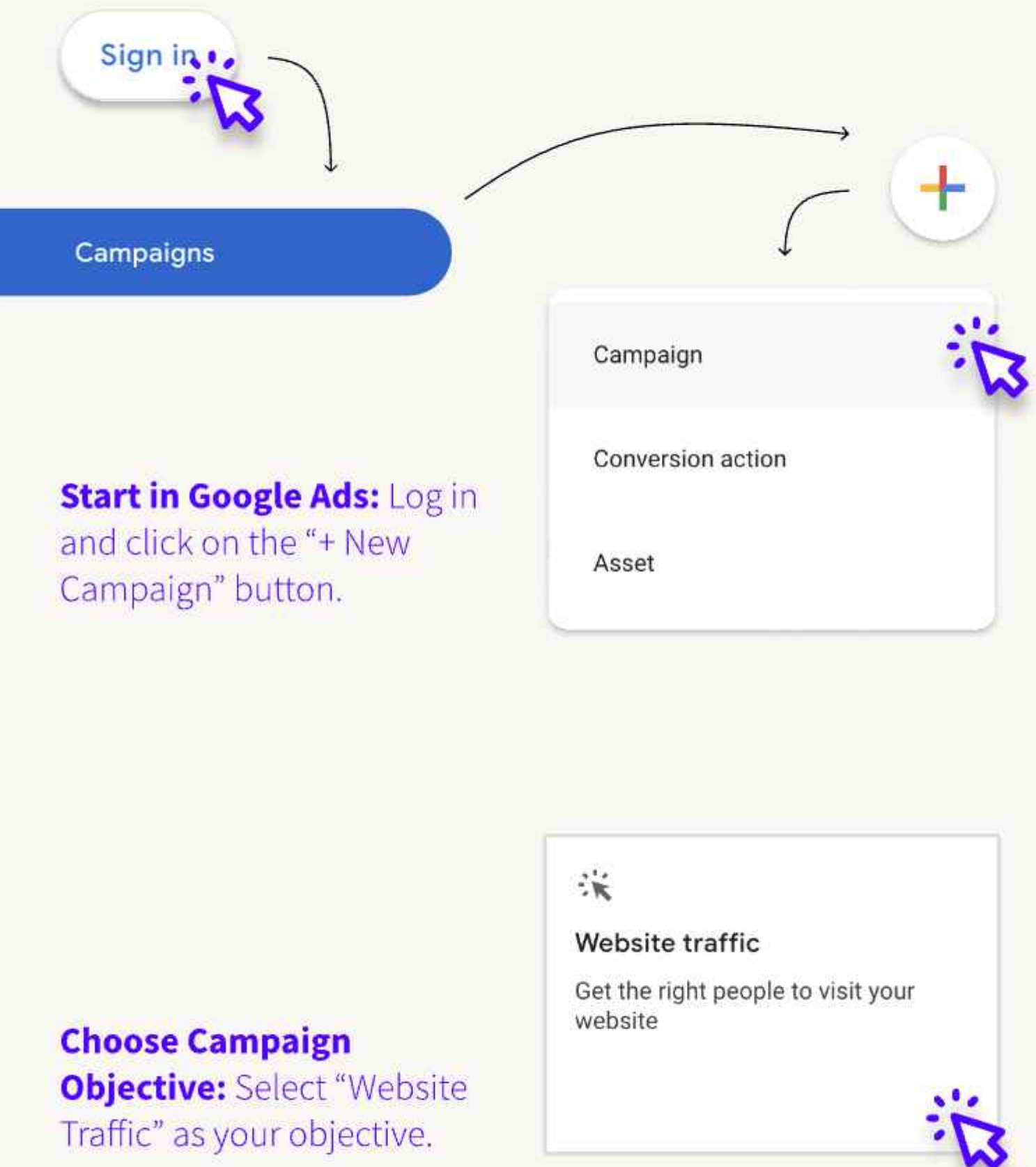


Setting Up a Google Search Campaign



STEP 1

CREATE A NEW CAMPAIGN



STEP 2

SELECT SEARCH AS YOUR CAMPAIGN TYPE

Search Campaign: Choose “Search” from the campaign types to target users through Google Search results.



Search

Get in front of high-intent customers at the right time on Google Search



Add Website URL: Enter your website URL to direct traffic to your landing page.

 Your business's website



STEP 3


DEFINE BIDDING STRATEGY AND BUDGET

Bidding Focus: Start by focusing on clicks or conversions.

Recommended

Conversions

Conversion value

Clicks 

Other optimization options

Impression share

CPC Limit: Set a maximum cost-per-click to control ad spend.

Set a maximum cost per click bid limit

Maximum CPC bid limit 

\$



Daily Budget: Define your daily budget based on your marketing goals.

Set your average daily budget for this campaign

\$



STEP 4

TARGET AUDIENCE AND LOCATION

Location Targeting: Choose specific geographic regions where your ads will be shown.


Select locations for this campaign 

- All countries and territories
- United States and Canada
- United States
- Enter another location



Language Settings: Set the language preferences for your audience.

Select the languages your customers speak. 

 Start typing or select a language




STEP 5

ADD KEYWORDS AND WRITE ADS

Keywords: Use Google's suggestions or enter your own keywords to match user searches.

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

 Enter a URL to scan for keywords

 Enter products or services to advertise





Ad Text: Write clear, engaging headlines and descriptions that highlight your offering and include a strong call-to-action.

T Headlines 0/15  [View ideas](#) 

Headline



T Descriptions 0/4  [View ideas](#) 

Description

STEP 6

REVIEW AND LAUNCH

Preview Ads: Ensure your ads look appealing across devices.



Publish Campaign: Launch your ads after reviewing.

Publish campaign



If you need any assistance or prefer to have experts handle it, Propaganda Solutions is here to help.

Contact us today!