

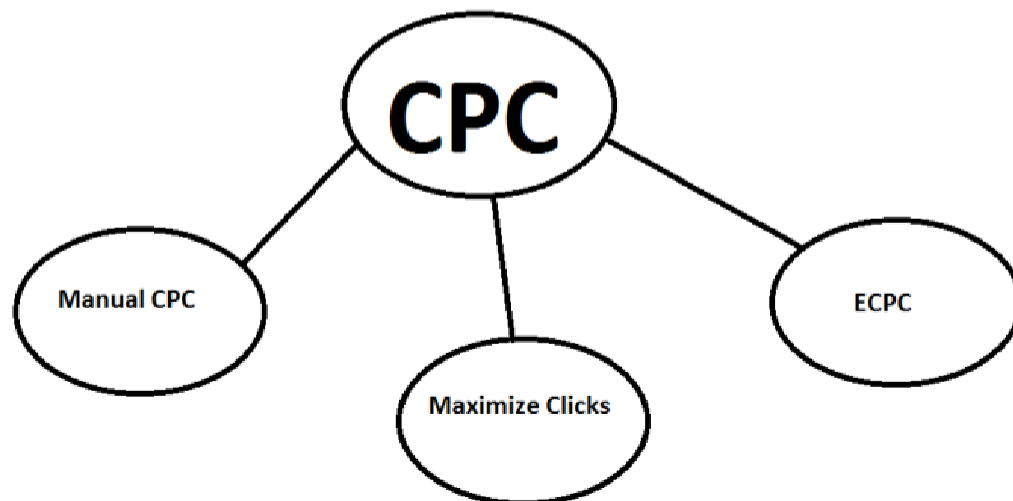
Google Ads:-

Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.

Cost-per-click (CPC): Definition

Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments, or using Enhanced CPC).

GOOGEL ADS (Google ADWORDS) CPC :-



Manual CPC	Maximize clicks	ECPC
<p>We can set Daily budget We can set Max CPC bid amount for keywords</p> <p>NOTE: Actual CPC is often less than max. CPC because with the AdWords auction, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad, such as sitelinks.</p>	<p>We can set daily budget We Can Not set Max cpc bid amount for keywords</p>	<p>It is optional with your Manual CPC . If a click seems likely to convert, ECPC will raise your max CPC.</p> <p>Note: Keep in mind that your actual CPC may exceed your max. CPC if, for example, you've enabled Enhanced CPC or if you've set a bid adjustment.</p>

Campaign type:-

Each advertising network has different types of campaigns to suit your goals. This article goes through some campaign types.

(1)Search Network only:

Search Network only” (which means Google search only)

(2)Display Network only :

“Display Network only” (which means your ad shows up in Google’s Display network of websites, videos, YouTube, Blogger and more. This is also known as AdSense)

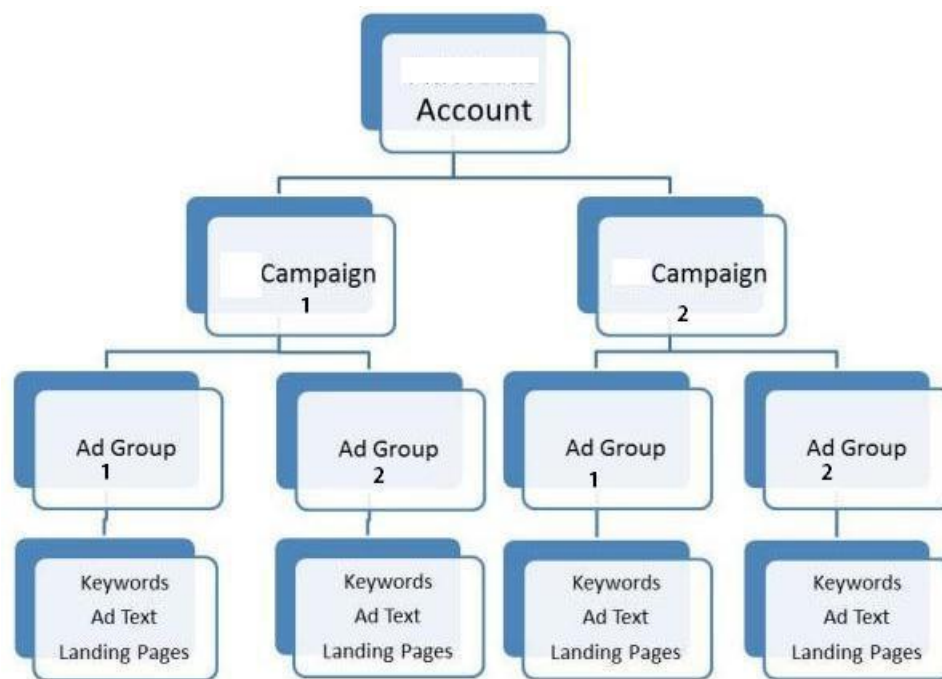
(3)Search Network with Display Select:

“Search Network with Display Select” (which is a combo of search and display)

(4) Video:

Video ads on youtube and across the web.

Google Ads search Campaign Structure:-



The 6 Critical Components of Google Ads Account Structure

It's important to have a full understanding of each component of account structure before even dreaming of getting started, so let's quickly review the basics.

1. **Campaigns**: Each campaign will contain ad groups, which contain keywords that tie to your text ads and direct to your landing page.
2. **Ad Groups**: Under each campaign, you will create relevant ad groups, which will be much more specific. There's no recommended number of ad groups to have under a campaign, but typically it's more manageable to not go overboard since this will stretch your campaign budget across so many ad groups, keywords, ads, and landing pages, that results could suffer.

Ad groups contain keywords (no more than 10-20 is recommended), these keywords will trigger your text ads (responsive search ads) (2-3 per ad group), and then direct to a relevant landing page.

- Keywords:** Keywords will fall under each ad group, and are very important to controlling the way your ad is triggered. When someone types in the search box in Google, that search is called a “search query,” which is then matched with a keyword, which then triggers an ad. Each keyword will have a **Max CPC**, **match type**, and **quality score** tied to it. It’s critical to conduct thorough **keyword research**, gain a concrete understanding of **match types**, and spend time refining and optimizing your keyword strategy over time.
- Ad Text(Responsive search Ads):** This is the actual text that will appear when your ad is triggered. Each ad group should have 2-3 ads per ads per group directing to the same landing page. It’s important to follow **Google Ads policies** in order to get your **ads approved**, A/B test your ads over time, and really highlight the benefits of your offering to one-up your competition in the search results.
- Landing Pages:** Last, but not least, we have landing pages. The destination where each ad will direct the searcher to (likely a page on your site with an offering or **call-to-action**). I recommend being very strategic with your landing pages, making sure that each ad directs to an extremely relevant page, which reflects not only the keywords you’re bidding on within that ad group, but also the ad text displaying in the SERPs. Landing page relevancy and optimization are critical to see success with PPC.

Understanding bidding basics

Google Ads gives you several ways to bid for your ads, depending on what matters most to you and your business. Most advertisers focus on clicks, impressions, conversions, or views (for video ads).

Now that you're advertising on Google Ads, you probably have a clear goal in mind for your ads. If you sell coffee, maybe you want to get more people to visit your shop. If you run a hiking club, maybe you're aiming to get more people to sign up for your newsletter. And so on.

Knowing what you want your ads to do will help you decide how to bid.

Focus on clicks (for Search and Display ads)

If your main goal is to have people visit your website, then clicks are a good place to start. Using **cost-per-click (CPC) bidding**, you'll pay only when someone actually clicks on your ad and comes to your site.

Focus on impressions

If your campaign is targeting just the Display Network, instead of paying by the click, you can pay by the number of times your ad is visibly shown. That's called **cost-per-thousand viewable impressions (vCPM) bidding**, since you pay for every 1,000 times your ad appears and is viewable. If you're mostly interested in getting your name or logo in front of lots of people, this is a smart option.

Viewable CPM bidding, like CPC manual bidding, lets you set bids at the ad group level, or for individual placements.

Focus on views (for video ads only)

If your main goal is to evaluate how engaged viewers are with your video content, where they choose to watch your videos, and when they drop off from watching your content, you'll use **cost-per-view (CPV) bidding**. With CPV bidding, you'll pay for video views and other video interactions, such as clicks on the calls-to-action overlay (CTAs), cards, and companion banners.

To set a CPV bid, you enter the highest price you want to pay for a view while setting up your TrueView video campaign. Your bid is called your maximum CPV bid, or simply "max CPV." This bid applies at the campaign level, but you can also set a CPV bid per ad format.

Focus on conversions (for Search and Display ads)

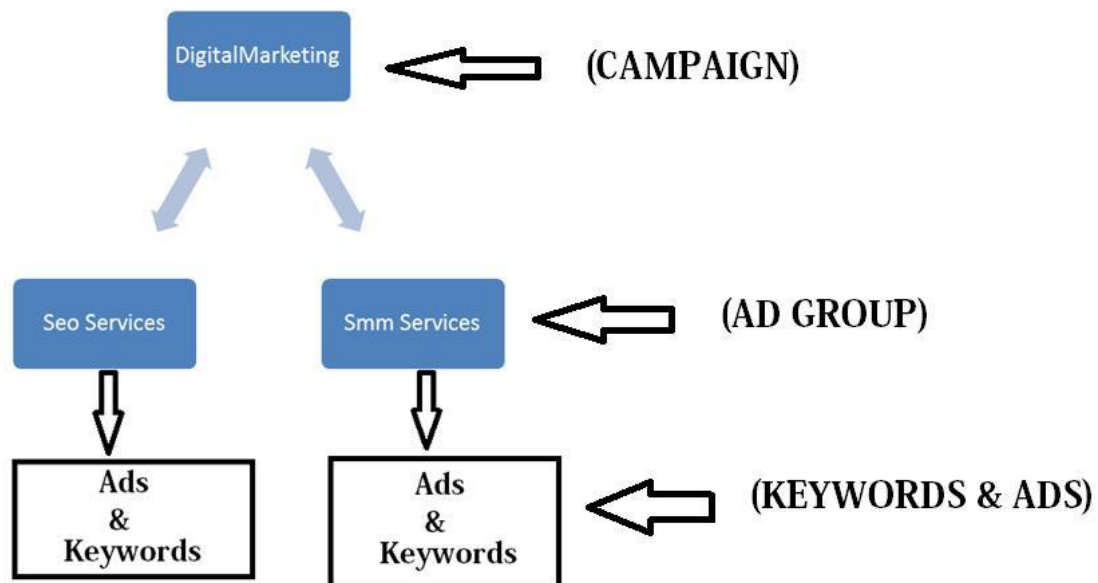
With this advanced bidding method, you tell Google Ads the amount you're willing to pay for a conversion, or **cost per action (CPA)**. A conversion (sometimes called an acquisition) is a particular action you want to happen on your website. Often that's a sale, but it could be an email sign-up or some other action. You pay for each engaged view and click on Display ads, but Google Ads will automatically set your bids for you to try to get you as many conversions as possible at the cost per action you specified.

To use CPA bidding you must have **conversion tracking** turned on.

Now let's assume you want to promote **Digital Marketing Company** who provide following services

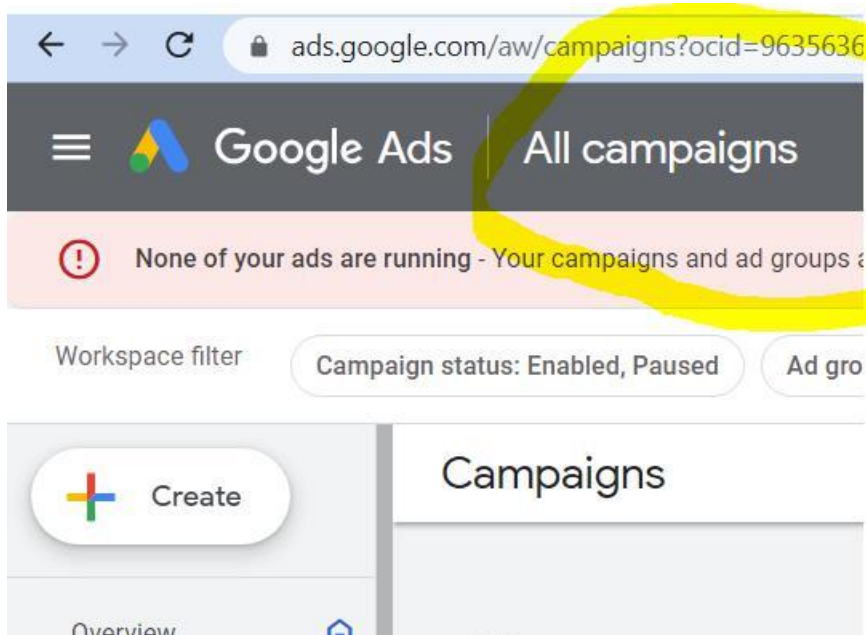
- 1) SEO services
- 2) SMM services

Then your Search Campaign Structure will be like this

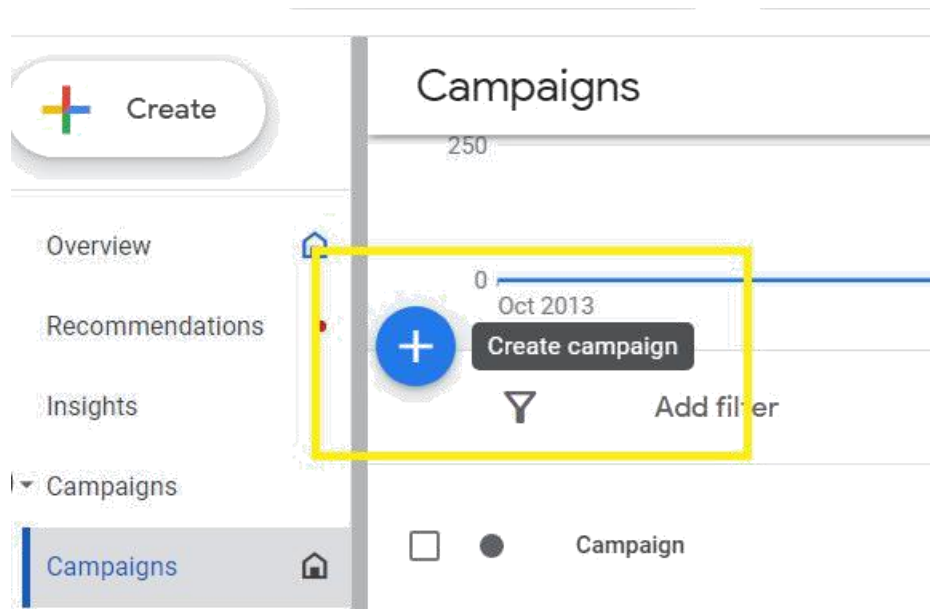


How can you create search network campaign to Generate Leads?

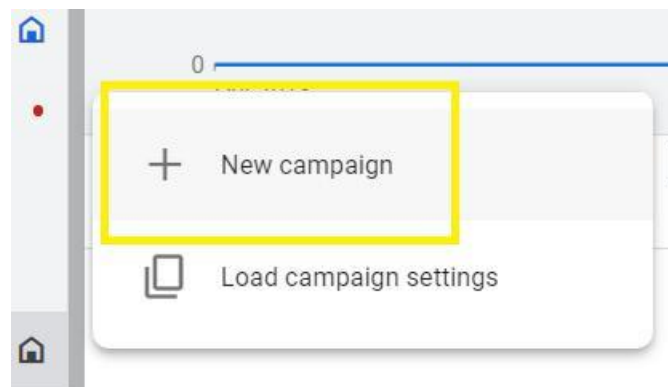
Step 1:- Make login to ads.google.com and then click on all Campaigns.



Step 2:- Then click on + icon to create new campaign



Step 3:- click on new campaign



Step 4:- choose your objective for this click on Leads as shown below

Your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

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



Sales

Drive sales online, in app, by phone or in store



Leads

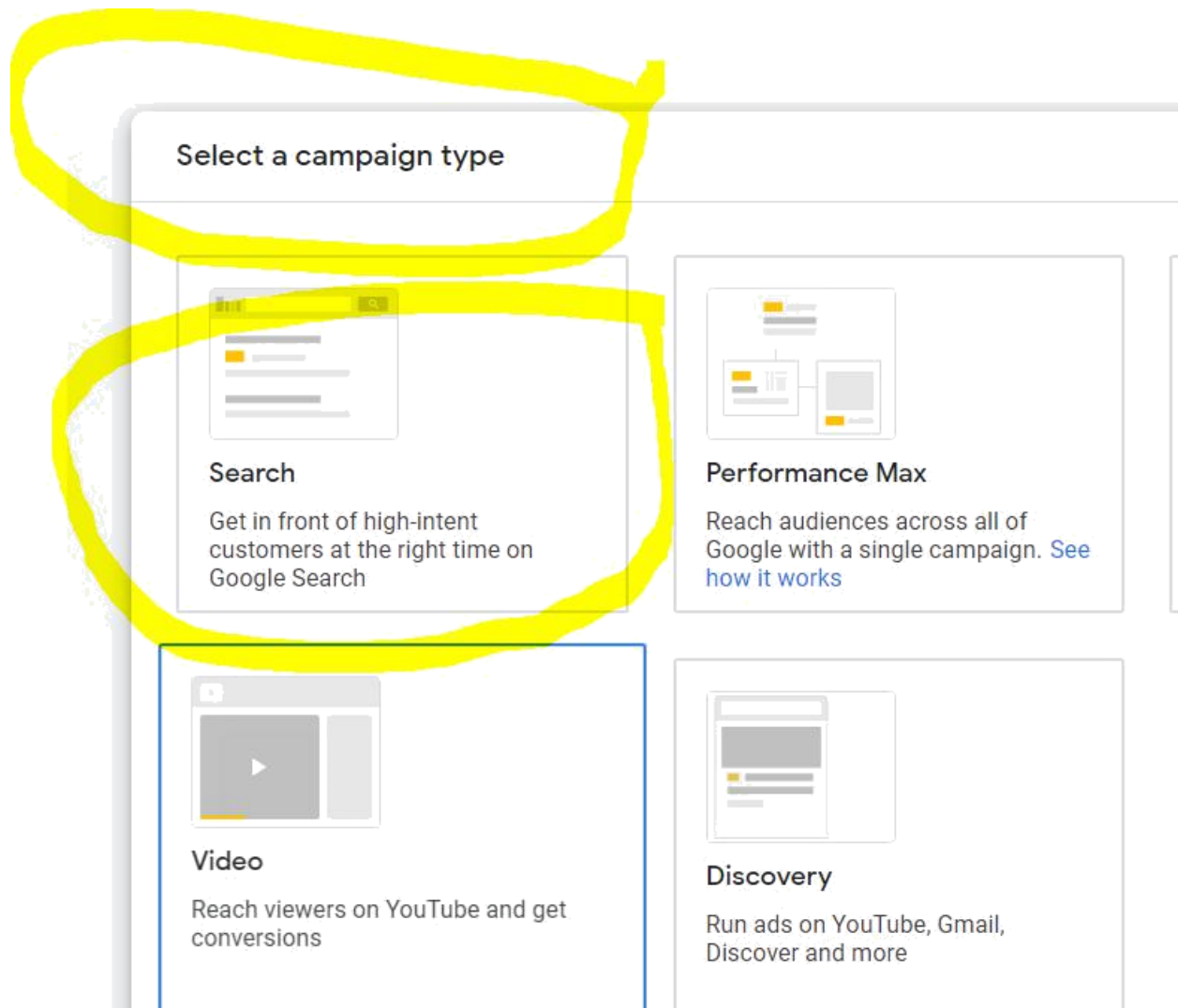
Get leads and other conversions by encouraging customers to take action



Website tr

Get the right website

Step 5:- Then choose campaign type search as shown below



Step 6:-

Then select ways you'd like to reach your goals as shown below tick website and phone calls.

Select the ways you'd like to reach your goal [?]

Website visits

omnetworkom.blogspot.com

Phone calls

India [?]

Phone number

Example: 074104 10123

Shop visits

App downloads

Lead form submissions

Step 7:-

Then enter your campaign name as shown below & click on continue .

Campaign name

My Campaign 1

Step 9:- then you will see bidding option choose clicks as shown below and click on next

paings and ad groups are paused or removed. Enable them to begin showing your ads.

Bidding

Bidding

What do you want to focus on? [?](#)

Clicks [v](#)

Set a maximum cost per click bid limit

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

Next


Step 10:-

Then in campaign setting only select search campaign as shown below

Campaign settings

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


Networks



Search Network

Ads can appear near Google Search results and other Google sites when people se that are relevant to your keywords.


Include Google search partners [?](#)



Display Network

Easy way to get additional conversions at similar or lower costs than Search with u budget.

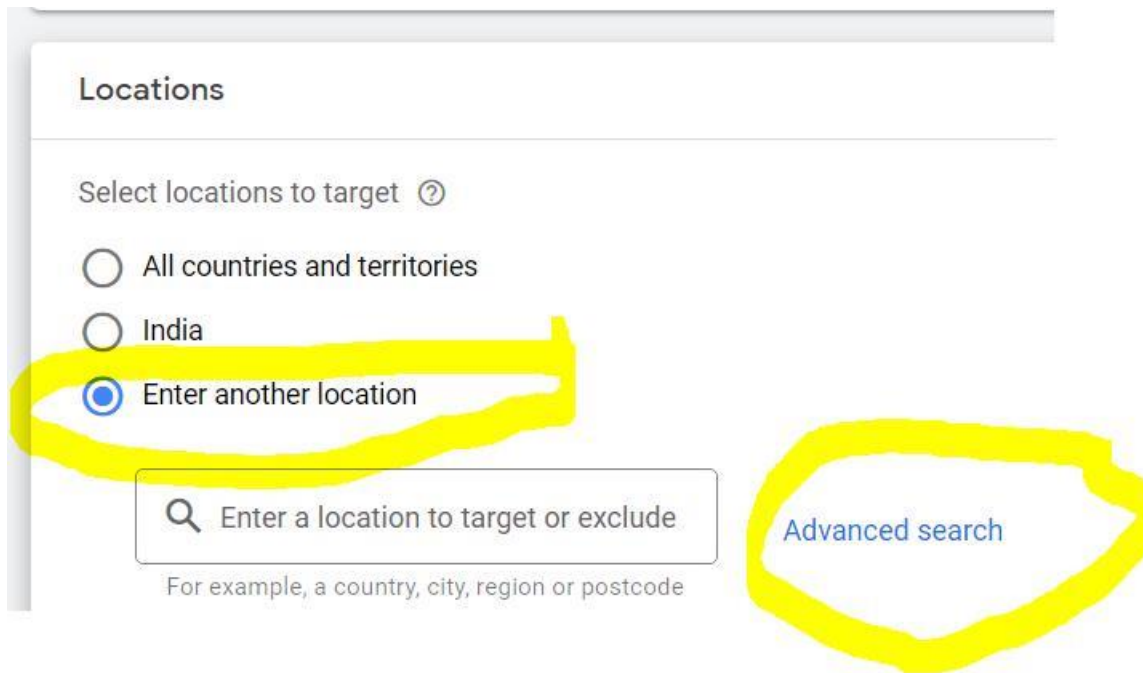
Include Google Display Network [?](#)



Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA) [?](#)

Step 11:-

In location click on **enter another location** & then click on **Advanced search** as shown below



Locations

Select locations to target ?

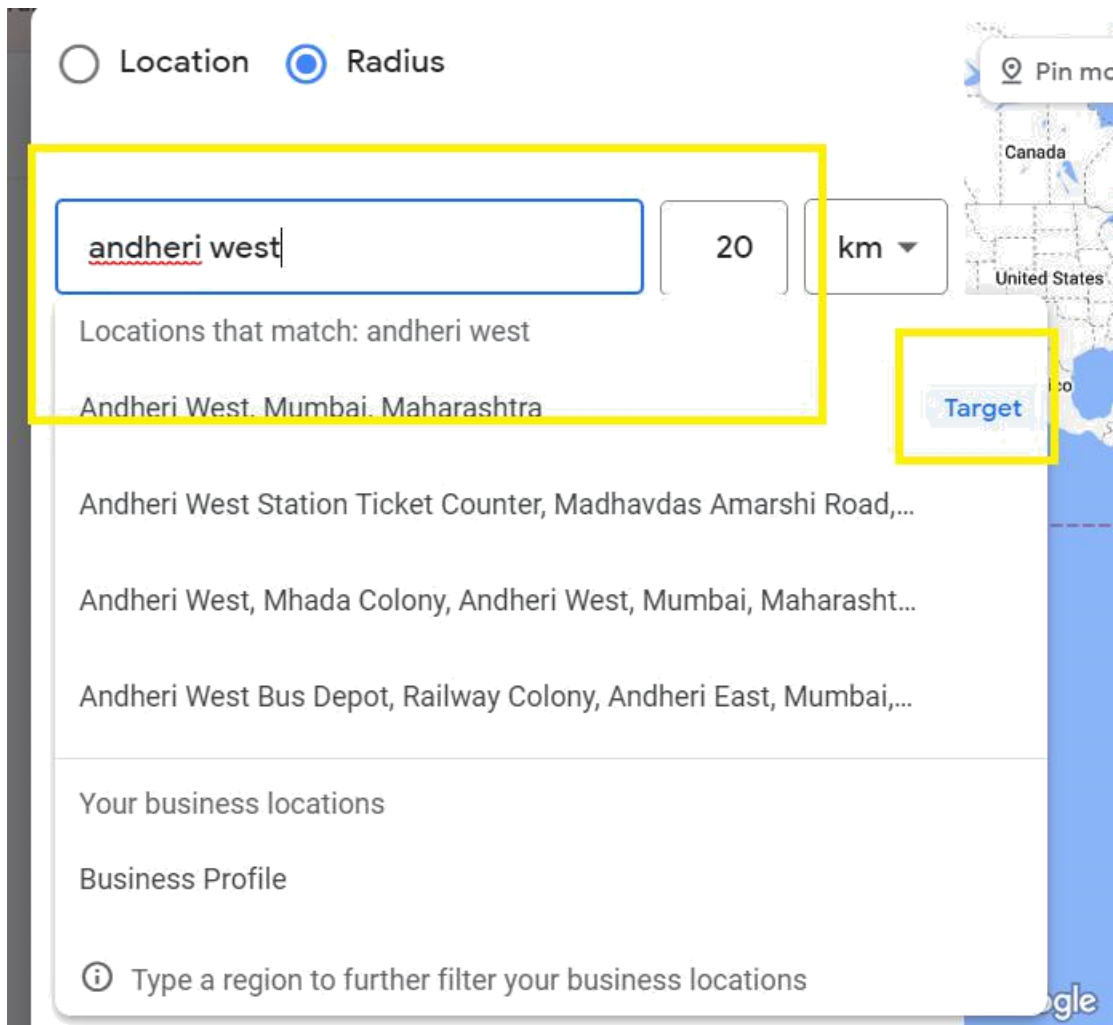
- All countries and territories
- India
- Enter another location

For example, a country, city, region or postcode

[Advanced search](#)

Step 12:-

Then search your Target location for example Andheri as shown below.



Step 13:-

After it click on save

Enter a place name, address or c... 20 km

Targeted locations (1) Reach ? ⊗
20 km around Andheri West, Mumb... radius — ⊗

Go

Cancel Save

A screenshot of a user interface for location targeting. At the top, there is a search bar with the placeholder text "Enter a place name, address or c...", followed by a text input field containing "20" and a dropdown menu showing "km". Below this is a list of "Targeted locations (1)" with one entry: "20 km around Andheri West, Mumb... radius". To the right of this entry are two icons: a question mark and a close button (⊗). Below the list, there are two buttons: "Cancel" and "Save". A yellow hand-drawn highlight encircles both the "Cancel" and "Save" buttons. To the right of the "Save" button, there is a vertical blue bar and a partially visible "Go" button.

Step 14:-

Then click on Audience segment

Audience segments

Select audience segments to add to your campaign. You can create new segments in [Audience Manager](#)

Search	Browse	3 selected
<input type="text" value="Digital Marketing Services"/>		In-market
<input type="checkbox"/> What they're actively researching or planning (15)		Business Services > Business Technology > \n Web Design & Development
<input checked="" type="checkbox"/> In-market Advertising & Marketing Services		Business Services > Advertising & Marketing Email Marketing Services
<input checked="" type="checkbox"/> In-market Email Marketing Services		Business Services Advertising & Marketing Services
<input type="checkbox"/> In-market Business & Industrial Products		
<input type="checkbox"/> In-market Sales & Marketing Jobs		

After it click on next as shown below

Targeting setting for this campaign ⓘ

Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

[More settings](#)

Next

Step 15:-

After it you will see following option click on edit icon and enter your ad group name

Keywords and ads

Ad groups help you organise your ads around a common theme. For or service.

Ad group 1 

Keywords

For example seo services as shown below

Keywords and ads

Ad groups help you organise your ads around a or service.

Seo Services 

Keywords

After it scroll down and enter your target keywords as shown below.

Enter keywords
Keywords are words or phrases that are used to match your ads with the terms people are searching for.

seo services
seo company
seo agency

Match types help control which searches can trigger your ads
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

After it scroll down you will see Ads here enter your landing page url - in Final url as shown below.

Ads

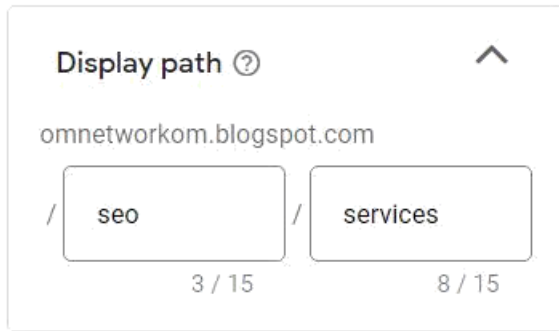
Start by adding at least 5 headlines

Final URL ⓘ

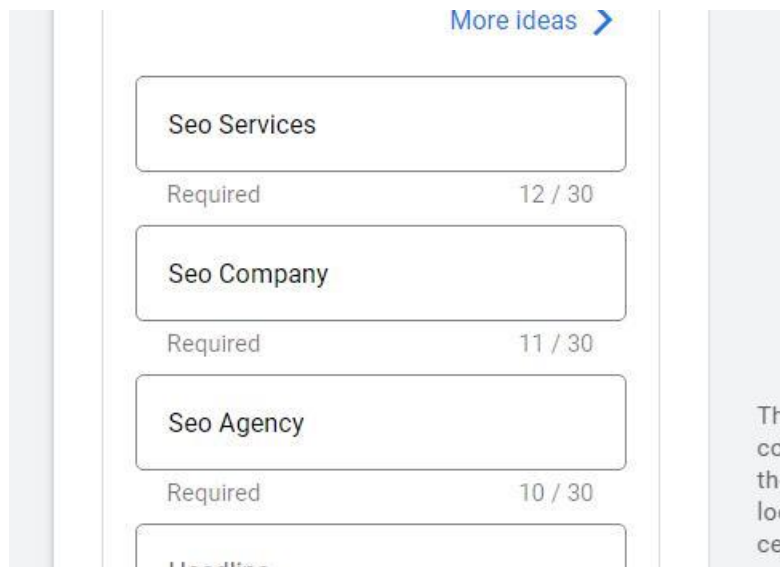
Final URL
omnetworkkom.blogspot.com ⚠

This will be used to suggest headlines and descriptions

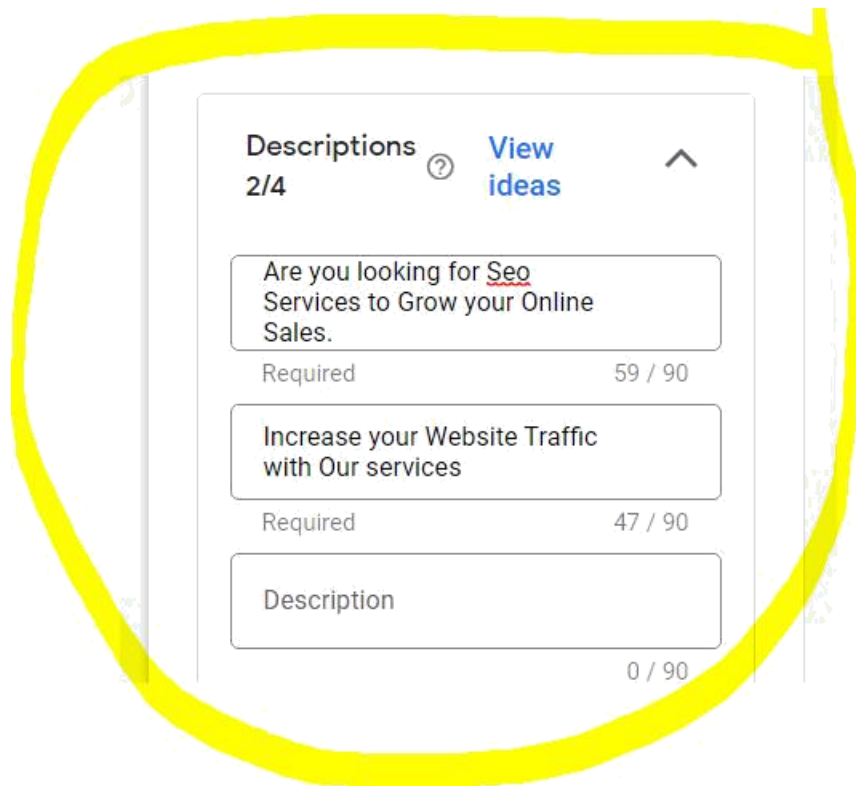
After it enter display path as shown below.



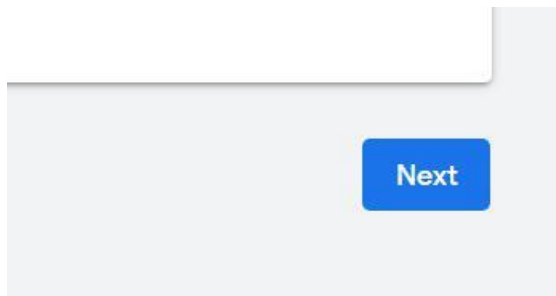
After it enter 3 Headlines



And enter 2 description as shown below :-



After it click on next as shown below



Step 16:-

After it click on set custom budget as shown below

Budget

Select the average that you want to spend each day.

₹2,145.10

₹923.60 Recommended

₹472.30

Set custom budget

Set your average daily budget for this campaign

₹ 923.60

Weekly_clicks	Weekly_cost	Avg_CPC
463	₹6,465.20	₹13.95

Step 17:-

Finally click on your publish your campaign as shown below

Your campaign is ready to publish

[Publish campaign](#)

Recommendations
Apply these recommendations to optimise campaign performance

[Add more keywords](#): Show your ads more often to people searching for what your business offers +12% [View](#) [Apply all](#)

Step 18:- you will see following output:-

Ad strategy learning

Type: Search

Budget: ₹923.60/day

Optimisation score: —

[More details](#)

Ad Groups

2

1

0

Oct 2013

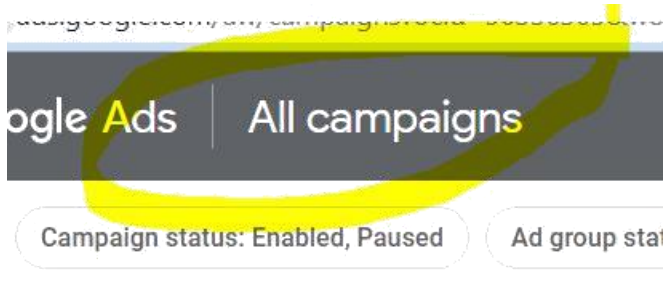


Add filter

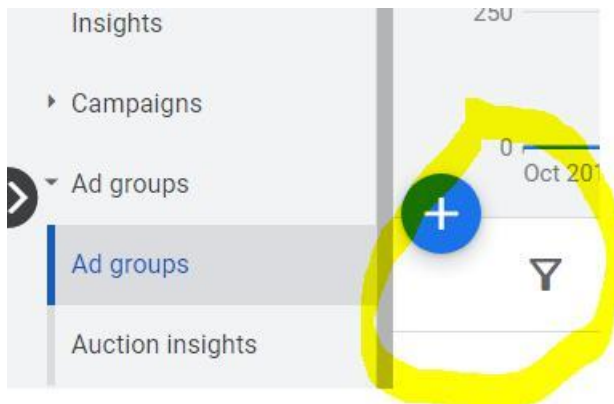
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group ↑	Status	Ad group type	Impr.
<input type="checkbox"/>	<input checked="" type="radio"/>	Seo Services	Eligible	Standard	0
		Total: All ... ?			0
		<input checked="" type="radio"/> Total: Ca... ?			0

Now to create another Ad group (smm services)

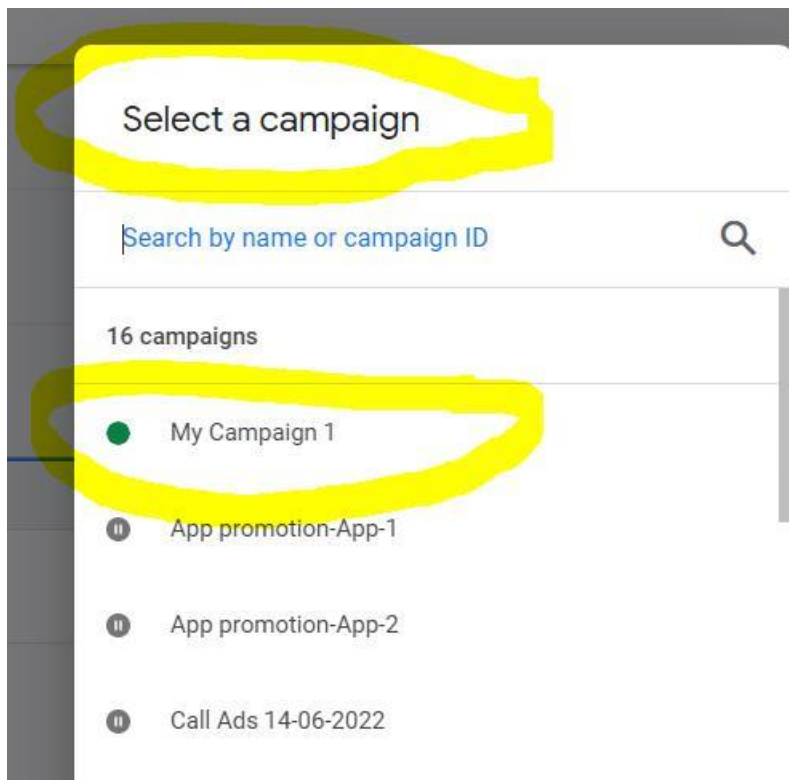
You just left hand side click on



Then left hand side click on Ad Group and then click on + icon As shown below



And then select your campaign as shown below :-



Then enter your second ad group name (smm services) as shown below

Set up an ad group


Ad group type [?] :


An ad group contains one or more ads and a set of related keywords. For best results, product or service.

Ad group name

After it enter your keywords and click on save and continue .

After it you will see ads now here enter your landing page url of smm services page in final url

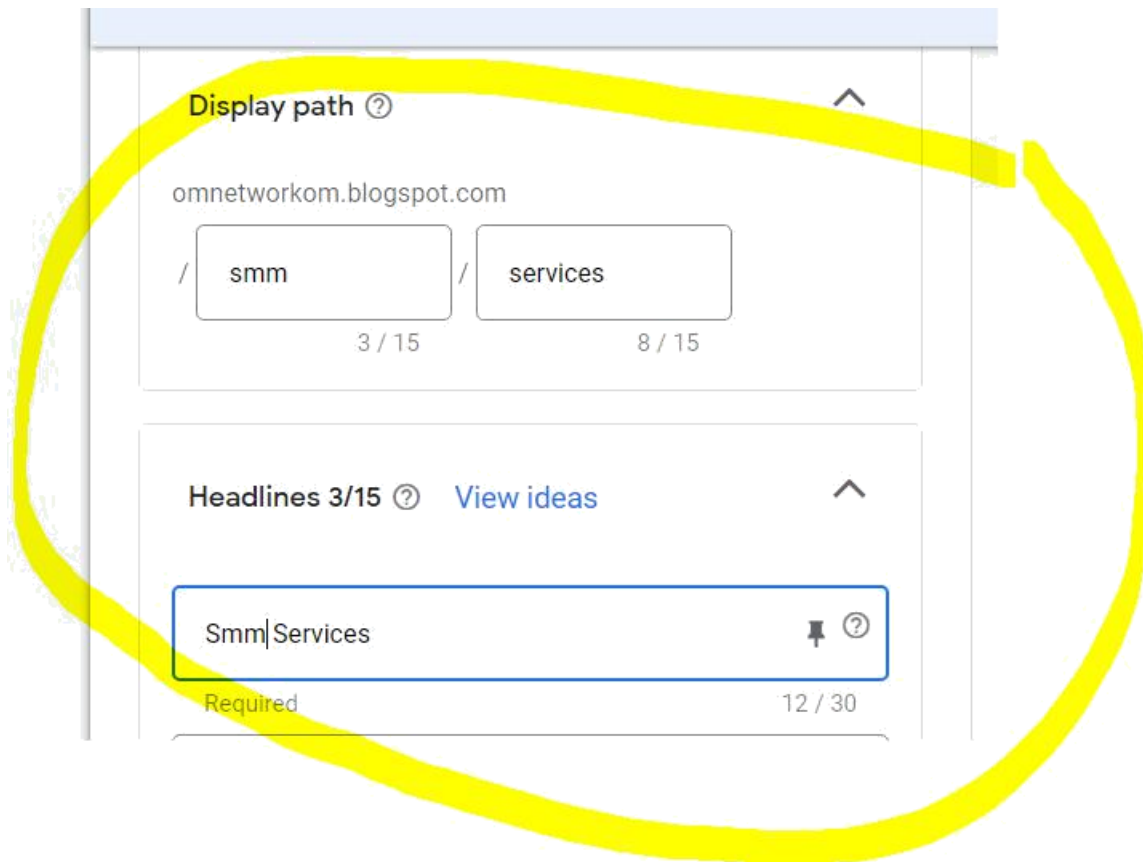
Final URL [?] 

Final URL 

This will be used to suggest headlines and descriptions

& enter your 3 headline and 3 description.

As shown below



And finally click on save and continue.

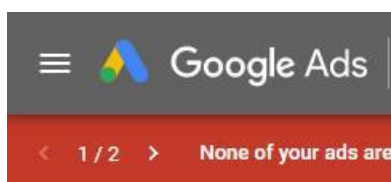
Point 1:-

How to add “estimate first page bid” column to keywords sections to keep your ad on first page. ?

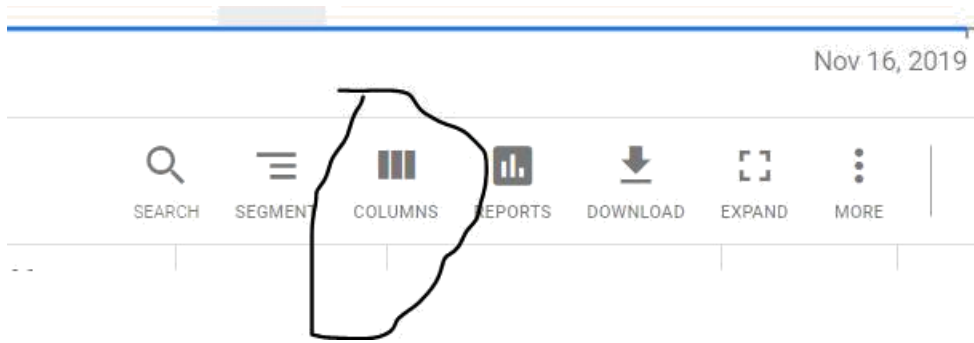
Ans:-

Step 1:-

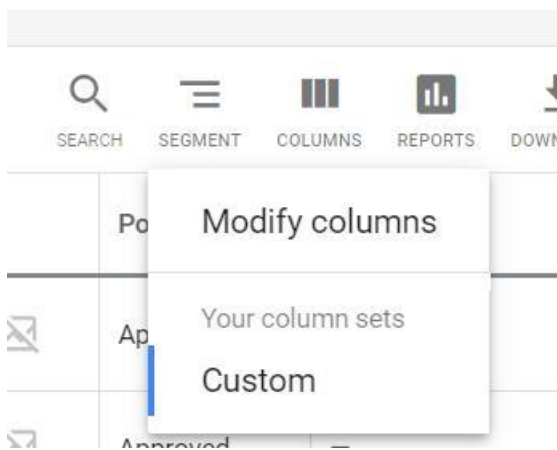
left hand side click on keywords .



Step 2:- after click on keywords you will see keywords list and right hand side you will see columns icon click on it.



Then click on modify column.



After that clicks on Attributes.

Modify columns for keywords

Performance

Viewability

Conversions

Attribution

Attributes

Bid simulator

Save your column set

APPLY

CANCEL

After that Tick on Est. First page bid , Est top page bid, Est first position bid.

Attributes

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Campaign ID | <input type="checkbox"/> Campaign type | <input type="checkbox"/> Ad group ID | <input type="checkbox"/> Keyword ID |
| <input checked="" type="checkbox"/> Final URL | <input type="checkbox"/> Final URL suffix | <input type="checkbox"/> Tracking template | <input type="checkbox"/> Bid strategy |
| <input type="checkbox"/> Bid strategy type | <input type="checkbox"/> Match type | <input checked="" type="checkbox"/> Est. first page bid | <input checked="" type="checkbox"/> Est. first position bid |
| <input checked="" type="checkbox"/> Est. top of page bid | <input checked="" type="checkbox"/> Policy details | <input type="checkbox"/> Custom parameter | <input type="checkbox"/> Label |

Bid simulator

- Save your column set

APPLY CANCEL

Finally click on Apply.

Then after click on Apply you will see that these columns are added to your keyword's sections.

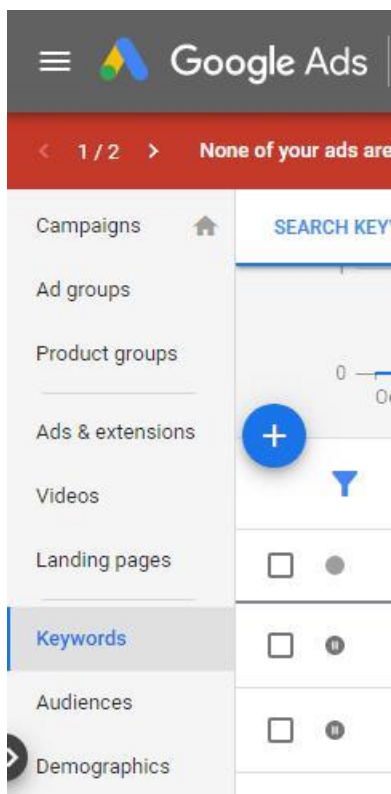
Est. first page bid	Est. first position bid	Est. top of page bid
₹40.00	₹107.00	₹66.60
₹37.70	₹91.10	₹66.00
₹42.20	₹93.60	₹52.90
—	—	—
₹41.02	—	₹61.76
₹47.02	—	₹71.88

Point 2:-

How to Add Quality Score , Ad relevance , Landing Page Exp , Exp Ctr columns to your keywords section to check each keywords performance ?

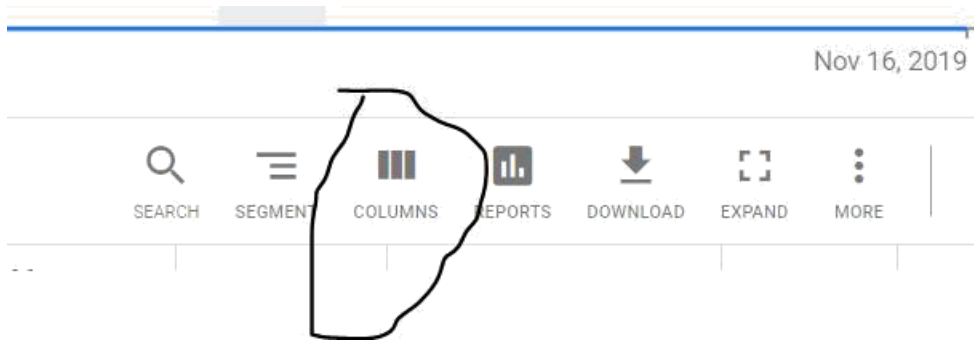
Ans :-

Step 1:- Left hand side click on keywords .

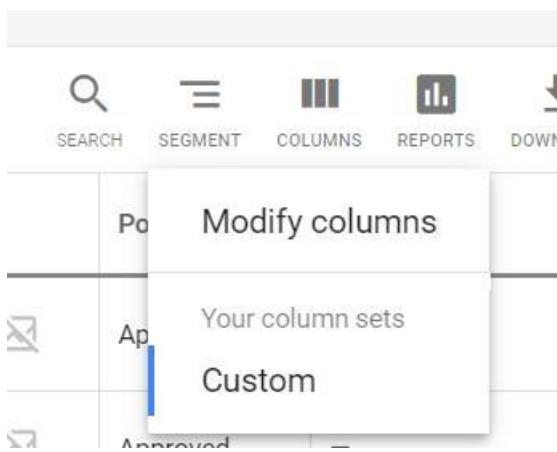


Step 2:-

After click on keywords you will see keywords list and right hand side you will see columns icon click on it.



Then click on modify column.



Then click on Quality Score

Modify columns for keywords

Call details

Message details

YouTube Earned actions

Gmail Metric

Quality score

Custom columns

Save your column set

APPLY

CANCEL

After click on Quality score you will see tick Quality score , ad relevance, landing page exp , exp ctr

Quality score

Quality Score
 Quality Score (hist.)
 Exp. CTR
 Exp. CTR (hist.)

Landing page exp.
 Landing page exp. (hist.)
 Ad relevance
 Ad relevance (hist.)

Custom columns

Save your column set

APPLY CANCEL

After that click on Apply and then you will see these columns in your keywords sections.

See given example:-

Quality Score	Exp. CTR	Ad relevance	Landing page exp.
5/10	Below average	Above average	Average

Note here Quality score is given for a keyword 5 out of 10 and exp ctr =below average and ad relevance =above average , Landing page exp = Average.

About Quality Score:-

Quality Score is intended to give you a general sense of the quality of your ads. The 1-10 Quality Score reported for each keyword in your account is an estimate of the quality of your ads and the landing pages triggered by them. Three factors determine your Quality Score:-

- [Expected clickthrough rate](#)
- [Ad relevance](#)
- [Landing page experience](#)

So, having a high Quality Score means that our systems think your ad and landing page are relevant and useful to someone looking at your ad.

Expected Click-Through Rate (CTR): How likely is someone to click your ad when Google serves it for the keyword they type in?

When looking at your keyword status, you will see one of three types of statuses for their expected CTR.

- "Average" or "Above Average" - No significant problems with the keyword's expected CTR relative to all the other keywords across AdWords
- "Below Average" - Consider changing the ad text to be more similar to your top keywords

Ad Relevance: Does the ad make sense to appear when someone searches for a particular keyword?

Ad relevance refers to how well a keyword matches the message in your ads, similar to the qualification for expected CTR. For this category, you will also see one of three possible statuses of average, above average, or below average.

Landing Page Experience: Does the information on the landing page correspond to what the ad is offering, and vice versa?

How useful is your landing page to people who click the ad? Is it well-organized? Does the page have text that relates to a person's search terms? Is the page clear in its directions?

Note: Your website should be mobile friendly, fast website loading speed.

For this category, you will also see one of three possible statuses of average, above average, or below average.

Conclusion:-

Writing ads that relate to your landing pages and keywords, and ensuring your landing pages are helpful to your potential customers.

Point 3:- You can optimize your campaign by following tips :-

(1) Improve your ad quality:-

In AdWords, the best performing ads are usually the ones that people find the most relevant. Think about how you search and surf the web: You tend to ignore things you aren't interested in and focus on those that are relevant to you. If you're craving some chocolate chip cookies right now, you'll probably ignore that ad about browser cookies (unless you're also craving those)!

If you know what your customers are looking for, you can focus on making your campaigns, keywords, ads, and landing page more relevant to them, making customers more likely to click your ads.

Below are several things you can do to make your ads more relevant to your customers.

1. Create very specific ad groups

Each ad group within your campaign should focus on a single product or service so that your ads appear more relevant to customers. Your cookie-loving customer is more likely to click an ad about cookies than a generic ad about food.

Relevance tends to lead to higher quality ads, and being specific is one way to become more relevant.

Example

If your baked goods shop sells different types of cookie packages, think about creating ad groups for each of those different cookie packages, like one ad group

for your holiday cookie package, and another ad group for your birthday cookie package.

2. Choose your keywords carefully

Include specific keywords that directly relate to the specific theme of your ad group and landing page. It's often more effective to use keywords that are two or three words long instead of just single words.

Example

If you're selling cookie packages, some keywords you might consider are "cookie gift package" or "cookie gift basket." Generic keywords like "cookie" or "gift" probably aren't effective because they're way too general.

Need help thinking of more keywords? Try using [Keyword Planner](#) to help you think of additional keywords that you might want to add to your list.

3. Include keywords in your ad text

Include your keywords in your ad text (especially in your ad's headline) to show people that your ad is directly relevant to their search. When people see their search terms in your ad text, it shows them that your ad is probably relevant to what they're searching for.

Example

If you're trying to sell a cookie gift package, and you have a keyword that says "cookie gift package," your ad text should also say "cookie gift package."

4. Create simple, enticing ads

What makes your product or service stand out from the competition? Highlight these important differences in your ad. Do you offer free shipping? Do you have certain items on sale? Be sure to describe any unique features or promotions that you offer.

5. Use a strong call-to-action

Your ad text should have a strong call-to-action. A call-to-action encourages users to click on your ad and helps them understand what they can do once they reach

your landing page. Here are some sample call-to-action words: Buy, Sell, Order, Browse, Find, Sign up, Try, Get a Quote.

6. Test out multiple ads

Experiment with different offers and call-to-action phrases to see what's most effective for your advertising goals. Our system automatically [rotates ads](#) within an ad group and shows the better-performing ad more often. Over time, you might see that certain ads will perform better than others, showing you which ad text is more effective.

7. Regularly review your campaign performance

Test and tweak your campaigns to get the results you want. Review your ad performance to help figure out the best ways to achieve your goals. As you watch your ads over time, you might notice changes to your [clickthrough rate](#) or [conversion rate](#). For example, if you find that customers aren't responding to a particular call-to-action in your ad text, remove that ad and try something else. It's all about experimenting!

(2)Keyword Optimization tips:

- **Use negative keywords to eliminate unwanted clicks:** You can use negative keywords to filter out searches for different products or services, searches that aren't relevant to your business, or people who aren't likely to make a purchase.
- **Remove duplicate keywords:** Google shows only one ad per advertiser on a particular keyword, so there's no need to include the same keywords in different ad groups or campaigns. Since the better performing keyword will trigger your ad more often, remove the duplicate that performs worse. Keep in mind that it's okay to include duplicate keywords for campaigns targeting different geographic regions.

- **Optimize low-performing keywords:** It's essential to regularly review your keywords to ensure that they're all performing well and providing you with a good ROI. If a keyword is not directly related to your business, website, and ad text, it'll trigger impressions and clicks that are not likely to convert into actions you care about, like purchases or signups. Here are some key measurements to look for to identify whether a keyword is performing well or not:
- **Keyword diagnosis:** Performing a keyword diagnosis will give you a detailed view of each keyword's Quality Score along with tips for improvement. To diagnose your keywords, hover over the speech bubble icon next to the status for any keyword in the "Keywords" tab. You'll see a help bubble appear with information.
- **First page bids:** Check your keywords' estimated first page bids, which is the approximate cost-per-click (CPC) bid needed for your ad to reach the first page of Google search results when a search query exactly matches your keyword. You can use this estimate, which is based on the Quality Score and current advertiser competition for that keyword, to get greater insight when planning your bidding strategy.

(3)Ad text Optimization tips:-

- **Understand the buying cycle:** To maximize your ROI, try to understand what stage within the buying cycle a customer might be in: the awareness stage, the research and comparison stage, or the buying stage.
- Use **keywords** to separate the serious buyers from the online equivalent of window shoppers. For example, customers searching with terms like "reviews" or "ratings" are probably still researching the product and might be less likely to make a purchase at that stage. By understanding the buying cycle for your specific product or service, you can filter out such customers with negative keywords or direct these customers to more research-friendly parts of your site.
- **Ad text** can also help you reach customers in the right stage. The call-to-action should reflect the action that you consider a conversion, whether that's a sign-up, a request for more information, or an actual sale. Conversion-related calls to action will set the right expectation for customers in various stages of the buying cycle.
- **Enhance your ad with extensions:** Ad extensions tend to improve the click through rate (CTR) of your ads. Depending on the products or services that your

business offers, you might consider using different ad extensions. For example, sitelink extensions allow you to add links to your website and help people find what they're looking for, call extensions let people click a button to give you a phone call, and location extensions help people nearby find your nearest storefront.

(4) Bid and budget Optimization tips:-

- **Experiment with bids and budgets to see what works:** Test different bid amounts and budgets and measure how effective the change is, test bids for profitability and ROI, and test budgets for ad exposure. We suggest adjusting amounts in small increments to allow your keywords to accrue conversion statistics and performance data with the new settings. Allow at least a few days between changes so you'll have enough performance data to make an informed decision.
- **Allocate your budget according to performance:** An important aspect of budgeting is making sure you have appropriate budgets for each campaign. For keywords that are profitable, you probably want to show them all the time. To do this, the campaign's budget needs to be sufficiently high so the campaign isn't limited by budget. If you'd like certain keywords to receive maximum traffic, make sure they're in campaigns whose daily spend isn't reaching or exceeding its daily budget consistently. Try to prioritize your products or services and then match budgets to each campaign based on priority. If your overall advertising budget is limited, find budget from campaigns that have unused budget or that don't convert well, then reallocate that budget to high performing campaigns that are limited by budget.
- **Adjust your keyword bids:** With conversion data, you'll better understand how profitable your keywords are with their current bids and can identify which keywords could be more successful with adjusted bids.

- For **keywords that show a profit** (such as having high conversion rate and low costs), you might try increasing their maximum cost-per-click (CPC) bids. While costs may increase, your ad position could rise and provide more ad exposure, potentially increasing your conversion rate and ROI. In other cases, it may make sense to lower the bid for a keyword even if the keyword is profitable. By lowering the bid, you'll lower the average amount paid, which may increase the profit margin for that keyword.
- For **keywords that aren't profitable** (such as having a low conversion rate and high costs), you might try decreasing their bids to lower your costs. A lower bid is likely to decrease the keyword's average position, the number of impressions and clicks it receives, and as a result, the cost it incurs. Not only can this strategy improve your ROI on low-performing keywords, but in some cases, it can also free up part of your budget so you can invest in more valuable keywords.
- **Use ad scheduling to automatically change your bids throughout the day:** Ad scheduling includes an advanced setting which lets you adjust the pricing for your ads during certain time periods. Use the bid adjustment feature of ad scheduling to automatically take these actions:
 - **Increase your CPC bids** by a certain percentage on days or times of day that are most profitable for you. For example, if you find that your ads get the best results before noon, you can set your bids higher during that timeframe to try and get more impressions and clicks.
 - **Decrease your CPC bids** on days or times of day when appearing in a high position doesn't result in profitable clicks.

Other tips Important Points :-

1. Use Ad Extensions(Assets):-

Add extensions are additional information you can include in your ads to entice people to click on your ads and make them choose your business over your competitors.

Some of the useful ad extensions are:-

Call extension: If you're promoting a service using AdWords, adding a call extension could significantly increase your click-through rates. People can tap or click a button to call your business directly from your ads without having to visit your landing page.

2. Create Tightly Themed Keyword Groups :-

Google Ads allows you to include multiple keywords into your account and ad groups.

While this helps you win a chance to reach your ads to your target customers, at times your ads won't contain the keyword that people were searching for, which would adversely affect the click-through rates and quality scores.

To increase the likelihood of your keywords to appear in your ads, you might use tightly grouped themes or keywords into smaller ad groups rather than a broader ad group.

3. Add Negative Keywords:-

First of all think which phrases you don't want to appear under, and add them as negative keywords at the campaign or ad group level.

If you're selling an expensive product for example, consider adding the words "cheap", "free", "discount" etc. as negatives so that your ad doesn't appear in the results for searches that contain these words.

4. Optimizing Ad Text and Landing Pages in Google Ads:-

The final element of our Ads optimization guide is among the most important – optimizing ad text and our ads' accompanying landing pages.

Optimizing ad text can be challenging for many advertisers, particularly those with large campaigns featuring dozens of ad groups. To complicate matters, ads should be optimized for both desktop and mobile campaigns, including which extensions should

be used. Add this to the everyday pressures of running a business and it becomes clear why so many advertisers struggle to keep their text ads tightly optimized.

There are as many ways to write an effective text ad as there are businesses advertising on AdWords. However, the best AdWords ads all share several qualities.

The best text ads:-

- Include a relevant keyword at least once, especially in the headline
- Effectively convey your business' unique selling proposition (USP), or the reason why prospective customers should choose your business over a competitor
- Feature a compelling call-to-action (CTA) that tells the prospect what to do and what to expect when they click on your ad