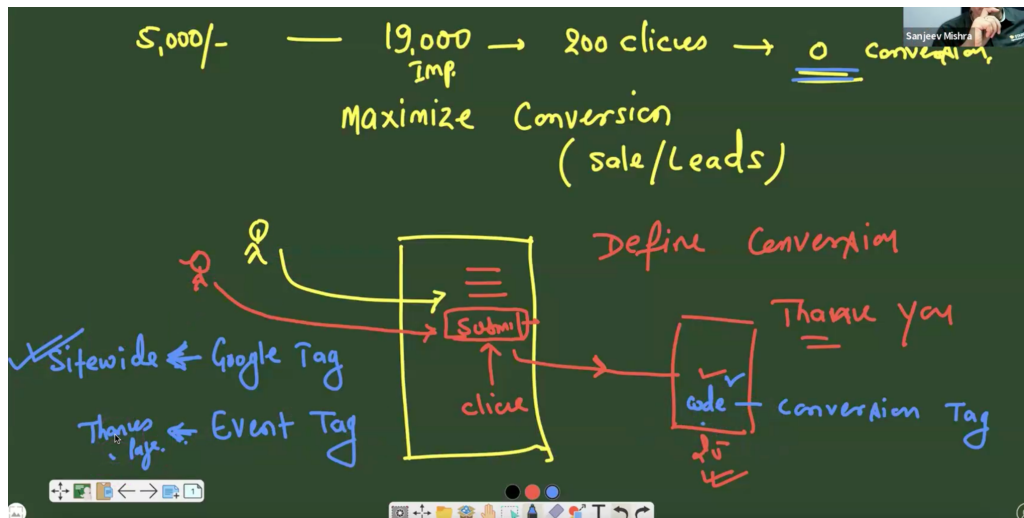
Event Tag

Ye **sirf Thank You page** par lagta hai.

Jab bhi Thank You page load hota hai → Google ko signal milta hai → **1 conversion complete**.

Important

Agar aap tags nahi lagayenge, toh Google **0 conversions** dikhayega, chahe log product kharid rahe ho ya form fill kar rahe ho.



Steps to Add Google Tag

1. Go to Goals → Conversions → Summary → Create Conversion Action

- Yahan se aap naya conversion create karte ho.

2. Enter Your Website URL

- Website URL fill karke "Scan" karo.
- Google check karega ki website par tags lag sakte hain ya nahi.

3. Choose What You Want to Track

- Aap select kar sakte ho:
 - ✓ Lead Form Submission
 - ✓ Product Purchase
 - ✓ Sign-Up
 - ✓ Call

- Jo conversion chahiye vo choose karo.

4. Google Will Show You Tags

- Google aapko do codes deta hai:
(a) **Global Site Tag (Google Tag)** – ye website ke sabhi pages par lagana hota hai.
(b) **Event Tag** – ye sirf Thank You page par lagana hota hai.

5. Copy the Tags and Paste Into Your Website

- Global tag → sabhi pages
- Event tag → only Thank You page
(Agar thank-you page open hota hai, tabhi conversion count hoga.)

6. Submit Lead Form Option

- Niche ek option hota hai **“Submit Lead Form”**
- Isme jaake **Event Snippet** milega (ye Thank You page ka code hota hai).

7. Choose “Page Load” Trigger

- Iska matlab:
Jaise hi Thank You page load hoga → Google count karega: 1 conversion done.

The screenshot shows the Google Ads 'All your goals' page. At the top right, there are links for 'View all conversion actions' and a '+ Create conversion action' button. Below this, a goal card is displayed for 'Customer lifecycle optimisation' with an 'Edit goal' link. The card contains two yellow warning boxes:

- Warning 1:** To use customer acquisition, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.
- Warning 2:** To adjust your bidding for lapsed customers, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.

Conversions on a website
 For any web conversions that'll be measured with a Google tag or imported from Google Analytics

☒

<https://www.kalpataru.com/>

Edit

via Google tag
 Not installed yet

Conversions on an app
 Measure app engagement, Google Play downloads and in-app purchases. Import events from Google Analytics or third-party analytics.

☐

Conversions from phone calls
 For phone call conversions from ads, website visits or uploads

☒

Calls from ads

Calls from website visits

Calls via uploads

Conversions offline
 Conversions outside of the Internet, measured by connecting data in a CRM, importing a file or with the Google Ads API

☐

Save and continue

Cancel

What's important for you to measure?

Conversion actions help you measure your customer interactions, so that you can understand the success of your advertising campaigns. Categories help you group conversion actions together. For example, you may have created a purchase conversion action, which you can categorise within the **Purchases** category.

Choose a category to create conversion actions

Submit lead form
 When someone expresses an interest in your business by filling in a form you provide them

3 conversion actions already measured for this category

Contact
 When a customer contacts your business by phone, SMS, email or chat

Phone call lead
 When someone calls your business and expresses an interest in your offering

1 conversion action already measured for this category

Page view
 When someone views a key page (such as an article or product page)

Purchase
 When someone completes a purchase or checkout flow

Sign-up
 When someone signs up for a free newsletter or trial, creates an account or pre-registers

Subscribe
 When someone pays to subscribe for a product or service you offer

Book appointment
 When someone books an appointment with your business

Request quote
 When someone requests a quote for your product or service

1. Set up your Google tag and event tags

Choose how you want to install the code to measure your new conversions

Set up with a Google tag

Email instructions to your webmaster

Use Google Tag Manager

1. Activate measurement with a Google tag
 A Google tag allows you to measure activity on your website. You need to do this before individual event snippets can start measuring conversions.

No tag found for this account. Set up a Google tag to start measuring conversions.

Google tag

Set up

2. Measure individual conversions with event snippets

Conversion goal	Conversion name
Submit lead form	Submit lead form (2) See event snippet

If your website uses the AMP framework, you can receive your setup instructions by email

2. Check your Google click ID

Set up a Google tag

Choose how to set up a Google tag

Install manually RECOMMENDED

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-17133185563"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-17133185563');
</script>
```

ⓘ If you have end users in the European Economic Area (EEA), set up consent mode so that you can continue to benefit from ads personalisation and measurement. [Get started](#)

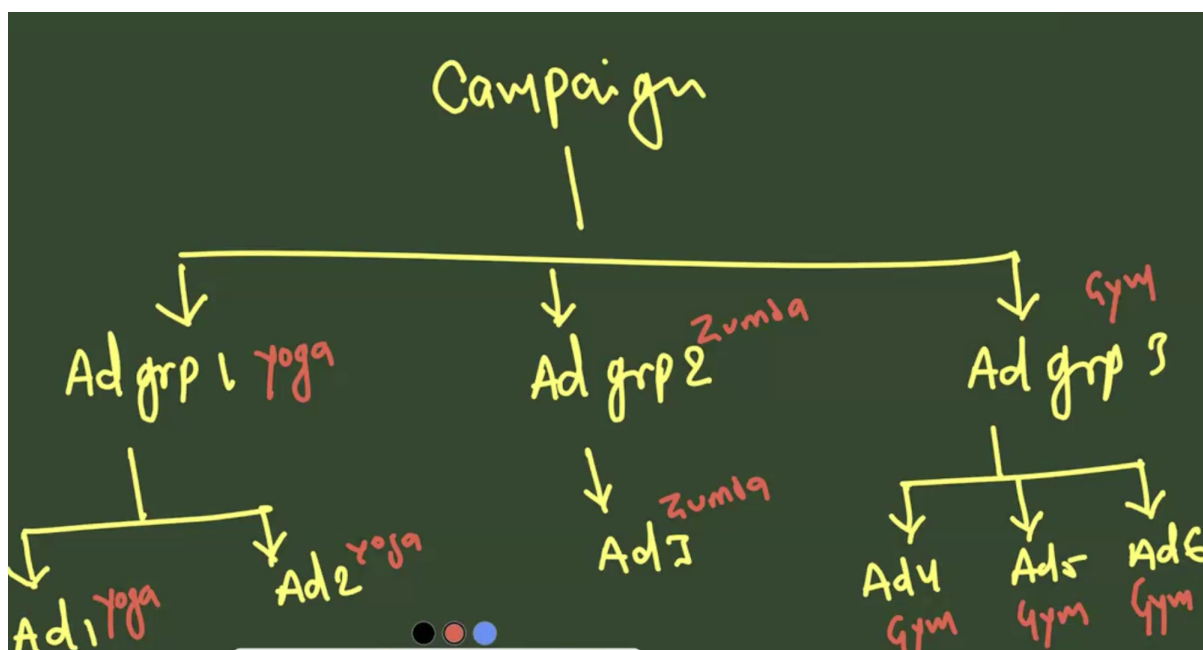
[Show more options](#)

Campaign — Ad group 1

Ad group 2

Ad group 3

Campaign have multiple ad groups and ad groups have multiple ads like this.



Right Structure of This Strategy

Is structure me, agar koi “**yoga**” search karega to usko **yoga ka ad** dikhega, aur jo “**zumba**” search karega usko **zumba ka ad** dikhega — all based on keywords.

Google yaha **smartly work** karta hai:

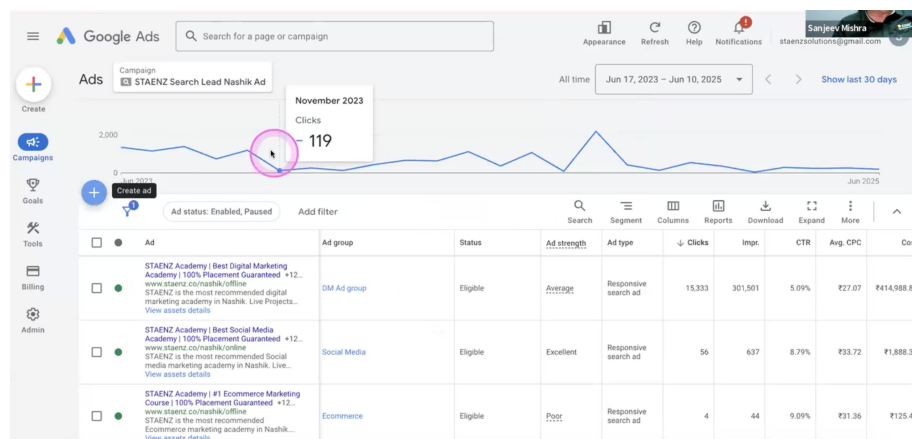
Agar **yoga keywords** se zyada conversions mil rahe hain,

to Google automatically **yoga ads ko zyada push** karega, taaki aapko maximum results mile.

How to Do This (Step-by-Step)

1. First, launch your ad campaign.
 2. Then go to Google Ads Dashboard → Campaigns.
 3. Open the specific campaign.
 4. Go to “Ad Groups.”
- Yaha aap alag-alag ad groups bana sakte ho (e.g., Yoga, Zumba, Pilates).
5. Add separate keywords inside each ad group.
 6. Create separate ads for each keyword group.
 7. Run the campaign and let Google optimize automatically.

Google fir user behavior, keywords, aur conversion data ke basis par **best performing category (like yoga)** ko zyada show karega.



shubham borude
7/12/2025