

A Guide to Google Search Ads

The Essential Concepts to Develop a Successful Google Ads Account



Let's Get Started

Marketing Consultant - SaaS | Online B2B | Marketing Analytics

Website Management, SaaS Marketing and Google Analytics Instructor with 30000+ Students
Trained in Live and Self-paced Courses

Breaking Down Core Ad Components



1

- Platform**
- Google Search
 - Google Ads
 - LinkedIn Ads
 - Instagram Ads
 - YouTube Marketing



3

- Target Group**
- Age
 - Location
 - Psychology
 - Gender
 - Income Level
 - Funnel Stage

Google search engine optimization

All Images News Shopping More Settings Tools

About 498.000.000 results (0.5 seconds)

Ad Example.com - The Best SEO Company
Improve Your Rankings With Our Professional SEO Services. Contact Us Today!
www.example.com

Ad SEO Services - Increase Your Website Traffic
www.example.com
Get More Traffic, Leads, and Sales With Our Proven SEO Strategies

What is SEO? - example.com example.com
Search Engine Optimization (SEO) Is The Process Of Improving A Website's Visibility In Search Engines.
www.example.com

SEO Optimization - Boost Your Website's Rankings
Improve Your Search Rankings And Grow Your Business With Effective SEO Techniques

Guide To Search Engine Optimization
Read Our Comprehensive Guide To SEO. Learn How To Drive More Organic Traffic To Your Site

5

Message / USP / Value Prop

Whether be it Videos, Text, Image or Audio, what is it that we wanted to convey to the customer - do we want to focus on benefits, trust, value for money, features etc.

4

Targeting Technique

Targeting technique in Google Ads is primarily driven by the keywords. Keywords or more accurately search term indicates user interest and intent in subscribing to a certain product or service.

Other targeting techniques exist such as audience demographics, audience visits to websites, interests etc. but they are only useful after the keyword targeting has been set up.

- Based on the data such as industry, business name, geography
- Based on interest, affiliations
- Based on the nature of channels followed by the user, channel names followed by the user
- Based on job profile

6

- Settings**
- Location of Ad Delivery
 - Time of the Day
 - Days of the Week
 - Budget
 - Bidding
 - Exclusions

2

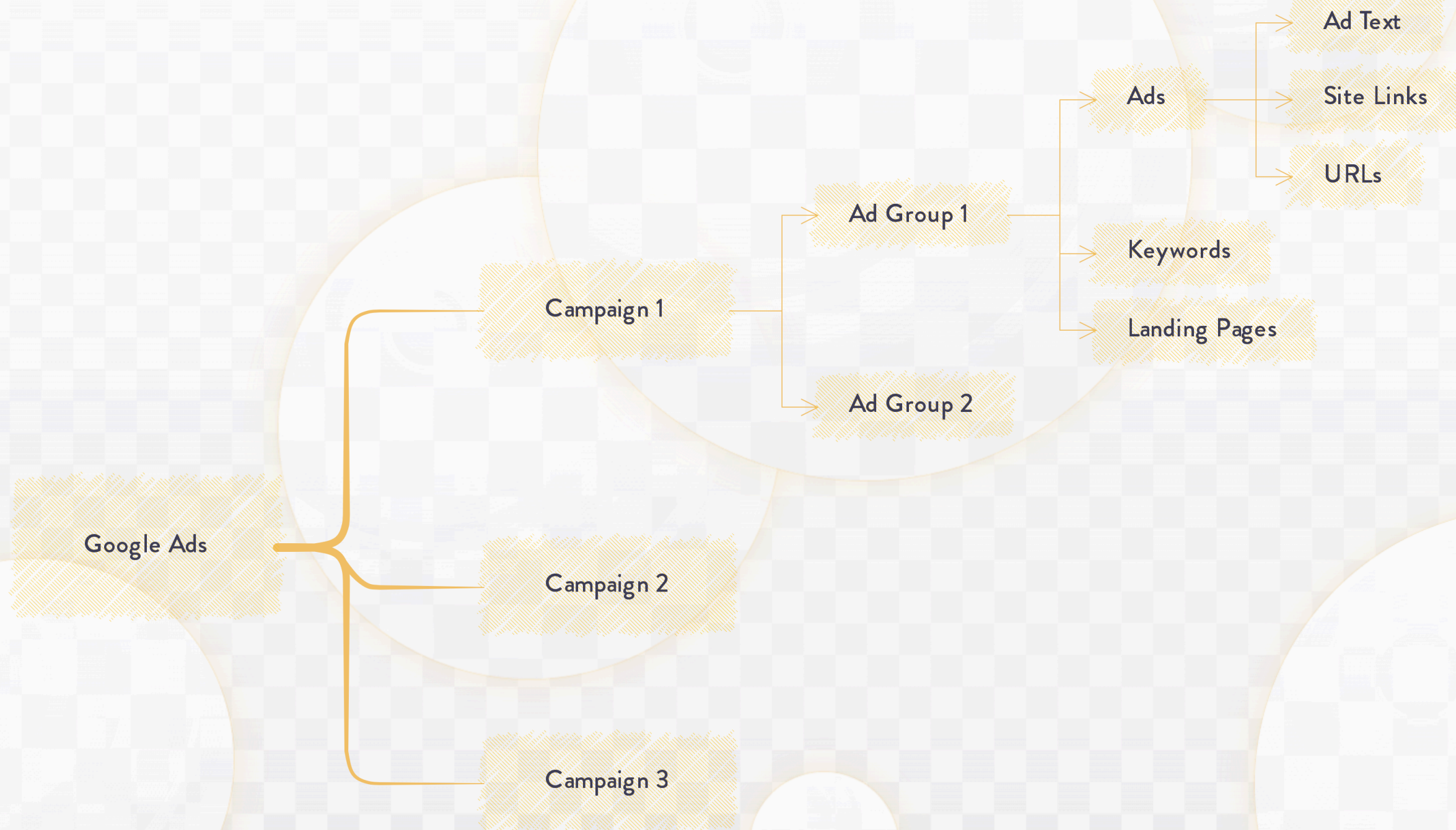
- Content-type**
- Text and HTML
 - Images, Videos
 - Videos, Text
 - Image and Text
 - Audio
 - Image and Text
- Google search is primarily text-based with some provisions of showing images

Breaking Down Core Ad Components



CAMPAIGN

Account Structure in Google Ads



A Typical Google Search

Google

Q Buy Dell Gaming Laptop

Search

I'm Feeling Lucky

Ad www.laptopsandmore.com

Best Gaming Laptops for Sale |
Get 10% Discount

Ad Best Dell Gaming Laptops

Best Dell Gaming Laptops for Sale
Get 10% Discount

Ad Best HP Gaming Laptops for Sale

Best HP Gaming Laptops for Sale
Get 10% Discount

CAMPAIGN

IF SEARCHED

Buy Dell Gaming Laptop
Dell Gaming Laptops for Sale
Discounted Dell Gaming Laptops

Ad Best Dell Gaming Laptops for Sale | Get 10% Discount

Power packed Dell gaming laptops with latest GPUs, fast refresh rates & 10% savings. Limited time.

Ad Buy Dell Gaming Laptops for 10% Discount

Experience top-tier gaming performance with Dells cutting edge models. Grab your 10% discount today.

Ad Discounted Dell Gaming Laptops for Sale

Save big on Dell gaming laptops. Smooth gameplay, advanced cooling & unbeatable prices while stocks last.

Ad Buy Dell Gaming Laptops at Low Price | Final Sale


Last chance to own Dell gaming laptops at rock-bottom prices. Don't miss out on final clearance deals.

SHOW AD

IF SEARCHED

Dell Laptop for Graphic Designers
Dell Laptop Models this year

Sponsored


Dell www.dellandmore.com 

2022 Dell Laptop Models for Graphic Designers | Get 10% Off

High-performance Dell laptops built for creative professionals. Smooth design, brilliant display & fast processors.

[Product Overview](#) - [Specifications](#) - [Buy Now](#) - [Offers](#)

Sponsored

Dell www.dellandmore.com 

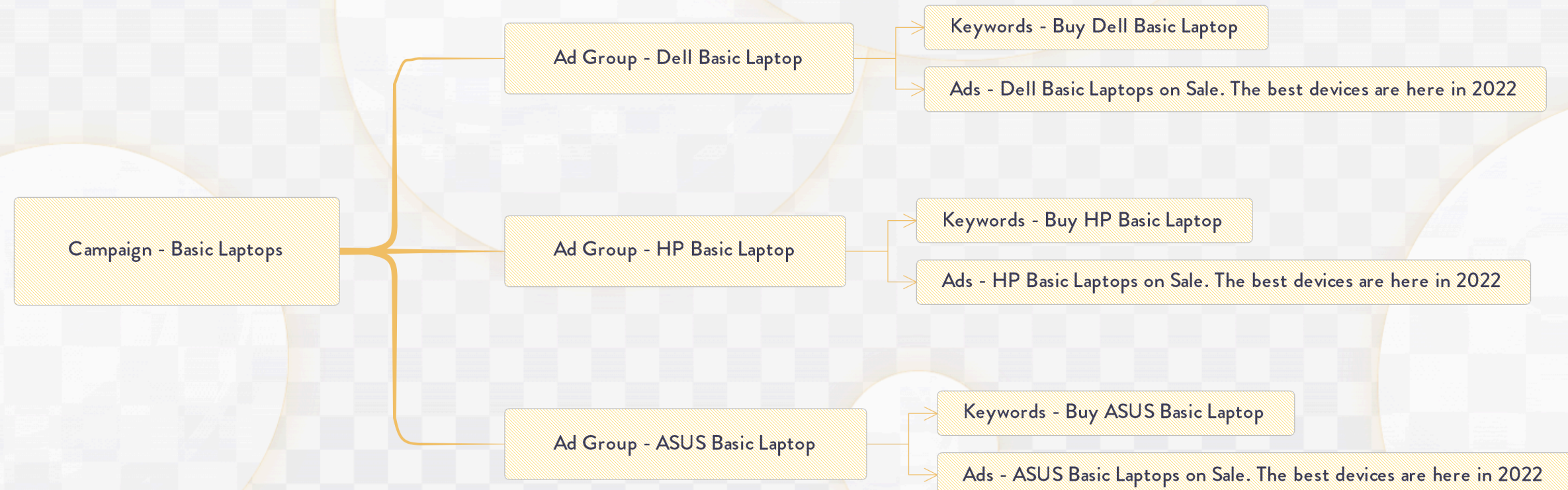
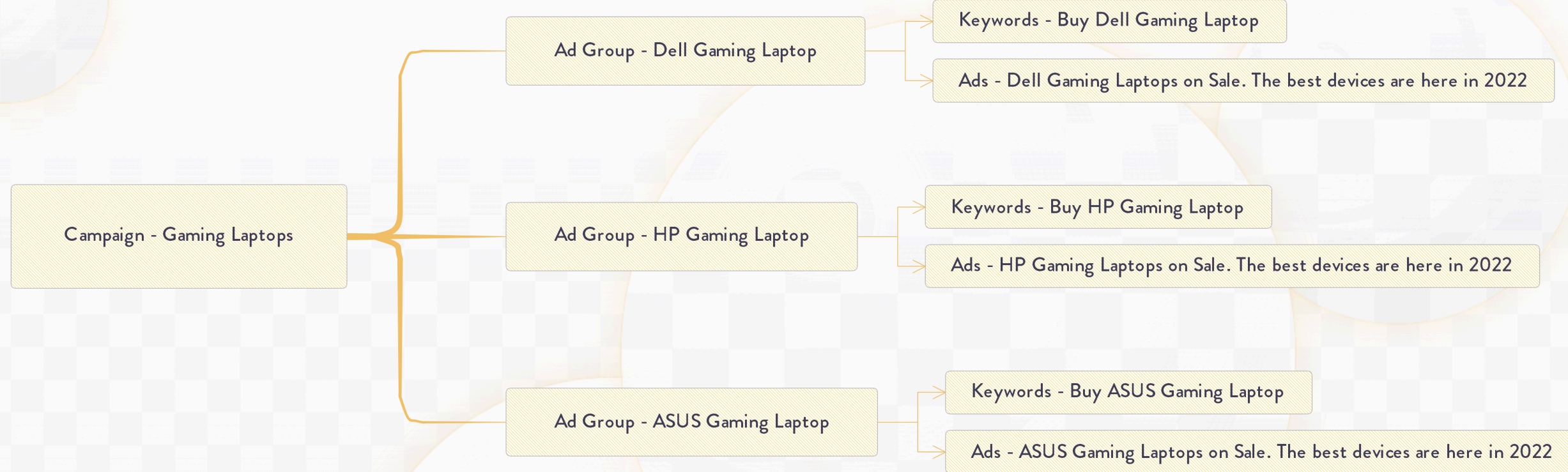
Best Dell Laptop Models for Purchase In 2022-23 | Sale ON

Explore Dell's latest models with exclusive 2022-23 deals. Get fast delivery and easy financing options.

[Product Overview](#) - [Specifications](#) - [Buy Now](#) - [Offers](#)

SHOW AD

CAMPAIGN



CAMPAIGN

Examples of Campaign Structures

Laptop Sales Business

- Dell Laptops
- Lenovo Laptops
- Apple Laptops
- Laptop Accessories
- Laptop Services
- Laptops in India
- Laptops in the US

Health Insurance Businesses

- United Health
- Anthem Inc. Insurance
- SBI Health Insurance
- Health Cover Size
- Health Insurance by Age
- Health Insurance in India
- Health Insurance in the US

Tours and Travels

- Premium
- Affordable
- Luxury
- Cruises
- Safaris
- Medical Tours

From a Real Case Study

	Day 0	Day 15	Day 45	Day 60	Day 120	Day 180	Day 210
Campaign Ad Group	IELTS IELTS	IELTS IELTS Coaching IELTS Classes IELTS Training	IELTS IELTS Coaching IELTS Classes IELTS Training IELTS Coaching Online IELTS Classes Online IELTS Training Online IELTS Study IELTS Online IELTS Near Me	IELTS Online IELTS Coaching Online IELTS Classes Online IELTS Training Online IELTS Study Online	All Previous Campaigns	All Previous Campaigns	All Previous Campaigns
Campaign Ad Group				IELTS Not Online IELTS Coaching IELTS Classes IELTS Training IELTS Study	IELTS - Canada IELTS Coaching IELTS Classes	English Speaking English Speaking Online Spoken English Online	Vedic Math Vedic Math Classes
Campaign Ad Group				IELTS Low Quality IELTS Online IELTS Near Me			
Campaign Ad Group				IELTS Webinars IELTS Free IELTS Live			

The Internal Search Flow

Google

Q Buy Dell Gaming Laptop

Search I'm Feeling Lucky



Ad www.laptopsandmore.com

Best Gaming Laptops for Sale |
Get 10% Discount

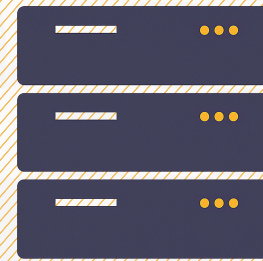
Ad Best Dell Gaming Laptops

Best Dell Gaming Laptops for Sale
Get 10% Discount

Ad Best HP Gaming Laptops for Sale

Best HP Gaming Laptops for Sale
Get 10% Discount

Google Ads Internal Engine



Google Ads

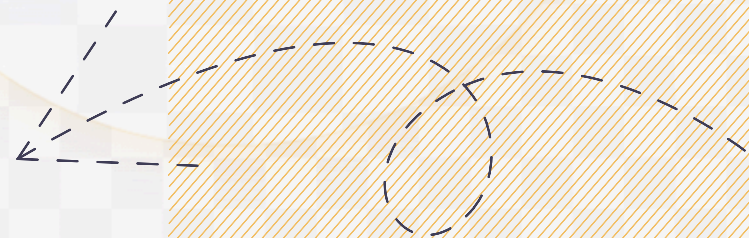
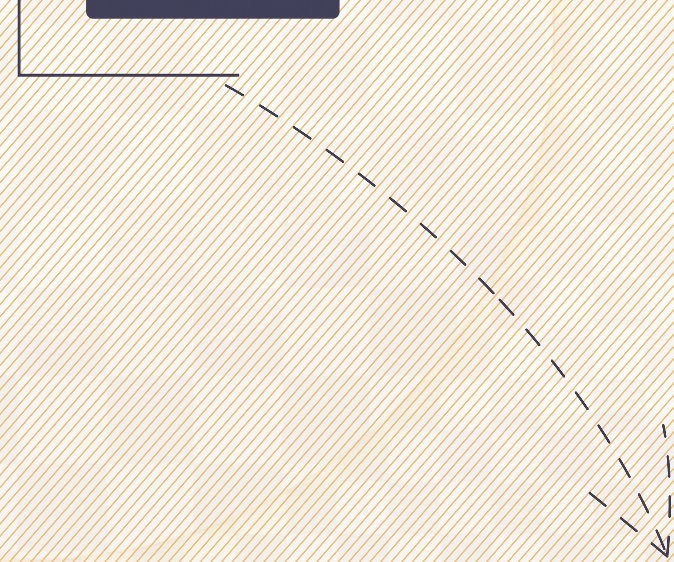
Keyword

Buy Dell Gaming Laptop

Ad

Best Dell Gaming Laptops
for Purchase | Avail
10% Discount today.

Your Google Ads Account



KEYWORDS

The Keyword Mess

Search Terms

- buy best laptops
- Best laptops to buy
- Top laptops to buy
- Purchase top laptops
- Laptops that are best to purchase
- Good laptops to buy
- Purchase good laptops
- High-quality laptops to buy
- Purchase high-quality laptops



1000 Other Keywords



1000 Other Keywords

Your Google Ads Account

Keyword	Ad
buy best laptop	Best Dell Gaming Laptops for Purchase Avail 10% Discount today.
buy best laptops	
best laptops to buy	
top laptops to buy	
purchase top laptops	
laptops that are best to purchase	
good laptops to buy	
purchase good laptops	
purchase high-quality laptops	



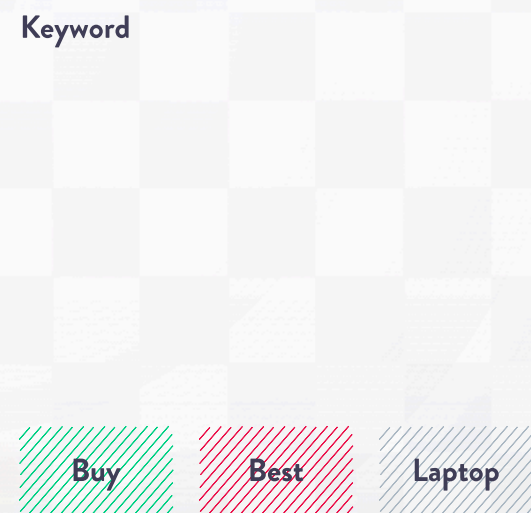
1000 Other Keywords



1000 Other Keywords

The Famous Match Type

		Search Term
Buy	Best	Laptops
Best	Laptops	to Buy
Top	Laptops	to Buy
Purchase	Top	Laptops
Laptops	that are Best	to Purchase
Good	Laptops	to Buy
Purchase	Good	Laptops
High-Quality	Laptops	to Buy
Purchase	High-Quality	Laptops



Match Types by Google

Search Term

Buy Dell Gaming Laptop

Exact Match

[Buy Dell Gaming Laptop]

Search Term has the same meaning as the Keyword
Search terms contains the keyword

Phrase Match

"Buy Dell Gaming Laptop"

Search Term's implied meaning is the same as the Keyword
Search terms contains most of the words from the Keyword

Broad Match

Buy Dell Gaming Laptop

Search Term Broadly Related to the Keyword
Search Term may not contain the keyword

Example

Dell Gaming Laptops on Sale
Online Purchase Dell Gaming Laptops
Buy Dell Gaming Laptop

Dell Laptops Available for Gamers
Online Dell Gaming Laptops Pricing
Discounts on Dell Laptops in Amazon

Dell Laptop Configuration for Gamers
Dell Laptops in 2022
Best Dell Laptops to play GTA

Search Volume

Low

Medium

High

Targeting Accuracy

High

Medium

Low

Cost

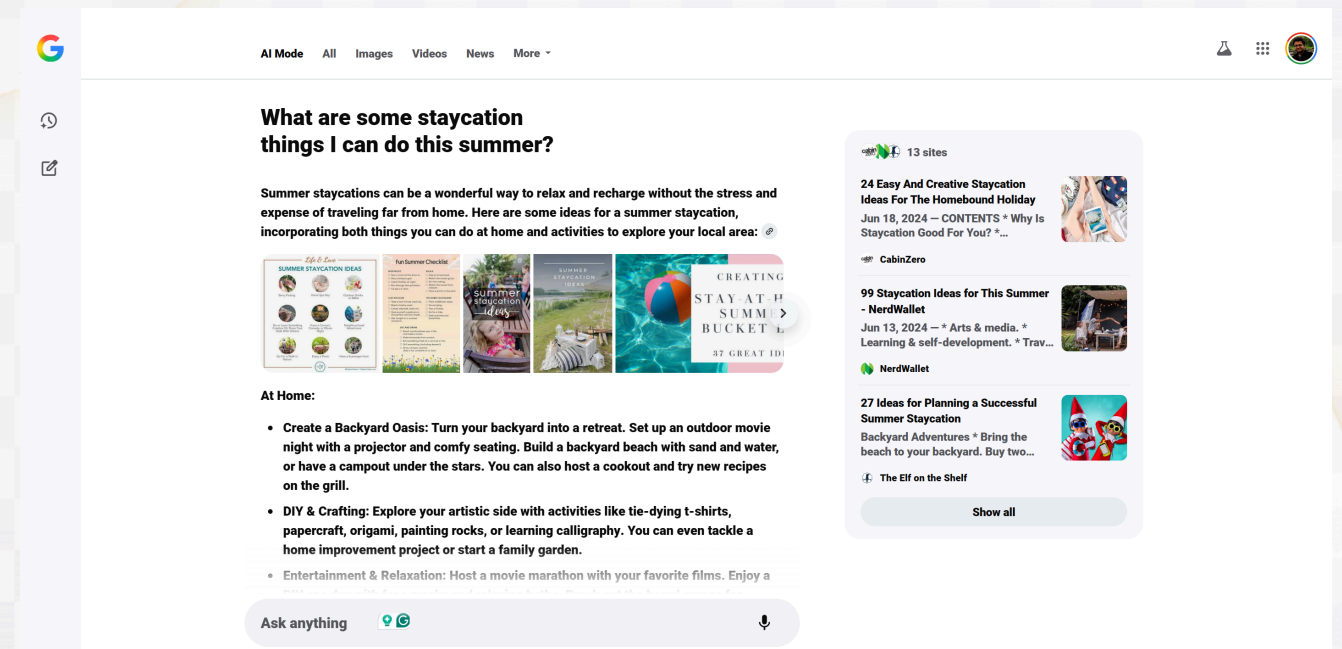
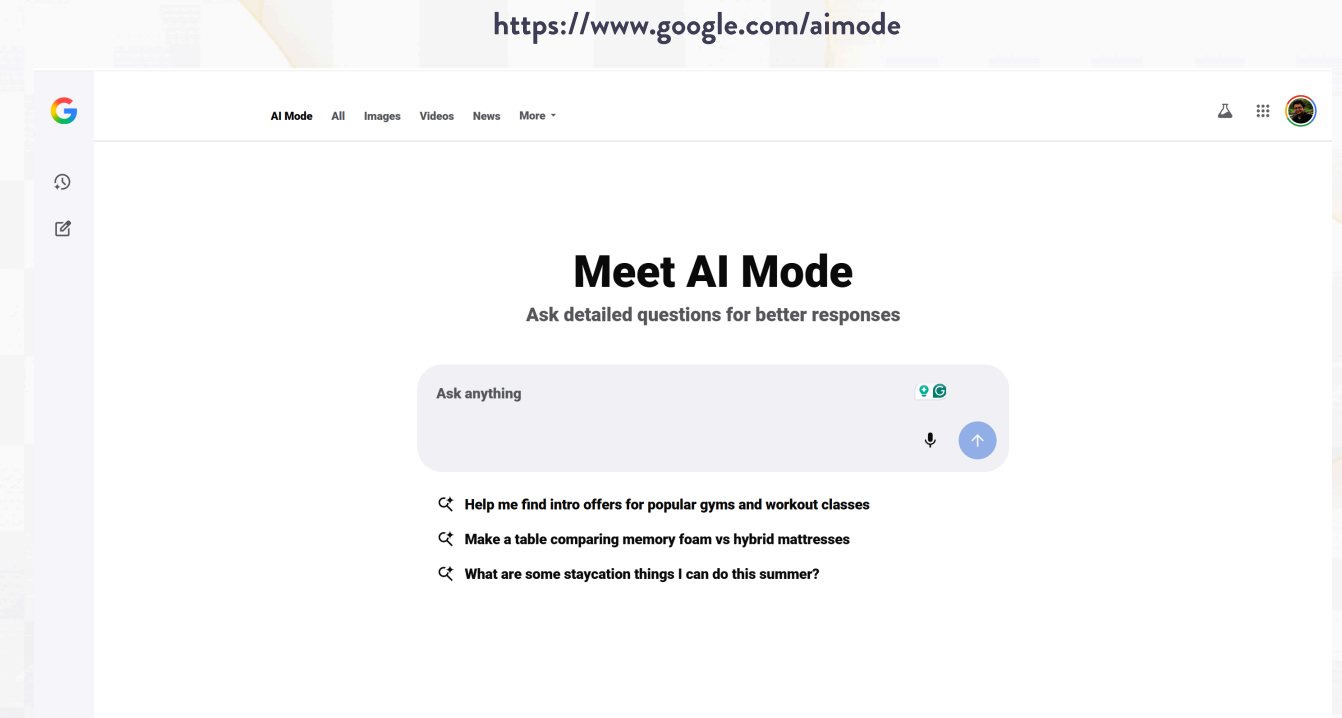
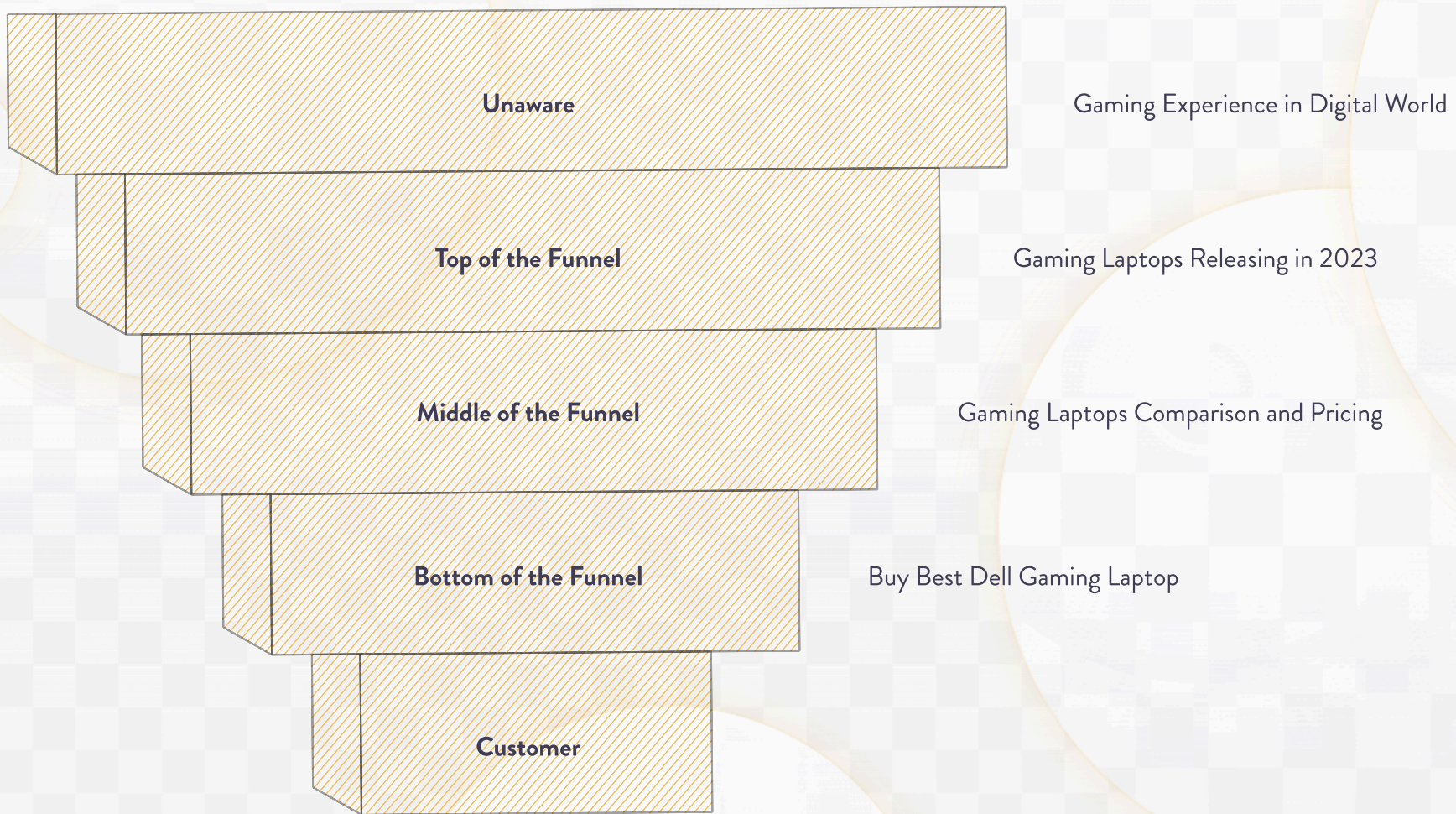
High

Medium

Low

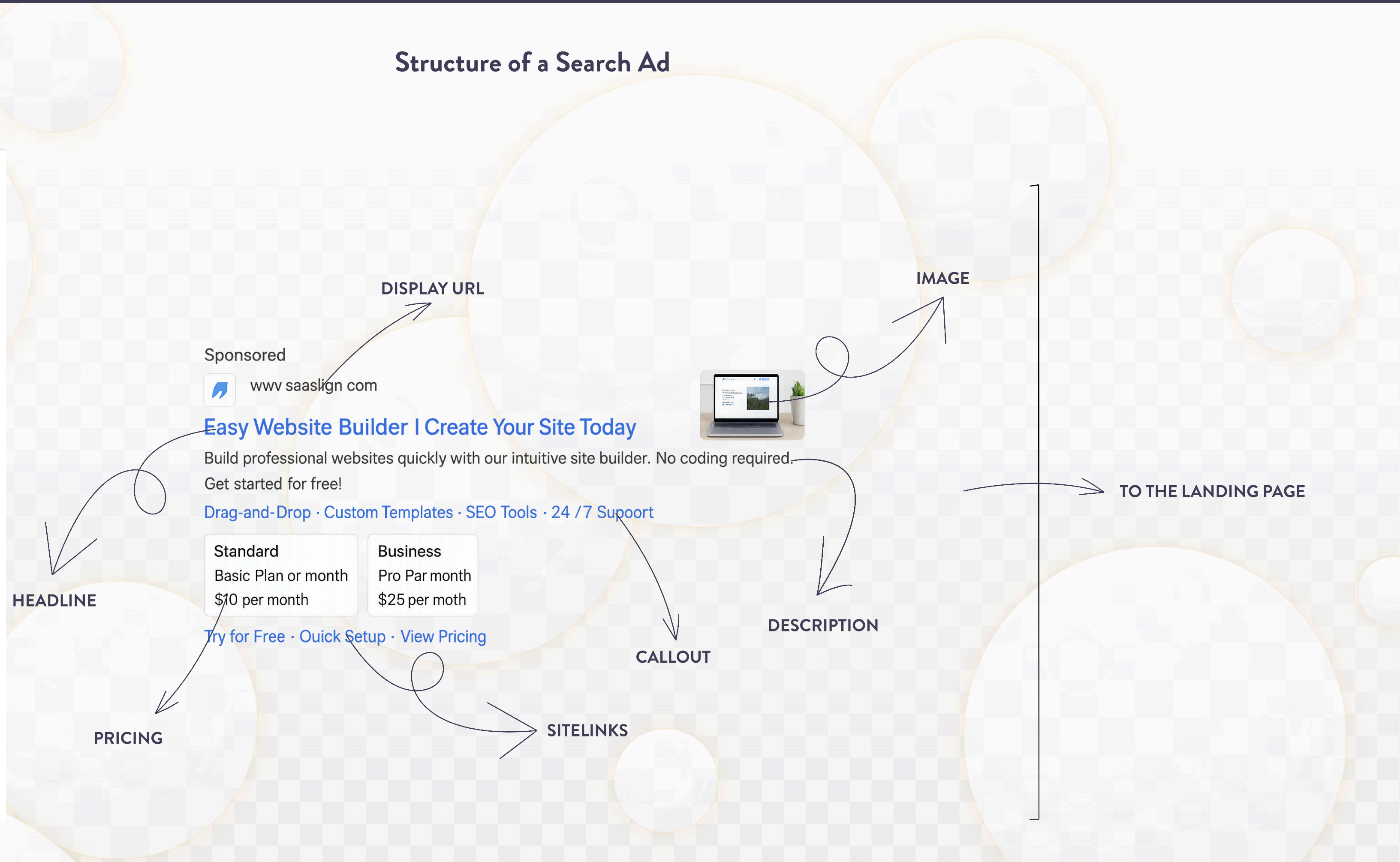
KEYWORDS

Keywords by Funnel Stage and the AI Mode



Structure of a Search Ad

- Image
- Sitelink
- Callout
- Structured snippet
- Call
- Lead form
- Location
- Affiliate location
- Price
- App
- Promotion



ADS

Is this a good Ad?

Search Term

eco friendly t shirts

Best Quality T-shirts up for sale this December | Buy Now

www.treeshirts.com

Our T shirts are made from sustainable materials, and can be used by all ages. The most affordable comrort wear for you available at all stores across the country

On Sale

Checkout our eco-friendly options on sale

Have Questions

Our support is here o help you out.

Is this a good Ad?

Search Term

eco friendly t shirts

Quality pitch - is it right?

The headline says nothing about eco-friendliness

Best Quality T-shirts up for sale this December | Buy Now

www.treeshirts.com

Our T shirts are made from sustainable materials, and can be used by all ages. The most affordable comfort wear for you available at all stores across the country

What is this ad about, online sales or offline sales?

How does it help to mention all ages?

On Sale

Checkout our eco-friendly options on sale

Have Questions

Our support is here o help you out.

Affordability Pitch? - Is it necessary

What makes it sustainable, too little of an evidence

Start with Collecting the Unique Selling Proposition

Tree-shirts

Made from sustainable materials

Ethically sourced wool

Carbon neutral operations

Recyclable packaging made from consumer recycled cardboard

100% GOTS certified organic cotton

Every product desc. includes the accounted-for carbon footprint of the garment

T-shirt return facility after use - for recycling and return the user for a relatively small cost

Comfshirts

Made from special Pima cotton variety, considered the softest in the world

Low maintenance cotton fabric, stretchy and crease-free

Breathable varieties that reduces sweat and stops itchininess on skin

Durable clothing, lasts long

For rough use, can be wore all day and has dust repellent property

Comes in natural colors, looks fresh, doesn't fade for years

T-shirts Mania

The world's largest collection of tshirts in one store - 100K designs

Major discount seasons in summer and winter - up to 50%

Largest collection of colors in t-shirt mania

Lowest prices guaranteed

Modern designs, graffitis, funky Arts

Customized T-shirts with custom designs selected by you will be delivered within 2 days

Tree-shirt Ad Revisited

Search Term

eco friendly t shirts

There is a claim of eco-friendliness in headline, backed by proof in the description.

Headline mentions sustainable and eco-friendly

T-shirts Made of Eco-friendly Cotton | Sustainable Materials Used

www.treeshirts.com

We only use GOTS certified cotton, and ethically sourced wool. 100% recycled package. Carbon neutral business. Carbon footprint mentioned on each product.

Remove the online/offline ambiguity

Entire advertisement focused on eco-friendliness

Recycle What You Wear

Send your worn tshirts back, and receive new ones for 20% discount.

Have Questions

Our support is here to help you out.

Sitelink builds trust that we are ready to take back the used tshirt for recycling

More freed words give option to share why they claim they are sustainable

Keyword to Ad Match

Search Term

buy customized t-shirts

Comfshirts

T-shirts Mania

Customized T-shirts with Softest Cotton | Breathable

Ad www.comfshirts.com

Low maintenance cotton fabrics, customized with several natural colors. Crease free and Stretchy. Wear for long hours and use for several years.

Ad T-shirts Designed and Customized for You

www.tshirtsmania.com

The largest variety of t-shirts across the internet. Customize completely and get t-shirts at home in 2 days. Compose your t-shirts with royalty-free vector arts.



If the keyword is about t-shirt customization, the ad that talks about customized t-shirt will probably do better

ADS

Try Multiple Versions - Use Marketing Fundamentals

Search Term

buy luxury t-shirts

Mix of features and benefits

**Breathable Luxury Cotton T-Shirts |
Softest and Finest**

Ad www.comfshirts.com

Fabrics with Natural colors, soothing to the eye.
High-quality luxury Pima Cotton used. No itchiness,
comfort wear. Looks fresh after full day of wearing
the tshirt.

Emotional and Benefit-driven

**You Feel Confident When You
Are Comfortable**

Ad www.comfshirts.com

Wear only the best of cottons that make your skin
feel happy. The best brand and the best comfort
wears. Enjoy the dally work with these clothes on
you.

Benefit-driven

"Our luxury cotton adapts to your body, keeps you cool, and moves with you. No wrinkles. No itch. Just effortless comfort that lasts from morning meetings to late dinners."

Feature-driven

"Woven from 100% long-staple Pima cotton for unmatched softness. Naturally breathable."

Trust-driven

"Thousands of orders delivered. 98% customer satisfaction. 30-day guarantee. Because trust isn't claimed — it's earned, order after order."

Emotional-triggers

"The people who know, feel it. The ones who don't — ask where you got it. Subtle is the new statement."



Try several versions of messaging techniques, and mix them too in ad formats to see which appeals the best to your target market.

Be Yourself for Broader/Partially-related Business Keywords

Search Term

buy sports t-shirts

T-shirts Made of Eco-friendly Cotton | Sustainable Materials Used

Ad www.treeshirts.com

We only use GOTS certified cotton, and ethically sourced wool. 100% recycled package. Carbon neutral business. Carbon footprint mentioned on each product.

Breathable Luxury Cotton T-Shirts | Softest and Finest

Ad www.comfshirts.com

Fabrics with Natural colors, soothing to the eye. High-quality luxury Pima Cotton used. No itchiness, comfort wear. Looks fresh after full day of wearing the tshirt.

Ad

100K T-S:hirt Designs + Full-scale Customizations

www.tshirtsmania.com

Either choose from 100K designs or customize yourself. Delivered in 2 days. Major oiscunts available. Lowest price guaranteed. Modern, funky arts. Graffitis. More



When going for broad keywords, stick to your own story rather than trying to fit the text to the demands of the keyword

Avoid Vague Adjectives

Quality, Sustainable

Best Quality T-shirts up for sale this December | Buy Now

www.treeshirts.com

Our T shirts are made from sustainable materials, and can be used by all ages. The most affordable comfort wear for you available at all stores across the country

On Sale

Checkout our eco-friendly options on sale

Have Questions

Our support is here to help you out.

Eco-friendly Cotton, GOTS certified Cotton

T-shirts Made of Eco-friendly Cotton | Sustainable Materials Used

Ad www.treeshirts.com

We only use GOTS certified cotton, and ethically sourced wool. 100% recycled package. Carbon neutral business. Carbon footprint mentioned on each product.

Recycle What You Wear

Send your worn t-shirts back, and receive new ones for 20% discount.

Have Questions

Our support is here to help you out.



Being straightforward, saying the features upfront in measurable words is preferred over keeping it vague and generic by using adjectives that are open to interpretation.

Additional Useful Tips

Use assets as much as you can, create variety in assets just like you would do for ad headlines

Callout Asset Example

Free Returns | 98% Customer Satisfaction | Ethical Sourcing | Wrinkle-Free

Reduce apprehensions that a user might have from buying/taking services from a business first time.

Ad Text

"Free Returns if You're Not 100% Happy"

Ad Text

"Lifetime free trial account"

Understand the underlying intent from the ad: comparing? researching? buying?. Unspoken Desire

Keyword: pima cotton vs egyptian cotton

"Why Pima Cotton Feels Softer & Lasts Longer. Learn What Makes The Perfect Everyday T-Shirt."

Keyword: best breathable t-shirts for summer

"Stay Cool & Fresh All Day. Lightweight Pima Cotton T-Shirts, Sweat-Wicking, Wrinkle-Free."

Keyword: buy breathable summer t-shirts

"Summer T-Shirts In Stock. Lightweight Pima Cotton. Fast Shipping. Free Size Exchanges."

Asset Type Examples

Example: Sitelinks in a search ad (computer)

Walter's Bakery for Dogs
Artisanal Biscuits and Cakes. Doesn't Your Dog Deserve It?

Hours
Find Out When You Can Get Our Treats.

Specials
The Deal of the Day Should Satisfy Your Dog.

Biscuits
Our Special Biscuit Recipe is Tried and True.

Healthy diets
Learn How Our Treats Are Loaded with Nutrition.

Sitelink

Ad · <https://www.thesleepcompany.in/>

India's 1st SmartGRID Mattress | Best Mattress Brand Online

Get 2x more pain relief with the Advanced SmartGRID Technology. **Get** upto 40% off on India's 1st & Only Smart GRID **Mattress**. 10 Years Warranty. 100 Nights Free Trial. Free Shipping in India. Types: **Best Rated Mattress**, Ultimate Comfort, Zero Disturbance.

Callout

Ad · <https://www.thestiffcollar.com/plus-size-shirt>

Men Plus Size Formal Shirts - 100% Cotton. COD Available

100% Cotton- XXL to XXXXL Size **Shirts**. Free Shipping. Buy Large **Shirt** Size for **Men**, plus size **shirts**, Online India. Free Delivery. 100% Cotton **Shirt**. Wide Range. Personalized Initials. Styles: French Cuff **Shirts**, Button Down **Shirts**, Designer **Shirts**, Mandarin Collar. New Arrivals · Button Down Shirts · French Cuff Shirts · Linen Shirts · About Us · Contact Us Mandarin Collar - from ₹999.00 - Chinese or Nehru collar · More

Snippet

Ad · <https://www.kaff.in/>

Buy now chimney for kitchen - High Quality KAFF Products

Premium Range of Kitchen Appliances. Widest range of kitchen **chimney** 60 cm, 75cm, 90 cm. **Buy** kitchen **chimney** by India's Most Trusted KAFF Brand. Check out best ongoing offers. Avail additional 2% off. No cost EMI available.

Buy Premier Range Chimney
Size: 60 / 75 / 90 cm Lifetime Warranty*

Buy auto clean chimney
Buy auto clean chimney and Get free delivery

Image

Sponsored

neel.live
neel.live/saas-marketing/consultation

Best Product Marketer in India | B2B Product Marketing Expert | SaaS...

Connect Now. Rudranil helps SaaS startups launch their product online and generate demand. Some of the businesses Rudranil has worked with have gone on to become Unicorns.

Call 2114821390

Call

Sponsored

neel.live
neel.live/saas-marketing/consultation

Best Product Marketer in India | B2B Product Marketing Expert | SaaS...

Connect Now. Rudranil helps SaaS startups launch their product online and generate demand. Some of the businesses Rudranil has worked with have gone on to become Unicorns.

Black Friday · Up to \$10 off SaaS Consultation
On orders over \$100

Promotion

Sponsored

neel.live
neel.live/saas-marketing/consultation

Best Product Marketer in India | B2B Product Marketing Expert | SaaS...

Connect Now. Rudranil helps SaaS startups launch their product online and generate demand. Some of the businesses Rudranil has worked with have gone on to become Unicorns.

24-Month Plan	12-Month Plan	Monthly
\$15.00 Flexible Pricing	\$17.00 Full Service, Great Value	Can

Pricing

Sponsored

neel.live
neel.live/saas-marketing/consultation

Best Product Marketer in India | B2B Product Marketing Expert | SaaS...

Connect Now. Rudranil helps SaaS startups launch their product online and generate demand. Some of the businesses Rudranil has worked with have gone on to become Unicorns.

File Reader. Download Now

App Download

Case Study: Hire Google Ads Consultant

hire google ads consultant

Google

Sponsored

Google Ads Specialist – From 2,000 euros monthly budget

Reputable providers for Google Ads & SEA in comparison - check now & offer...

Google agencies Berlin · Google agencies Munich · Google agencies Cologne

Sponsored

Google Ads Consultant – Result Oriented & Value-Driven

PPC Management Services - Get Your Business in Front of the Audiences who Matter the Most. Ready To Grow With Us - Unlock the Power of PPC - Grow Your Traffic, Sales ...

Training · See Latest Results · Our Services · Let's Talk

Sponsored

Google Ads Consultant - For In House Marketing Teams

Offers High Impact Audit & Strategy Services for Companies With Self-Managed Campaigns. **Google Ads Consultant**. Direct Collaboration With an Expert. Get Started To Review The Packages · FAQ · Learn More · Get In Touch

Sponsored

A No BS Advertising Consultant - Rapidly Fix Your Ad Problems

Work with a digital marketing & online advertising warhorse. Free initial consultation. The Advertising **Consultant** your competitors don't want you to have in your corner. Re-build Your Foundations. Free Advertising Advice. Weekly 1-1 Meetings. Quick Fix **Ad** Playbook. My Pricing · FAQs · Crazy Advertising Offer · Book Your Free Ad Consult

Sponsored

Hire Our PPC Expert @ ₹499/hr – Adwords Certified Agency

We are Delivering Result Oriented PPC Services Across India. Get Connect Today with Expert. You Can Expect Best ROI of Your Business From Same Day. Get Consult...

A Google Partner Agency · Our PPC Services Includes · Our Approach · Get A Free Audit

Sponsored

100% Google Ads Expert – Google Ads Expert:

Partnership and success-based collaboration with your **Google Ads** expert

Sponsored

Google Premium Partner – 100% focus on your success

100% focus on your success! Benefit from 250+ SEA experts &...

GA4 white paper · Free PMax white paper · Sustainability white paper

Case Study: Buy Landing Page Builder

buy landing page builder

Google

Sponsored

Create Landing Page in Minutes – ABM Landing Pages in No-Time

Tailor your **landing page** to your brand's unique needs, ensuring a seamless user experience. Unleash your brand's potential with dynamic **landing pages** & drive success with

Register Now. 24x7 Support. Dedicated Account Manager. 14 Day Free Trial.

View Features · Free for 14 days · Request a Demo · Free for 14 days · Sign Up

Sponsored

High Converting Landing Pages

Bring Your Creative Projects To Life. Designed By Independent Creators Around The World. Build Your Ultimate Website Design. Create Your Website Fast & Easy.

Sponsored

Free Landing Page Builder – With 100+ Responsive Templates

Integrate with your favorite email marketing service and grow your subscribers by 73%

is free plugin for WP websites with 30+ completely customizable widgets.

Landing Pages · New Features · Sales And Marketing · Browse Article · Errors And Fixes

Sponsored

Landing Page Builder – LandingPage

Boost your marketing efforts with the Smart **Landing Page Builder**. Start with a free trial. Maximize online conversions with user-friendly **Landing Page Builder**. Get your Free Trial.

Pricing · 15-Day Free Trail · Landing Page Templates · Book a Demo · Features

Sponsored

Sales Landing Page Builder – Sign Up Now

Boost your marketing efforts with the Smart **Landing Page Builder**. Start with a free trial. Maximize online conversions with user-friendly **Landing Page Builder**. Get your Free Trial.

Pricing · 15-Day Free Trail · Book a Demo · Landing Page Templates · Features

Sponsored

Website Builder – Buy Domain — Get Free Website

Professional website **builder** for your business: e-commerce, responsive, 45+ languages, To activate website you need a domain: parked, delegated or purchased. 200+ templates.

100% White Label · 200+ Templates · Buy New Domain Name · E-commerce · Pricing Plans

Sponsored

Free Landing Page Builder for Email Marketing |

Utilize Free Templates To Create **Landing Pages** Designed to Increase Conversions.

Sponsored

Free Landing Page Builder for Email Marketing |

Create Powerful **Landing Pages** That Make It Easy for People to **Buy** Your Products. Create Free **Landing Pages** That Make It Easy for People to **Buy** Your Products. Sign Up Now! 100+ Templates. Easy-To-Use Integrations. Accept Online Payments. Insights & Analytics.

The Bakery Shop Sales Bid

A smart sales person goes to a bakery shop and observes the buyer behavior. Then he goes to the bakery owner and offers her help for money. He quotes his fees in this way ...



The Bakery Shop Sales Bid II

1

I have an offer for you

3

I can increase the sales of your pastries. But I will charge a commission in return.

5

You pay me based on the number of people I bring who enquire about the pastries

6

Also, I am a good observer. I can bring more such buyers who are:
EITHER more likely to visit your shop (thereby taking away visits from your competitor)
OR more likely to enquire about your pastries
OR more likely to buy
OR more likely to buy big in each order.
No guarantees though. You decide.

8

Before I forget, give me the details of your pastries and why people love these.

**2**

I am Listening

4

How much will it cost me?

7

Exciting!
Let's give this a try.

9

I can do that



The Bakery Shop Sales Bid II



1
I have an offer for you

GOOGLE ADS

BUSINESS

2
I am Listening

3
I can increase the sales of your pastries. But I will charge a commission in return.

4
How much will it cost me?

Manual CPC

5
You pay me based on the number of people I bring who enquire about the pastries

7
Exciting! Let's give this a try.

Target Impression Share

6
Also, I am a good observer. I can bring more such buyers who are:
EITHER more likely to visit your shop (thereby taking away visits from your competitor)
OR more likely to enquire about your pastries
OR more likely to buy
OR more likely to buy big in each order.
No guarantees though. You decide.

9
I can do that

8
Before I forget, give me the details of your pastries and why people love these.

Maximize Clicks

Maximize Conversions

Maximize Conversion Value

BIDDING

Bid Strategy vs Ads Funnel

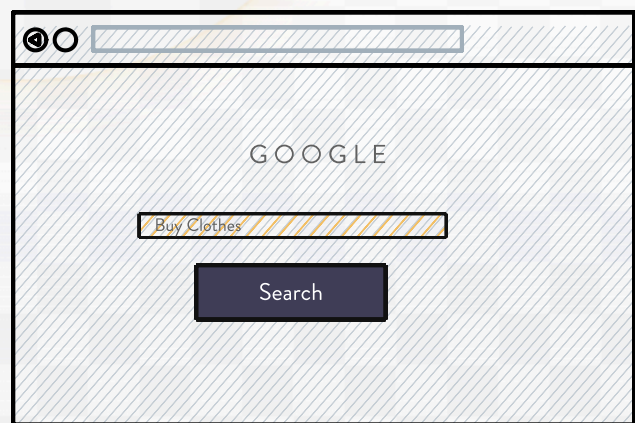
When beginning a new campaign.
 When bidding on new untested keywords
 When the ad manager wants to have more control on the spend.
 You have to monitor the bids almost on a daily basis to make sure you are finetuning the amount spent.
 Use keyword planner to get an idea on the cost-per-click dollars for the keywords.

Manual CPC

Bidder decides how much they want to pay per click.
 - Enhanced CPC

A

Search Box on Google



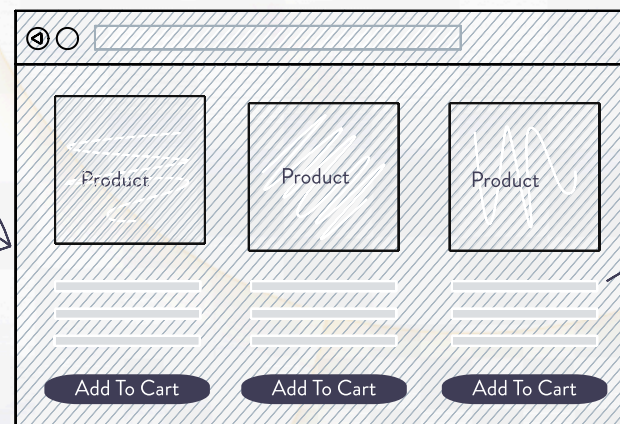
B

Search Results



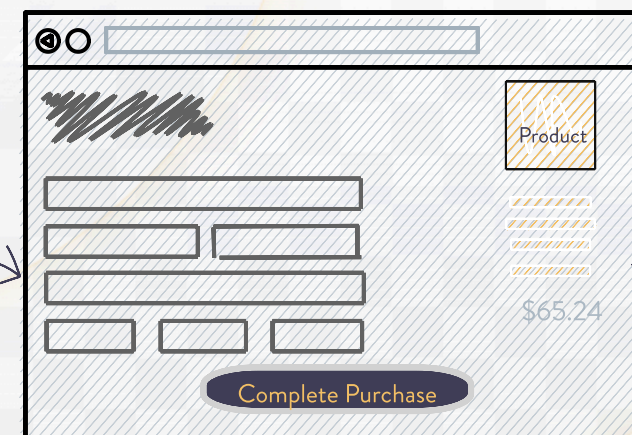
C

Product Page



D

Checkout Page



E

Checkout Page



Get a relatively cheap traffic.
 Goal is to get a lot of website visits without getting into the complexities.
 Be careful with maximize clicks as it can exhaust your budget very fast. It is a good practice to set the max cpc.

Maximize Clicks

Maximize the number of clicks for the given budget

Campaigns with a clear expected goal and goal value, example a ecommerce sales campaign.
 Campaigns where the value of the sale is important to understand the performance.
 You must have the conversion setup done and conversion value recorded on your website to attempt this.

Maximize Conversions Value

Maximize the revenue earned per goal reached. Such as the average order value for ecommerce businesses

Outranking the competition.
 Campaign on Brand keywords.
 if you have put a percentage impression share target as 100% on the topmost position but your max cpc bid limit is too low, you will see the impression absolute top to be well below 100%, and that is the problem of cpc limit, not the ad ranking system.

Target Impression Share

Every time an ad shows in the search list, it is an impression.
 This bidding technique allows for the most impressions
 Google can manage for a given budget.

Campaigns with a clear expected goal but no goal value, example a request for quote campaign.
 Campaigns that start with manual CPC and now has got enough data for google to take over with automated bidding.
 You must have the conversion setup done on your website to attempt this.
 A bit of manual bidding to get a ballpark on the general conversion cost is useful.

Maximize Conversions

Maximize the number of goals reached by visitors for a given budget

Serving the Interests of Three Parties

Visitor
To find results that address their needs faster



Google Ads
To get its visitor / customer the best search experience - best results that solve their need fast



Business
To get their goods and services sold to reliable customers



3rd Best Ad



Business A



4th Best Ad



Business B



2nd Best Ad



Business C



5th Best Ad



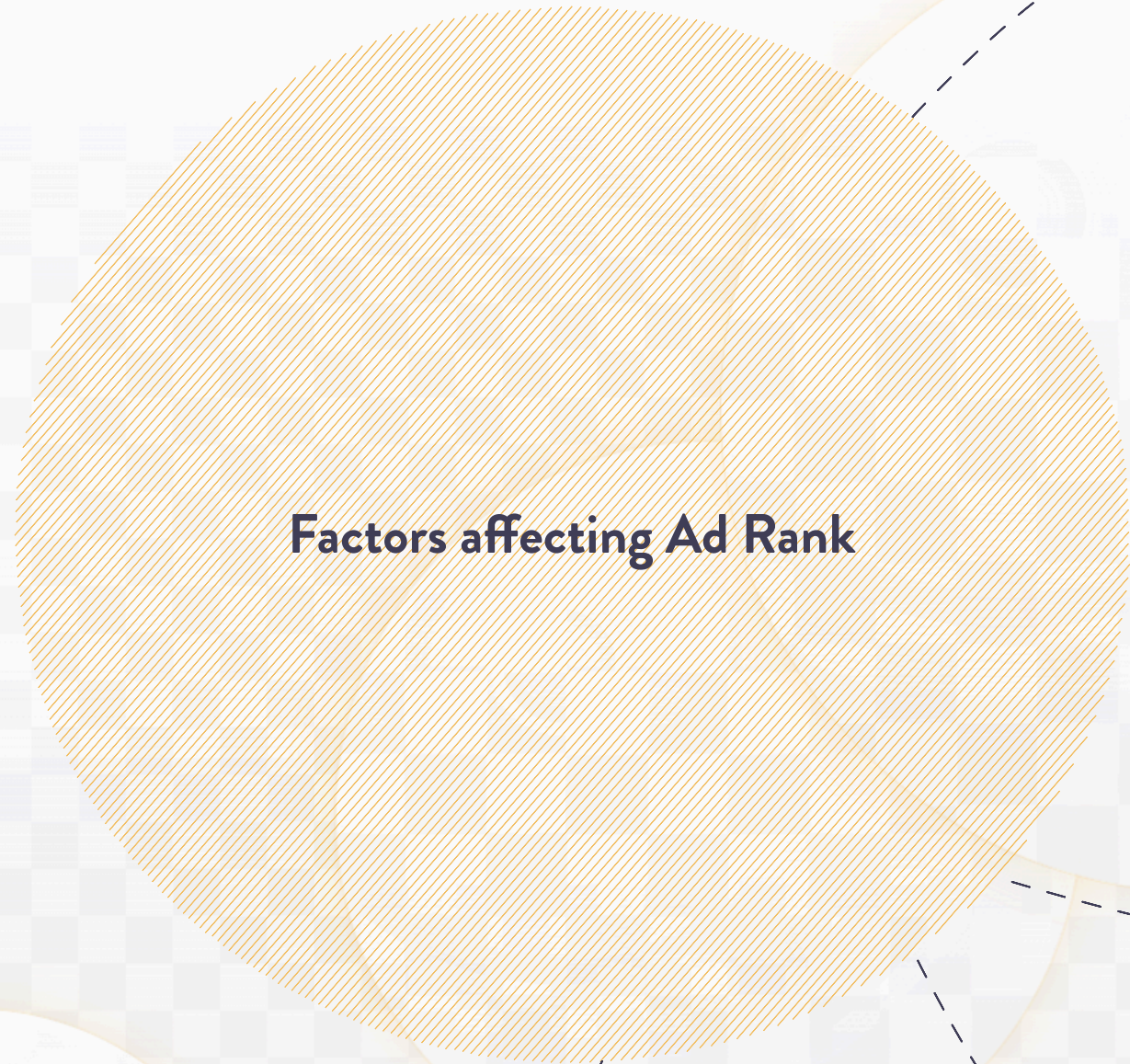
Business D



Best Ad



Business E



Factors affecting Ad Rank



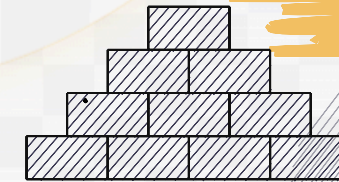
Your Bid

The maximum amount you're willing to pay for a click on your ad



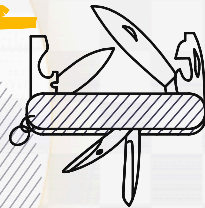
Quality Score

Expected clickthrough rate (CTR), Ad relevance, Landing page experience



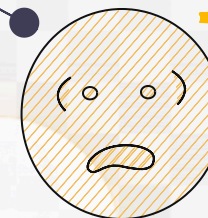
Ad Rank thresholds

Minimum thresholds that an ad must achieve to show



Ad Assets

Google Ads estimates how assets and other ad formats you use will impact your ad's performance



User Context

Search term, user location, type of device, time of search, nature of search terms, search results on the query

Quality Score

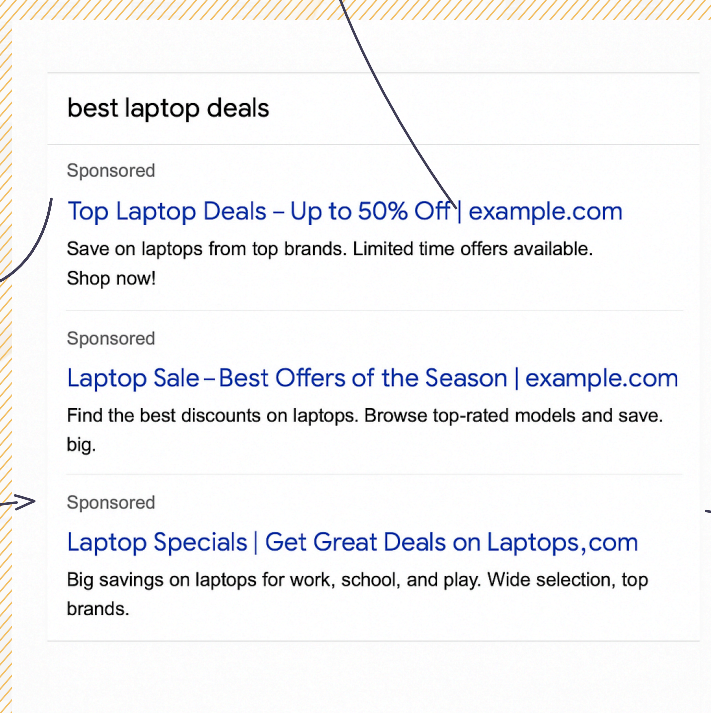
Ad Relevance

How closely the ad matches the intent of what the user has searched.



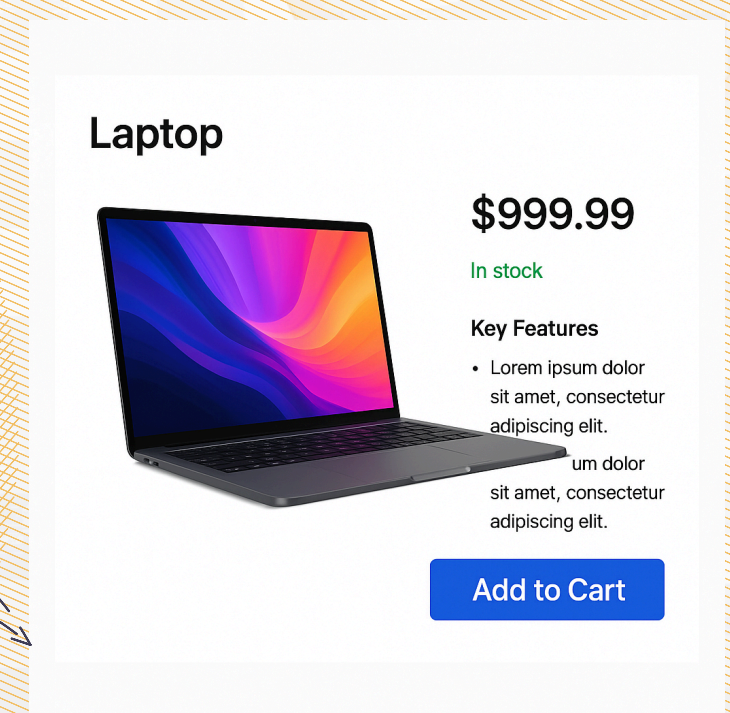
Based on the historical click through rate of the ad when a similar search has happened

Expected CTR



Landing Page Experience

How closely the text and intent on your landing page addresses the search term inserted by the searcher.



Ad Relevance	Above Average	Above Average	Above Average	Average	Below Average	Below Average
Expected Click Through Rate	Above Average	Average	Average	Average	Average	Below Average
Landing Page Experience	Above Average	Above Average	Average	Average	Average	Average
	9/10 or 10/10	8/10 or 9/10	7/10	6/10	5/10	4/10 or 3/10

Quality Score

Google Ads Metrics

Cost per thousand Impressions =

$$\frac{\text{Cost}}{\text{Impression / thousand}}$$

Cost per Click =

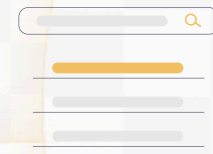
$$\frac{\text{Cost}}{\text{Click}}$$

Cost of Conversion =

$$\frac{\text{Cost}}{\text{Conversion}}$$



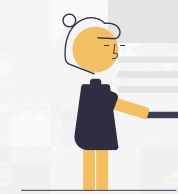
Cost



Search Volume



Impressions



Clicks



Conversions

$$\frac{\text{Impression}}{\text{Search Volume (eligible)}}$$

Search Lost IS
Impression% (top)
Search Abs. Top Impression Share %
Search Top Impression Share %
= Search Impression Share

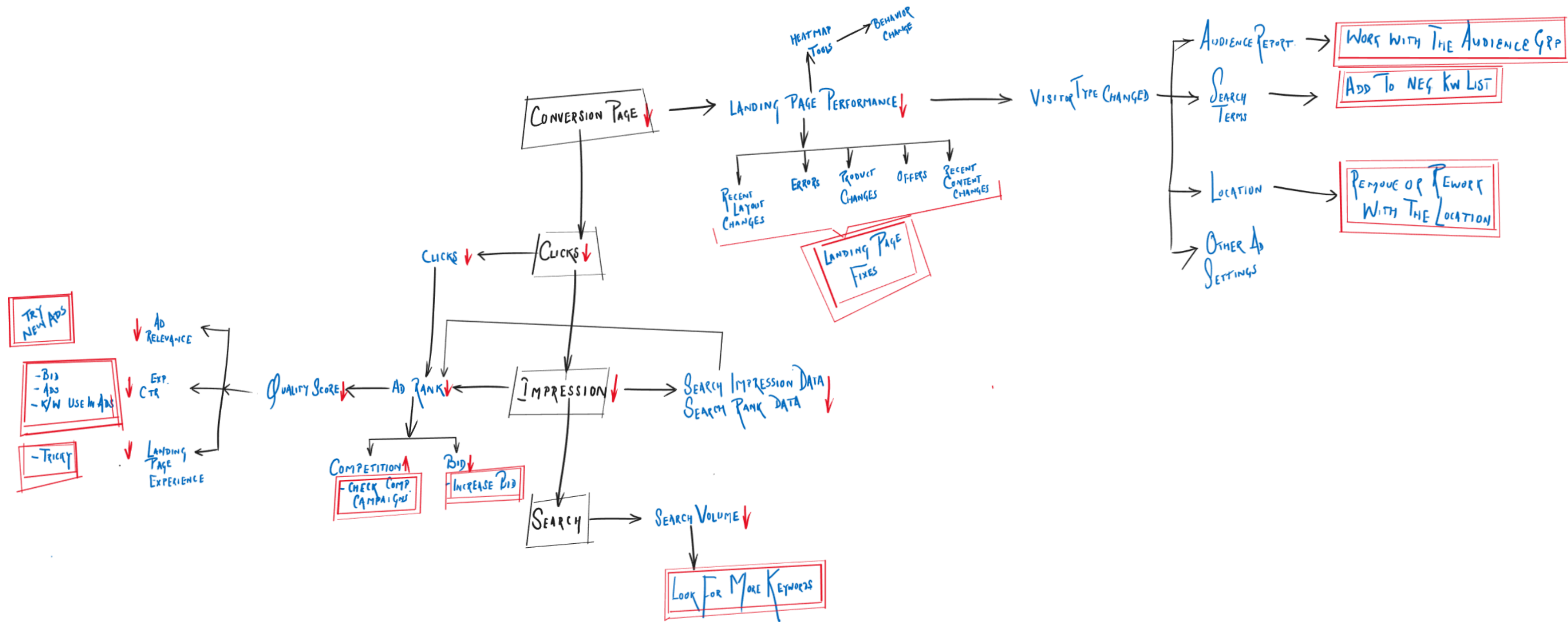
$$\frac{\text{Click}}{\text{Impression}}$$

= Click-through Rate

$$\frac{\text{Conversion}}{\text{Click}}$$

= Conversion Rate

Identify Campaign Performance Issues



Case Study: Campaign Data

Artboard 1

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversion:	Cost / conv.	Search impr. share	Search top IS	Search abs. top IS	Click share
<input type="checkbox"/>	<input checked="" type="radio"/>	My AdGroup A	1287	8,308	15.49%	\$1.32	\$1698.84	8.70%	112	\$15.16	92.33%	75.33%	45.78%	65.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	My AdGroup B	89	1097	8.11%	\$0.83	\$73.87	14.60%	13	\$5.68	60.76%	51.98%	28.88%	12.97%
<input type="checkbox"/>	<input checked="" type="radio"/>	My AdGroup C	2132	23,184	9.19%	\$0.42	\$895.44	11.30%	241	\$3.71	87.66%	72.89%	61.28%	41.24%
<input type="checkbox"/>	<input checked="" type="radio"/>	My AdGroup D	1322	8,540	15.48%	\$0.92	\$1216.24	4.91%	65	\$18.70	98.43%	90.12%	86.33%	68.21%
<input type="checkbox"/>	<input checked="" type="radio"/>	My AdGroup E	655	5809	11.27%	\$1.98	\$1296.90	11.45%	75	\$17.29	70.11%	43.33%	32.77%	56.97%
<input type="checkbox"/>	<input checked="" type="radio"/>	My AdGroup F	804	11,908	6.75%	\$0.91	\$731.64	22.13%	178	\$4.11	52.56%	46.99%	30.00%	29.12%

Artboard 1 copy

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:	Cost / conv.	Conv. rate	Exp. CTR	Ad relevance	Landing page exp.	Quality Score
<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword A	789	5103	15.46%	\$1.11	\$876.09	21	\$41.72	2.66%	Below average	Average	Below average	3/10
<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword B	267	2211	12.07%	\$0.16	\$127.11	18	\$7.06	6.74%	Average	Above average	Average	7/10
<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword C	266	1226	21.69%	\$0.80	\$213.04	26	\$8.19	9.77%	Above average	Above average	Average	9/10

Case Study: Auction Insights

Add filter		Search						Segment	Columns	Download	Expand
Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share					
You	37.14%	55.15%	70.61%	90.08%	45.01%	6.24%					
headsandtails.com	28.52%	41.70%	67.30%	89.70%	36.01%	7.36%					
eyesandears.com	18.44%	16.23%	49.42%	81.39%	29.75%	9.41%					
noseandcheeks.com	13.79%	11.18%	88.28%	97.55%	75.31%	9.22%					
toesandfingers.com	10.23%	–	–	84.34%	26.09%	–					
handsandlegs.com	< 10%	6.04%	67.35%	92.93%	40.02%	9.81%					
hairsandbrows.com	< 10%	12.05%	85.11%	97.81%	71.92%	9.18%					
armsandshoulders.com	< 10%	14.77%	50.23%	72.60%	18.56%	9.47%					
						1 - 8 of 8					

Add filter		Search						Segment	Columns	Download	Expand
Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share					
headsandtails.com	29.13%	49.92%	69.13%	91.94%	46.16%	6.55%					
You	27.71%	44.70%	60.31%	88.96%	40.17%	7.31%					
eyesandears.com	24.81%	23.55%	44.63%	83.04%	32.03%	8.95%					
noseandcheeks.com	10.00%	–	–	86.87%	29.29%	–					
toesandfingers.com	< 10%	7.18%	83.56%	97.26%	72.65%	9.40%					
handsandlegs.com	< 10%	8.35%	80.76%	98.11%	71.45%	9.33%					
hairsandbrows.com	< 10%	14.29%	46.67%	77.92%	23.99%	9.34%					
						1 - 7 of 7					

Case Study: Search Term

<input type="checkbox"/> Search term	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Campaign type	Conv. rate	Conversions	Cost / conv.
<input type="checkbox"/> marketing consultant	187	506	36.95%	\$2.46	\$460.02	Search	9.09%	17	\$27.05
<input type="checkbox"/> saas sales strategy	121	458	26.41%	\$1.2	\$145.2	Search	4.13%	5	\$29.04
<input type="checkbox"/> marketing in software company	65	289	22.41%	\$2.08	\$135.2	Search	7.69%	5	\$27.04
<input type="checkbox"/> saas company marketing	56	297	18.85%	\$4.31	\$241.36	Search	12.5%	7	\$34.48
<input type="checkbox"/> saas growth marketing	54	346	15.60%	\$1.31	\$70.74	Search	12.96%	7	\$10.10
<input type="checkbox"/> saas product marketing strategy	42	207	20.28%	\$8.17	\$343.14	Search	4.76%	2	\$171.57
<input type="checkbox"/> b2b saas marketing	23	207	11.11%	\$5.24	\$120.52	Search	4.34%	1	\$120.52
<input type="checkbox"/> saas digital marketing	9	137	6.56%	\$5.67	\$51.03	Search	33.33%	3	\$17.01
<input type="checkbox"/> saas marketing	5	60	8.33%	\$0.95	\$4.75	Search	0.00%	0	-
<input type="checkbox"/> saas marketing agency	2	12	16.67%	\$9.1	\$18.2	Search	50.00%	1	\$18.2
<input type="checkbox"/> saas marketing podcast	2	9	22.22%	\$1.02	\$2.04	Search	0.00%	0	-

Month 1 

Month 2 

<input type="checkbox"/> Search term	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Campaign type	Conv. rate	Conversions	Cost / conv.
<input type="checkbox"/> b2b saas marketing	206	698	25.91%	\$5.98	\$1231.88	Search	2.91%	6	\$205.31
<input type="checkbox"/> marketing consultant	46	345	13.33%	\$2.13	\$97.98	Search	19.56%	9	\$10.89
<input type="checkbox"/> software marketing	39	176	22.16%	\$3.88	\$151.32	Search	12.82%	5	\$30.26
<input type="checkbox"/> saas marketing	23	198	11.61%	\$1.03	\$23.69	Search	8.69%	2	\$11.84
<input type="checkbox"/> saas marketing agency	13	109	11.92%	\$9.89	\$70.74	Search	0.00%	0	-
<input type="checkbox"/> digital marketing agency for saas	9	101	8.91%	\$8.33	\$343.14	Search	0.00%	0	-
<input type="checkbox"/> what is saas marketing	3	202	1.48%	\$1.24	\$120.52	Search	0.00%	0	-
<input type="checkbox"/> how to increase saas sales	3	74	4.05%	\$1.56	\$51.03	Search	33.33%	1	\$51.03

Case Study: Location

Month 1

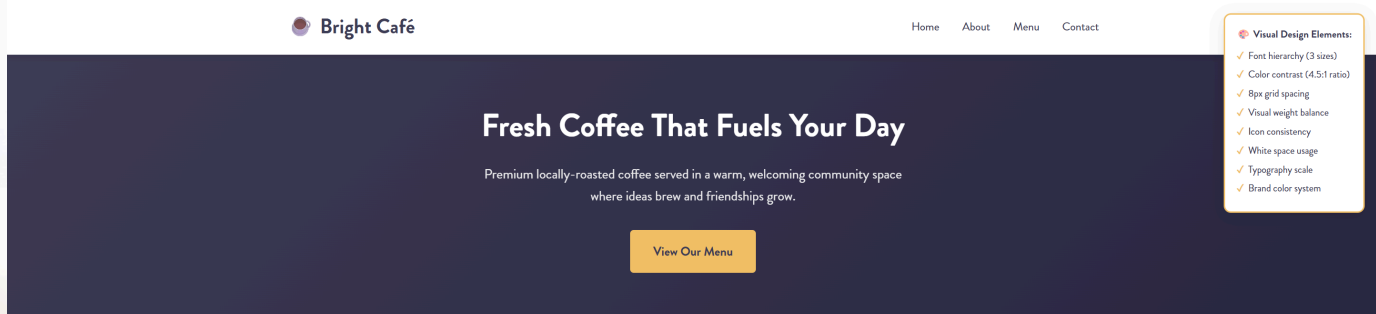
<input type="checkbox"/> Matched location	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Total: Locations ?								
<input type="checkbox"/> City A	12,011	2,848,383	0.42%	12.02	144,384.65	0.11%	221.00	653.32
<input type="checkbox"/> City B	11,383	394,654	2.88%	1.94	22,077.73	2.70%	465.00	47.48
<input type="checkbox"/> City C	9,843	480,353	2.05%	5.25	51,718.59	1.54%	257.00	201.24
<input type="checkbox"/> City D	8,381	312,696	2.68%	1.52	12,778.99	1.46%	179.00	71.39
<input type="checkbox"/> City E	8,381	313,269	2.68%	1.89	15,839.59	2.40%	321.00	49.34
<input type="checkbox"/> City F	8,377	471,322	1.78%	13.68	114,581.50	1.65%	269.00	425.95
<input type="checkbox"/> City G	8,064	1,485,219	0.54%	16.21	130,755.47	0.29%	316.76	412.79
<input type="checkbox"/> City H	7,435	310,171	2.40%	2.25	16,696.69	0.80%	126.00	132.51
<input type="checkbox"/> City I	7,260	238,852	3.04%	1.59	11,553.63	2.67%	318.00	36.33
<input type="checkbox"/> City J	7,257	300,563	2.41%	6.22	45,147.37	1.85%	260.00	173.64

Month 2

<input type="checkbox"/> Matched location	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Total: Locations ?								
<input type="checkbox"/> City C	10,585	1,068,544	0.99%	6.91	73,116.30	0.08%	216.00	338.50
<input type="checkbox"/> City K	9,439	767,497	1.23%	6.08	57,421.87	0.09%	135.00	425.35
<input type="checkbox"/> City F	8,696	680,410	1.28%	15.28	132,895.57	0.23%	267.00	497.74
<input type="checkbox"/> City A	8,321	1,395,924	0.60%	20.29	168,812.03	0.06%	149.63	1,128.17
<input type="checkbox"/> City G	7,945	903,096	0.88%	22.93	182,167.48	0.12%	181.02	1,006.33
<input type="checkbox"/> City E	6,641	588,351	1.13%	4.04	26,803.26	0.08%	97.00	276.32
<input type="checkbox"/> City L	5,555	689,772	0.81%	13.34	74,096.34	0.10%	123.00	602.41
<input type="checkbox"/> City B	2,838	134,969	2.10%	5.13	14,562.92	3.84%	163.00	89.34
<input type="checkbox"/> City J	2,346	136,660	1.72%	14.07	33,012.42	3.06%	124.00	266.23
<input type="checkbox"/> City M	2,230	191,787	1.16%	51.30	114,389.90	0.12%	31.03	3,685.98

LANDING PAGE

https://quickdesign.serverside.in/



Why Coffee Lovers Choose Us

We're more than just a coffee shop. We're your neighborhood hub for exceptional coffee, genuine connections, and productive vibes.

- Premium Coffee**
Locally roasted, ethically sourced beans brewed to perfection every time.
- Cozy Atmosphere**
Comfortable seating, free WiFi, and the perfect ambiance for work or relaxation.
- Community Focus**
Regular events, local art displays, and a space where neighbors become friends.

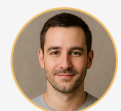
Our Story

Started in 2019 by coffee enthusiasts Maria and John, Bright Café began as a dream to create the perfect neighborhood gathering spot.

We believe great coffee brings people together. That's why we source directly from farmers, roast in small batches, and create a space where everyone feels welcome.



Maria Rodriguez
Co-founder & Head Roaster



John Smith
Co-founder & Community Manager

Our Menu

Discover our carefully crafted selection of premium coffees, fresh pastries, and light meals.

Coffee & Espresso		Pastries & Treats	
House Blend Our signature medium roast with notes of chocolate and caramel	\$3.50	Fresh Croissants Buttery, flaky pastries baked daily	\$3.25
Single Origin Ethiopia Bright and fruity with floral aromatics	\$4.25	Blueberry Muffins Made with local organic blueberries	\$2.95
Cappuccino Perfect balance of espresso and steamed milk	\$4.75	Avocado Toast Sourdough with fresh avocado and microgreens	\$7.50

Design Guidelines: A Beginner's Overview

https://pagespeed.web.dev/

Report from Jun 21, 2025, 12:07:30 PM

https://funnelysis.com/

Analyze

Mobile Desktop

Discover what your real users are experiencing

No Data

Diagnose performance issues



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0-49 50-89 90-100



METRICS

- First Contentful Paint: 0.7 s
- Total Blocking Time: 60 ms
- Speed Index: 0.9 s
- Largest Contentful Paint: 1.2 s
- Cumulative Layout Shift: 0.001

Captured at Jun 21, 2025, 12:07 PM GMT+5:30
Emulated Desktop with Lighthouse 12.6.1
Single page session
Using HeadlessChromium 137.0.7151.68 with lr

View Treemap

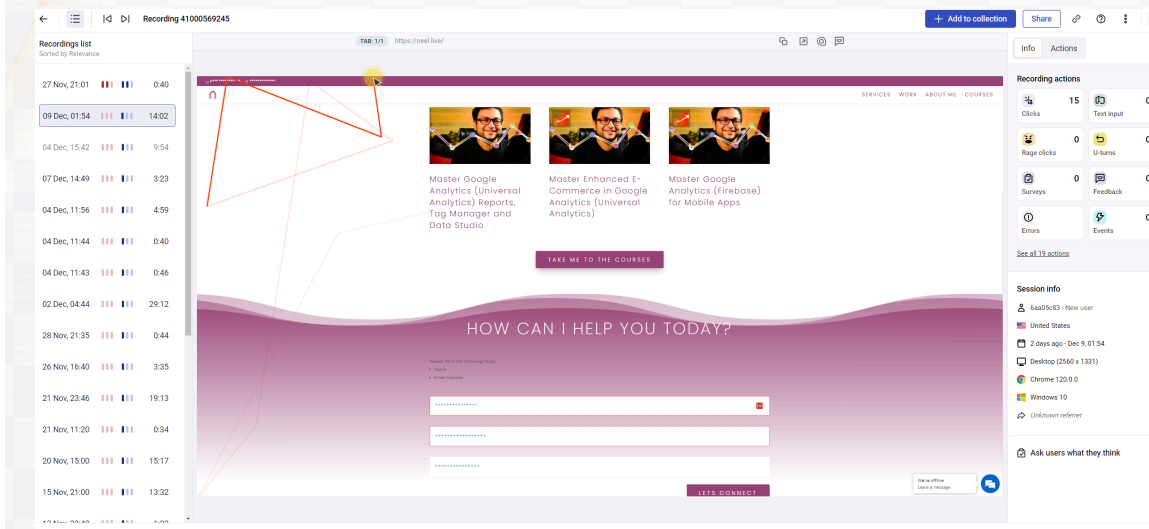


Later this year, insights will replace performance audits. Learn more and provide feedback here. Try insights

DIAGNOSTICS

- Properly size images — Est savings of 740 KIB
- Reduce unused JavaScript — Est savings of 105 KIB

Heatmap tool: https://www.hotjar.com



Types of Landing Pages



Website Pages

(e.g., homepage, services, feature pages)

Part of your main website. Often SEO-focused and multi-purpose.

Best Used For

Branded search, SEO traffic, organic discovery

Pros

- ✔ Builds trust
- ✔ Supports SEO
- ✔ Full site access

- ✘ Not focused
- ✘ Distracting
- ✘ Lower conversions from paid traffic



Dedicated Landing Pages

(standalone, no nav/footer)

One-goal pages built for conversions – e.g., form fills, downloads, bookings.

Paid ads, email, webinars, lead magnets

- ✔ High-converting
- ✔ A/B test friendly
- ✔ Message match with ads

- ✘ No SEO value
- ✘ Limited navigation
- ✘ Requires testing



E-commerce Product Pages

(catalog/product listings)

Focused on showcasing individual products with rich details and CTAs.

Shopping ads, retargeting, catalog SEO

- ✔ Transaction-ready
- ✔ User-friendly checkout
- ✔ Suits search/shopping intent

- ✘ Low customization
- ✘ Hard to test
- ✘ Limited storytelling



Click-Through Pages

(aka bridge/pre-lander pages)

Warms up users before taking them to the final destination (e.g., checkout or external offer).

Affiliate marketing, high-ticket funnels, webinar sales

- ✔ Improves funnel conversion
- ✔ Qualifies leads
- ✔ Builds narrative control

- ✘ Adds extra step
- ✘ Can confuse users if unclear
- ✘ Redundant if messaging is weak

A Guide to Google Search Ads

The Essential Concepts to Develop a Successful Google Ads Account



Let's Get Started

Marketing Consultant - SaaS | Online B2B | Marketing Analytics

Website Management, SaaS Marketing and Google Analytics Instructor with 30000+ Students

Trained in Live and Self-paced Courses

Useful Google Ads Tools

Area	Tool	What It Does	URL
Research	SEMrush / SpyFu	See competitor keywords, ad copy, budgets	https://www.semrush.com/
Research	Ahrefs	Organic vs paid keyword overlap	https://ahrefs.com/
Research	Ubersuggest	Budget keyword research, content ideas	https://neilpatel.com/ubersuggest/
Landing Page Performance	Hotjar / Microsoft Clarity	Watch user sessions, heatmaps	https://www.hotjar.com/
Campaign Automation	Optmyzer	Use for automating ads	https://www.optmyzr.com/
Campaign Automation	Birch/Revealbot	Automated ad rules and reporting	https://bir.ch/
Data Visualization	Looker Studio	For creating dynamic data visualization dashboards	https://lookerstudio.google.com/
Fraud Prevention	ClickCease	ClickCease automatically blocks invalid traffic from clicking	https://www.clickcease.com/