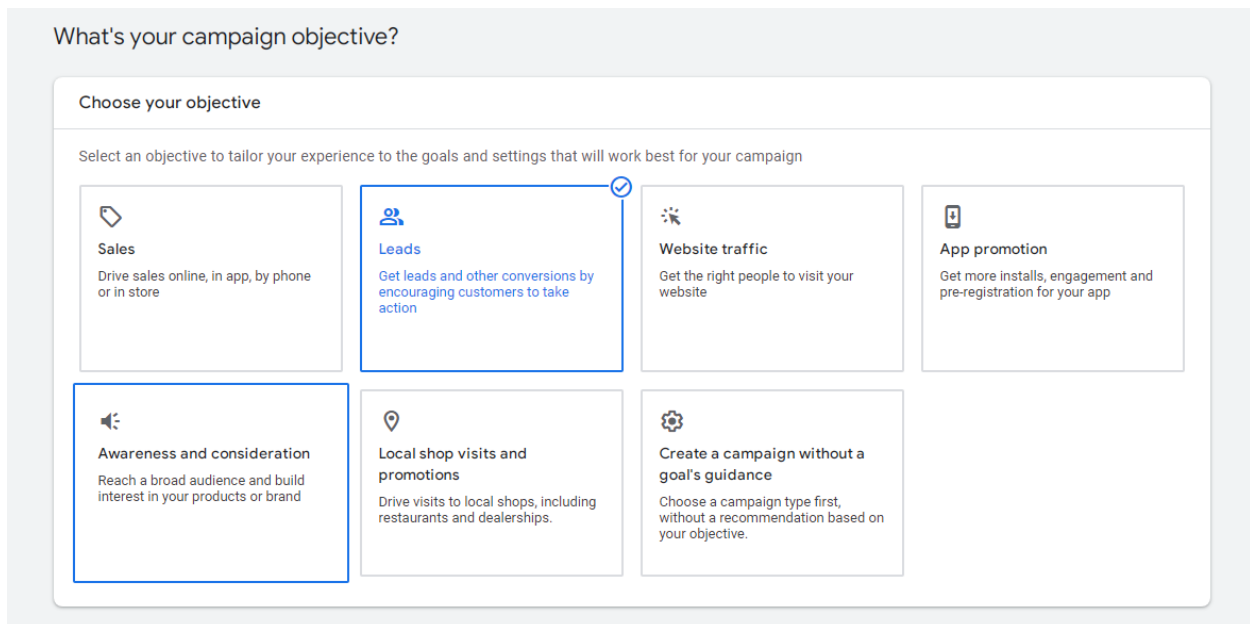


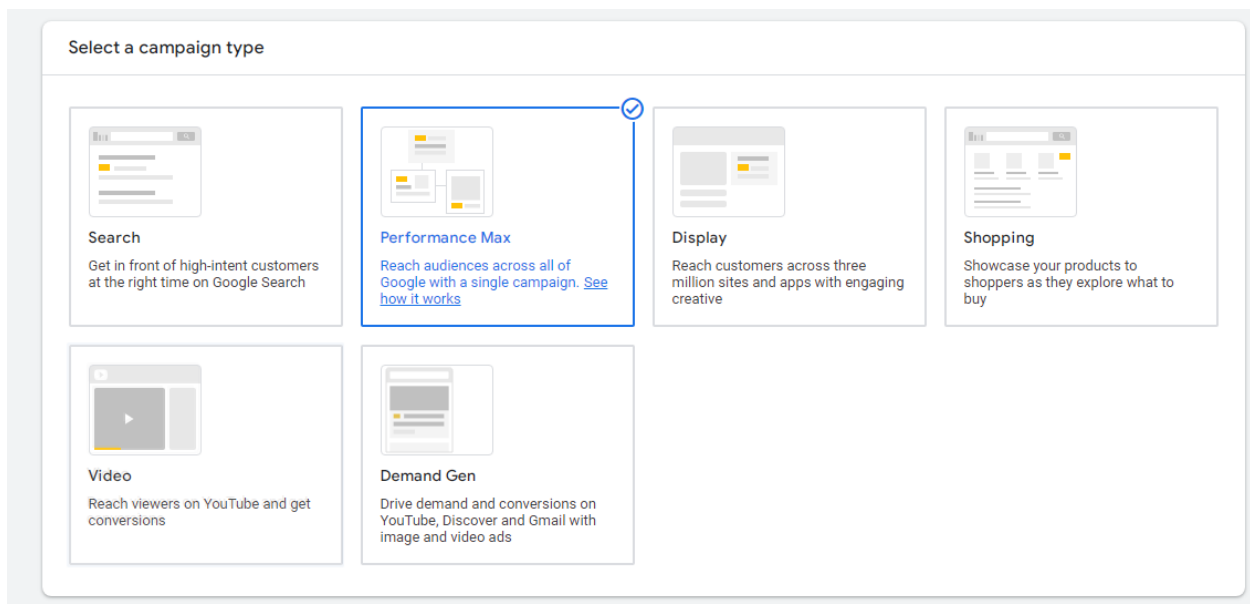
How can you create performance max campaign in Google Ads ?

Step 1:- Go to ads.google.com and make login and click on campaign and click on new campaign

And choose objective as leads shown below




Step 2:- select campaign type as performance max as shown below



Step 3:- enter your website url

Where should people go after clicking your ads?


Think about the product or service that you want to sell and enter the URL that you want people to see after clicking your more specific page on your website.



Step 4:- select bidding as conversions shown below .

Bidding

Bidding

What do you want to focus on? 

▼

Set a target cost per action (optional)

Step 5:- choose your location

Campaign settings

To reach the right people, start by defining key settings for your campaign

Locations

Select locations to target ?

- All countries and territories
- India
- Enter another location

Step 6:- then you will see asset generation here you will enter following details according to your services and products.

Asset generation


Asset generation

◆ Let Google AI help you generate assets BETA

Tell us about your campaign to generate new images, enhanced existing assets and write texts using Google AI. [Learn more about generating assets](#)

Where will people go when they click your ad?

Final URL

 <http://www.ommaurya.com>

Asset generation is not available in all languages

What products or services are you advertising in this campaign? !

Internet Marketing ×

Training & Certification ×

Web Design & Development ×

Computer Education ×

Advertising & Marketing ×

List product and services that should appear

5/20

What makes your products or services unique?


Om Sir is a leading provider of digital marketing and full stack web development training. We offer a wide range of courses to help you learn the skills you need to succeed in today's digital economy. Our courses are designed to be comprehensive and practical, and we offer a variety of learning options to suit your needs. Whether you're a complete beginner or an experienced professional, we have a course for you.

416 / 3000



Step 7:- enter all following details according to your product and services .

Asset generation is not available in all languages

What products or services are you advertising in this campaign? 

Internet Marketing X Training & Certification X Web Design & Development X

Computer Education X Advertising & Marketing X List product and services that should appear in your ads


5/20

What makes your products or services unique?

Om Sir is a leading provider of digital marketing and full stack web development training. We offer a wide range of courses to help you learn the skills you need to succeed in today's digital economy. Our courses are designed to be comprehensive and practical, and we offer a variety of learning options to suit your needs. Whether you're a complete beginner or an experienced professional, we have a course for you.


416 / 3000

Select pages to enhance and suggest images from



By selecting a page, you're asking Google to scan, download and enhance images from that page. In doing so, you confirm that you own all legal rights to the images and have permission to share them with Google for use on your behalf in advertising or for other commercial purposes.

By adding generated assets, you're confirming that you'll review the suggested assets on the next page and ensure that they're accurate, not misleading and not in violation of any Google advertising policies or applicable laws before publishing them. You're also agreeing to the [additional terms of service](#) for generative AI.



Skip Back

Step 8:- next you will see ad group

Asset group






Show high-quality ads to the right people. Start by adding your assets, the building blocks of every ad. Google will test different combinations to create high-performing ads across the formats and networks that work best for your goals – and the audiences that you want to reach.

Asset group name ^

Asset Group 1

Assets ^

< > ⓘ Add at least 1 landscape image ⊙ Ad strength ⓘ Incomplete ⊙ Images ⊙ Video ☑ Headlines ☑ Descriptions

| | |
|---|---|
| <p>⚠ Final URL ⓘ http://www.ommaurya.com ∨</p> | <p>Preview < > ☰ 📱 🖥️ 🔗</p> <p>    </p> <p>YouTube Gmail Search Display Discover</p> |
| <p>☑ Headline 15/15 ⓘ 📄 ∧</p> | <p>Home page ad</p> |

Step 9:- enter all 15 headlines according to your product and services .

✓ **Headline 15/15** ⓘ ⓘ ^

| | | |
|------------------------------|----------|---------|
| Digital Marketing Courses | Required | 25 / 30 |
| Stock Market Courses | Required | 20 / 30 |
| Online Marketing Training | Required | 25 / 30 |
| Training & Certification | | 24 / 30 |
| Career Oriented Courses | | 23 / 30 |
| Affordable Career Courses | | 25 / 30 |
| Best Training Center | | 20 / 30 |
| Get Web Development Training | | |

YouTube Gmail Search Display Discov

Video in-stream ad

Step 10:- enter all 5 long headlines according to your product and services .

✓ **Long headlines 5/5** ⓘ ⓘ ^

| | | |
|--|----------|---------|
| Om Sir: Leading Digital Marketing & Web Development Training Institute in India | Required | 79 / 90 |
| Learn Digital Marketing, Stock Market Courses, and Full Stack Development | | 73 / 90 |
| Get Career Oriented Courses for Digital Marketing and Full Stack Development | | 76 / 90 |
| Om Sir: Leading Provider of Digital Mktg & Web Dev Training | | 59 / 90 |
| Learn Digital Marketing & Web Development Skills to Succeed in Today's Digital E | | 86 / 90 |

◆ [Generate long headlines](#)

YouTube Gmail Search Display Di

Video in-feed ad

Step 11:- enter all 5 description according to your product and services .

The screenshot displays the Google Ads interface for Step 11. On the left, there are five text input boxes for descriptions, each with a character count: "Get trained in Digital Marketing and Full Stack Development" (59 / 60), "We provide training in Digital Marketing, Full Stack Development, Stock Market C" (86 / 90), "Om Sir is a leading provider of digital marketing and full stack web development" (89 / 90), "We offer a wide range of courses to help you learn the skills you need to succeec" (81 / 90), and "Training and Certifications. Get In Touch With Us to Know More About Our Trainir" (81 / 90). A "Generate descriptions" button is at the bottom. On the right, a mobile preview shows a search ad for "Computer Education - Advertising & Marketing" with a business name "Business name" and website "www.ommaurya.com/".

Step 12:- select images

The screenshot displays the Google Ads interface for Step 12. On the left, there are sections for "Images 0/20" and "Logos 0/5". The "Suggested images" section shows two images: a man sitting at a desk and a group of people, both labeled "Enhanced from URL". On the right, a mobile preview shows a search ad for "Best Training Center - Web Design Courses" with a business name "Business name" and website "www.ommaurya.com/".

Step 13:- enter your budget

Budget

Select the average that you want to spend each day.

Budget

₹2,036.10

₹1,696.75 **Recommended**
Average daily budget

| <u>Weekly conv.</u> | <u>Cost/Conv.</u> | <u>Weekly cost</u> |
|---------------------|-------------------|--------------------|
| 8.4 | ₹1,413.96 | ₹11,877.25 |

Recommended because of your campaign settings, such as bidding, targ

₹1,357.40

Set custom budget

Step 14:-

Click on next and publish your campaign.