

T.C.S. Pvt Ltd



DIGITAL GURU RAJEEV

Google Ads & PPC Advertising



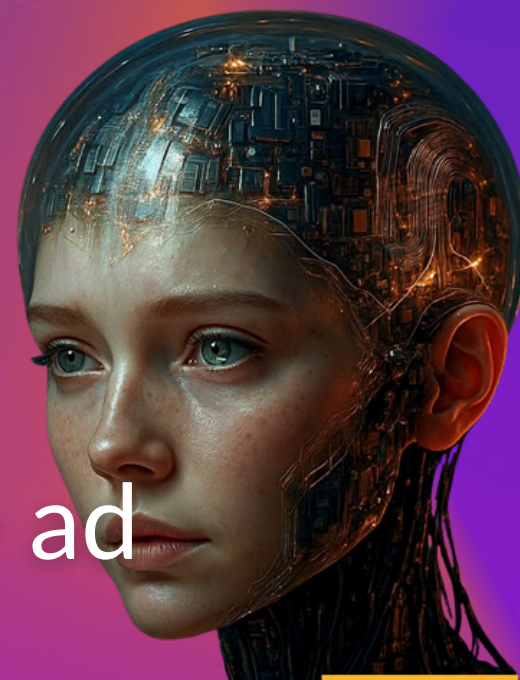
Goal: Understand and manage Google Ads campaigns effectively to drive leads and sales

- 80% of businesses rely on Google Ads for online advertising
- Pay only when someone clicks your ad (PPC)
- Appear at the right time, to the right audience
- Essential for search visibility and quick conversions
 - Learning Objectives
 - By the end of this workshop, you will be able to:
 - Understand Google Ads structure and key concepts
 - Choose the right campaign type for your goals
 - Conduct keyword research and write effective ads
 - Apply smart bidding strategies
 - Track conversions and analyze performance



Introduction to Google Ads

- What is Google Ads?
- Google's online advertising platform
- Allows businesses to display ads on:
 - Search results (Search Network)
 - Websites (Display Network)
 - YouTube (Video Ads)
 - Google Shopping
- You pay when users interact with your ad (CPC or CPM)
- Google Ads Account Structure
- Hierarchy:
 - Account → business information & billing
 - Campaigns → goals & budgets
 - Ad Groups → organize keywords
 - Ads → actual messages users see
- Visual: Pyramid diagram of account → campaign → ad group → ad



Types of Campaigns

- Search Campaigns
 - Text-based ads appear on Google Search results
 - Triggered by keywords
 - Ideal for high-intent traffic
 - Example: “Buy running shoes online” → your ad appears
- Shopping Campaigns
 - For eCommerce businesses
 - Display product images, price, and store name
 - Pulls data from Merchant Center feed
- Display Campaigns
 - Image or banner ads across Google Display Network (GDN)
 - Target by interests, topics, or placements
 - Great for brand awareness and remarketing
- Video Campaigns
 - Shown on YouTube and partner sites
 - Skippable or non-skippable formats
 - Used for storytelling and brand engagement



Keyword Research & Ad Copywriting

- What are Keywords?
 - Words or phrases users search for on Google
 - Match your ad to search intent
 - Choose high relevance + moderate competition + strong intent
-
- Keyword Research Tools
 - Google Keyword Planner
 - SEMrush / Ahrefs
 - Ubersuggest
 - Google Search Console
 - Tip: Start with “long-tail keywords” for higher conversion rates



Writing Effective Ad Copy

- Ad Components:
- Headline 1, 2, 3 (use keywords & benefits)
- Description lines (CTA + value proposition)
- Display URL
- Best Practices:
- Include your keyword in headline
- Add a call to action (“Buy Now”, “Get a Quote”)
- Use ad extensions (callouts, sitelinks, location)



Bidding Strategies & Quality Score

- Bidding Strategies
- Manual Bidding: Control over CPC
- Automated Bidding: Google adjusts bids for you
- Common Strategies:
- Maximize Clicks
- Target CPA (Cost per Acquisition)
- Target ROAS (Return on Ad Spend)
- Maximize Conversions
- Quality Score
- Factors:
- Expected CTR (Click-through rate)
- Ad Relevance
- Landing Page Experience
- Impact: Higher Quality Score = Lower CPC + Better Ad Rank
- Improving Quality Score
- Write relevant ad copy
- Optimize landing pages
- Group similar keywords in ad groups
- Use negative keywords



Conversion Tracking & Performance Reports

- What is Conversion Tracking?
- Measures valuable actions (sales, sign-ups, downloads)
- Helps optimize campaigns
- Setup Steps:
 - Define conversions in Google Ads
 - Install the tracking tag on your site
 - Link Google Ads with Google Analytics
- Key Performance Metrics
 - CTR (Click-Through Rate)
 - CPC (Cost per Click)
 - Conversion Rate
 - CPA (Cost per Acquisition)
 - ROAS (Return on Ad Spend)
- Analyzing Reports
 - Use Google Ads Dashboard
 - Identify top-performing keywords and ads
 - Pause underperforming campaigns
 - Adjust bids, budgets, and ad copy



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Thank You

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