

# PPC - AD ON GOOGLE

http://www.tutorialspoint.com/pay\_per\_click/ppc\_ad\_on\_google.htm

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If you want to display your ad with the help of Google, you need to use Google's AdWords.

## Creating Google AdWords Account

Let us go through the steps of creating a Google Adwords Account:

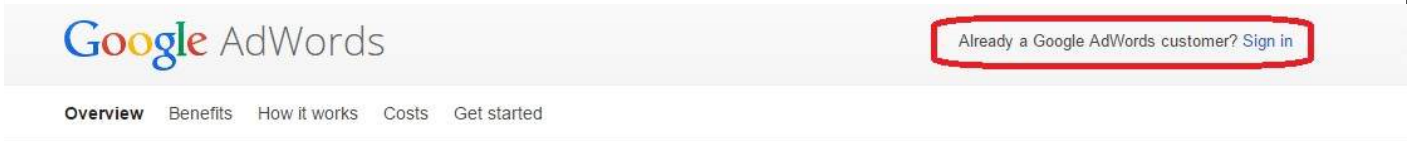
- Open a browser. Type Google.com in the address bar. It opens Google's homepage.
- Type adwords in the search box. It displays all the results related to your query.
- Click on the link Google AdWords | Google PPC Google Pay-Per-Click Online...

The screenshot shows a web browser window with the address bar containing 'https://www.google.co.in/?gfe\_rd=cr&ei=ozSIVOSqIZCDoAP-glGYDw#q=adwords'. The search results include several links related to Google AdWords, such as 'AdWords Basics', 'Tips for Success', 'AdWords Training - Want to be certified? Sign up now', and 'Google AdWords'. The link 'Google AdWords | Google (PPC) Pay-Per-Click Online ...' is highlighted with a red rectangle. The Windows taskbar at the bottom shows the time as 10:44 AM on 30-Dec-14.

**Step 1:** It opens the following webpage:

The screenshot shows the Google AdWords homepage. The address bar contains 'https://www.google.co.in/adwords/'. The page features the Google AdWords logo and a navigation menu with links for 'Overview', 'Benefits', 'How it works', 'Costs', and 'Get started'. The main content area includes the heading 'Get your ad on Google today' and a sub-heading 'Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.' Below this is a 'Start now' button and the text 'Free phone support: 1800-419-6346 \*'. On the right side, there is a preview of a search result for 'fresh coffee near khan market' with an ad for 'Freshly Brewed Coffee' from 'cafe.example-business.com'.

**Step 2:** Look at the upper right corner of the page. It depicts that if you are already availing the AdWords service, you proceed with using AdWords as shown below. *If you are not an AdWords customer, skip Step 5 and continue with Step 6.*

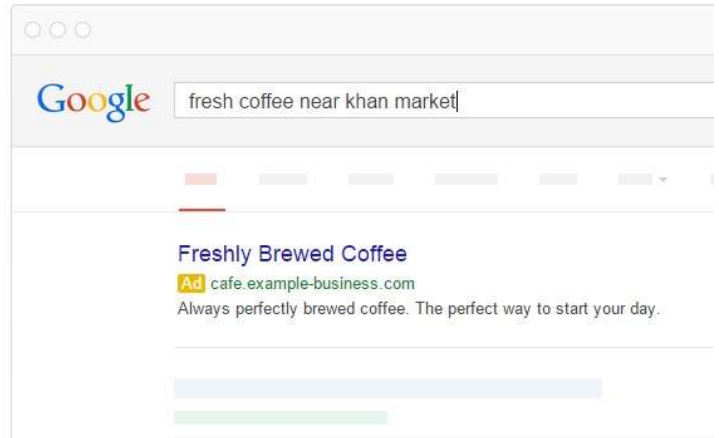


## Get your ad on Google today

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

[Start now](#)

Free phone support: 1800-419-6346 \*



**Step 3:** Click on Sign-in. It displays the following page:

  
**One account. All of Google.**  
Sign in to continue to Google AdWords

**Manisha Shejwal**  
manisha.shejwal@tutorialspoint.com

.....

[Sign in](#)

[Need help?](#)

[Sign in with a different account](#)

#### Step 4: Google starts AdWords for you as shown below:

Google AdWords Home Campaigns Opportunities Tools Customer ID: 910-486-2028 manisha.shejwal@tutorialspoint.com

### Welcome to AdWords!

[Create your first campaign](#)

#### Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

#### For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start creating advanced campaigns
- Go to billing setup
- Set up conversion tracking

### Learn more

#### Learn more about AdWords

Common questions

- Where will my ads appear?
- How much does AdWords cost?
- How do I choose a budget?
- How do I choose a maximum CPC bid?
- How do I select keywords?
- How do I write targeted ad text?

Search help center Go

#### More resources

- For free campaign setup support call: **1-855-331-2683** (Not in the US?)
- Want to learn all the basics? Check out our [Beginner's Guide](#)
- Want to find an AdWords Certified Partner to manage your account? Use our [Partner Search](#) to find a partner experienced with clients like you.

Would you like extra help?

- Receive personalized ideas and special offers to help me improve my advertising performance.
- Receive AdWords newsletters with best practices and offers to evaluate new AdWords products.

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#### Step 5: Click on the button 'Start now'. You get to see Google AdWords welcome page as shown below:

Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

#### Enter your email

Next you'll create a Google Account with this address to use with AdWords.

#### Country

#### Time zone

Time zone is used for account reporting and billing.

#### Currency

[Save and continue](#)

#### Step 6: Enter the email ID with which you wish to create your AdWords account.

- Select appropriate country, time zone, and currency options.

- Click on the button 'Save and continue'. It brings up the next page of setting Google account as shown:

Create a new Google Account

Name  
Manisha Shejwal

Your current email address  
manishashejwal@tutorialspoint.com

Create a password  
\*\*\*\*\*

Confirm your password  
\*\*\*\*\*

Birthday  
31 October 1975

Mobile phone  
+918331854592

Prove that you're not a robot  
 Skip this verification (phone verification may be required)

Type the text:  
169

Location  
India (IN)

I agree to the Google Terms of Service and Privacy Policy

Next step

- Enter proper information in the fields Name, current email address, password, birth date and mobile number, location, etc. Click 'I agree Google's terms of service and privacy policy'. It creates a new account with Google.


**Step 7:** Click on the button 'Next step'. It displays the following webpage:

Google AdWords

Customer ID: 700-757-2563  
manishashejwal@tutorialspoint.com

Well done!  
You're just one step away from your new AdWords account.

Check your email.  
We've sent a confirmation email to manishashejwal@tutorialspoint.com. Click the link to confirm your email address.



**Step 8:** Open the inbox of your gmail account. Click on the link for confirming your email address to Google to start AdWords service.

# Creating a PPC Campaign in Google AdWords

Before creating an actual campaign, let us take a look at a dummy advertising project. Suppose you need to create a PPC ad for selling mechanical and electronic locks, keys, and their repairing services.

You need to keep the following checklist ready:

- Budget per Month – Rs 10000
- Budget per Day – Rs 300
- Scope of Geotargeting – Hyderabad City
- List of Keywords – Key makers, Key makers in Hyderabad, local key makers, computerized key makers, car key maker, car key makers, key maker for car, key makers for car, etc.
- A Ready Ad Copy with the Following Details:
  - Heading of ad 25char – Locksmith Hyderabad
  - Description Line 1 35char – Looking For Keymaker?
  - Description Line 2 35char – Call For Immediate Response
  - Display URL 35char – <http://www.affordablelock.net>
  - Destination URL 1024char – [http://www.affordablelock.net/remote\\_keys](http://www.affordablelock.net/remote_keys)
  - Landing Page URL- [http://www.affordablelock.net/Purchase\\_Lock](http://www.affordablelock.net/Purchase_Lock)
  - Design of landing page ready/not ready – Not ready
  - Image required, if any

Start with creating the ad now.

**Step 1:** Sign-in to your Google account. After a few seconds, you get to see the following webpage:

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**Step 2:** Click on the button 'Create your first campaign'.

#### Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

#### For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start creating advanced campaigns
- Go to billing setup
- Set up conversion tracking

#### Common questions

- Where will my ads appear?
- How much does AdWords cost?
- How do I choose a budget?
- How do I choose a maximum CPC bid?
- How do I select keywords?
- How do I write targeted ad text?

#### More resources

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#### Would you like extra help?

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- Receive AdWords newsletters with best practices and offers to evaluate new AdWords products.

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**Step 3:** It displays the following page. Enter the Campaign name as *First Campaign*.

Google AdWords Home Campaigns Opportunities Tools

1 Select campaign settings 2 Create an ad group

**Networks** ? To choose different networks, edit the campaign type above, or create a new campaign.

- Google Search Network** ?
- Include search partners

**Devices** ? Ads will show on all eligible devices by default.

**Locations** ? Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
- India
- Let me choose...

[Advanced search](#)

For example, a country, city, region, or postal code.

**Step 4:** Enter Type as *Search Network only*.

Scroll down for further entries. Enter the Location. If you want this ad to be visible only within a particular geographical area, select the option *Let me choose...*

Enter *Hyderabad* in the textbox. Click on Advance Search. It displays the map.

Choose your locations



Search | [Radius targeting](#) | [Location groups](#) | [Bulk locations](#)

For example, a country, city, region, or postal code. Or, click the button above to show available locations within the map area.



Done Cancel

**Step 5:** Click on the button Search. It shows the location *Hyderabad*. Click on the button Add. Now click on the button Done. It brings up the previous page with Targeted locations as Hyderabad, India.

Set the language. Default is English.

Choose your locations



Done Cancel

Search | Radius targeting | Location groups | Bulk locations

Hyderabad Search

For example, a country, city, region, or postal code. Or, click the button above to show available locations within the map area.

Hyderabad, India - city

Reach: 9,850,000 ? **ADD** Exclude Remove

Nearby locations Show all ▾ Reach ? Add all

Secunderabad, India - city 433,000 Add | Exclude | Nearby

Show locations on map ?

Enclosing locations Reach ?

India - country 156,000,000 Add | Exclude | Nearby

Selected locations

Targeted (0) Show locations

**Step 6:** To set up a bid strategy, there are two options. First, you can do it on your own and the other offers you to let AdWords handle it. Select the first option *I'll manually select my bids for clicks*.

Targeted locations	Reach ?	Remove all
Hyderabad, India - city	9,850,000	Remove   Nearby

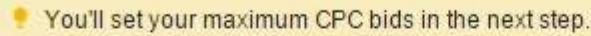
Hyderabad Advanced search

For example, a country, city, region, or postal code.

Languages ? English Edit

Bid strategy [?](#) Basic options | [Advanced options](#)

I'll manually set my bids for clicks

 You'll set your maximum CPC bids in the next step.

AdWords will set my bids to help maximize clicks within my target budget

Default bid [?](#) Rs.

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget [?](#) Rs.  per day

Actual daily spend may vary. [?](#)

**Step 7:** Enter Default bid as 50. Enter Budget as 300 per day. It sets the maximum number of clicks to 6 per day. Scroll down further.

Default bid [?](#) Rs.

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget [?](#) Rs.  per day

Actual daily spend may vary. [?](#)

## Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

Location [?](#)  Extend my ads with location information

Sitelinks [?](#)  Extend my ads with links to sections of my site

Call [?](#)  Extend my ads with a phone number

[Save and continue](#)


[Cancel new campaign](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

**Step 8:** As this is a very basic type of ad, leave the Location, Site links, and Call options unchecked. Click on the button Save and continue. It displays the following page to create Ad groups as shown below:

[Google AdWords](#) Home [Campaigns](#) Opportunities Tools

 Select campaign settings

 Create ad groups

 Create ads

 Review ad groups


## Ad groups

Enter your landing page [?](#)  My landing page isn't ready

The webpage your ad will link to (ex: [www.example.com/yoga](#))

## Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service. [Learn more about keywords](#)

 Get keyword ideas grouped into



an ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name

Ad group #1

Keywords

Your ad can show on Google when people search for things related to your keywords.

Enter keywords, one per line or separated by commas.

themes

Enter a website

Enter your product or service

**Step 9:** Select *My landing page isn't ready*. Enter the Ad group name as *Locksmith Hyderabad*. Add one keyword as *locksmith hyderabad* and another as *keymaker hyderabad*. You need to add one keyword per line in the list box of keywords.

## Ad groups

Enter your landing page ?

My landing page isn't ready

The webpage your ad will link to (ex: [www.example.com/yoga](#))

## Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name

Locksmith Hyderabad

Keywords

Your ad can show on Google when people search for things related to your keywords.

locksmith hyderabad  
keymaker hyderabad

Get keyword ideas grouped into themes

Enter a website

locksmith hyderabad

« **Keywords like: Mobile Locksmith**  
mobile locksmiths  
mobile locksmith  
+ 5 additional keywords

« **Keywords like: Key Maker**  
key makers in hyderabad  
duplicate key makers in hyderabad  
+ 3 additional keywords

**Step 10:** Scroll a little further. You will find the following options as shown below:

1 Select campaign settings 2 Create ad groups 3 Create ads 4 Review ad groups

locksmith hyderabad  
keymaker hyderabad

Tips

- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- [Learn more about choosing effective keywords.](#)

Create new ad groups for additional products, services, or themes.

+ New ad group

mobile locksmith  
+ 5 additional keywords

« **Keywords like: Key Maker**  
key makers in hyderabad  
duplicate key makers in hyderabad  
+ 3 additional keywords

« **Keywords like: Auto Locksmith**  
auto locksmith  
auto locksmiths  
+ 8 additional keywords

« **Keywords like: Lock**  
auto locks  
car lock repair  
+ 13 additional keywords

« **Keywords like: Key Locksmith**  
car key locksmith  
locksmith for car keys  
+ 11 additional keywords

<

See more ideas >

**Step 11:** Click on the button Continue to ads. It displays a dialog to create ads as shown below:

Enter the Destination URL as *www.affordablelocks.net/remote\_keys*. Enter Write your ad as *Locksmith Hyderabad*. This is the heading of the ad. Write the display URL as *www.affordablelock.net*

**Note:** Both Display and Destination URLs need not be same, but they need to be from the same domain.

- Now enter description line 1 as *Looking For Locksmith?* Enter description line 2 as *Call for immediate response!*

**Note:** In addition to using effective keywords, it is important to use punctuation marks in description lines to make them inviting.

Click on the button Save. It displays the following page:

Looking for locksmith?  
Call now for immediate response!

Back

Review campaign

Save and finish

Cancel

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#)

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**Step 1:** Click on the button Review campaign to ensure that everything is set as per your requirements. The review page appears as follows:

The screenshot shows the 'Review' page in Google AdWords. At the top, there are navigation tabs: Home, Campaigns (selected), Opportunities, and Tools. Below the navigation is a progress bar with four steps: 1. Select campaign settings (checked), 2. Create ad groups (checked), 3. Create ads (checked), and 4. Review ad (active, indicated by a blue circle with the number 4). The main content area is titled 'Review' and contains three columns of information:

- Daily estimates:** 0 Clicks, Rs.0.00 Cost.
- Bid and budget:** Bid is Rs. 50.00, Daily Budget is Rs. 300.00. Focus is on clicks, manual maximum CPC bidding.
- Campaign Settings:** India, Google search and search partners, English.

Below this, there is a section for 'Ad groups and ads' showing one ad group: 'Locksmith Hyderabad' with a bid of Rs.50.00 and keywords 'locksmith hyderabad' and 'keymaker hyderabad'. A preview of the ad is shown: 'Locksmith Hyderabad', 'www.affordablelock.net', 'Looking for locksmith?', and 'Call now for immediate response!'. At the bottom, there are buttons: 'Back', 'Save and finish' (highlighted with a red box), and 'Finish and pause campaign'.

**Step 2:** Click on the button Save and finish. You are done! Your first basic ad is ready! You get to see the following page with details of the campaign.

The screenshot shows the campaign overview page for 'First Campaign'. The campaign is 'Enabled', 'Search Network only - Standard Edit', with a budget of Rs.300.00/day and targeting India. The left sidebar shows 'All online campaigns' with 'First Campaign' selected (highlighted with a red box). The main content area shows a table of ad groups:

Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Locksmith Hyderabad	Eligible	Rs.50.00	0	0	0.00%	Rs.0.00	Rs.0.00	0.0
Total - all but removed ad groups								
Total - Search								
Total - Display Network								

The table row for 'Locksmith Hyderabad' is highlighted with a red box. The bottom of the page shows 'Shared library' and 'Bulk operations'.

Reports	Total - all ad groups	0	0	0.00%	Rs.0.00	Rs.0.00	0.0
Labels							

Show rows: 50 | 1 - 1 of 1

All online campaigns >

Campaign: First Campaign

Last 7 days: Dec 23, 2014 - Dec 29, 2014

Enabled Type: Search Network only - Standard Edit Budget: Rs.300.00/day Edit Targeting: India Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions

All but removed ad groups Segment Filter Columns Find ad groups View Change History

Clicks VS None Daily

Tuesday, December 23, ... Monday, December 29, 2014

AD GROUP	Edit	Details	Bid strategy	Automate	Labels									
						Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
						Locksmith Hyderabad	Eligible	Rs.50.00	0	0	0.00%	Rs.0.00	Rs.0.00	0.0
						Total - all but removed ad groups			0	0	0.00%	Rs.0.00	Rs.0.00	0.0

- Once you create a basic ad, you can modify the settings of campaign name, type, target location, language, budget, bid strategy, etc.
- You can also add extensions such as site links, contact numbers, etc. as per your requirement.
- Using the Keyword Planner feature, you can add potential keywords to your list of keywords.

Loading [MathJax]/jax/output/HTML-CSS/jax.js