

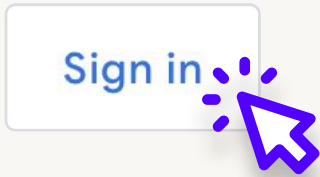
Setting Up a Dynamic Google Search Campaign




STEP 1

CREATE A NEW CAMPAIGN

Google Ads





New Campaign: Log in to Google Ads and select “+ New Campaign.”



Sales

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






Leads


Get leads and other conversions by encouraging customers to take action

Select Objective: Choose “Sales” or “Website Traffic” based on your goals.



Awareness and consideration

Reach a broad audience and build interest in your products or brand

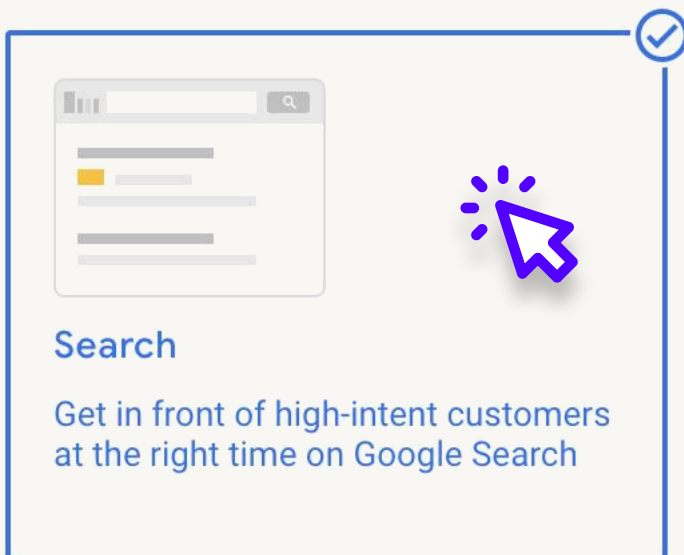


Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.

STEP 2

CHOOSE SEARCH CAMPAIGN TYPE



Search

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

Dynamic Ads: Select “Dynamic Search Ads” under the Search campaign options.

STEP 3

ENTER WEBSITE URL

Select the ways you'd like to reach your goal 


 Your business's website



Website Scanning: Enter your website URL to allow Google to scan and create dynamic headlines based on your content.

STEP 4

SET BIDDING AND BUDGET

What do you want to focus on? 

Conversions ▼

Recommended

Conversions 

Conversion value

Clicks

Other optimization options

Impression share

Bidding Strategy: Focus on clicks, conversions, or conversion value.

Set your average daily budget for this campaign

\$ 


Daily Budget: Set your budget accordingly.

STEP 5

ADD DYNAMIC AD TARGETS

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

🔗 Final URL
 

🏠 Enter products or services to advertise

Dynamic Targets: Define the sections of your site you want Google to target (specific categories or product pages).

Exclusion lists

Exclude Irrelevant Sections:


Exclude pages that are not relevant to the campaign.

Negative keyword lists
Placement exclusion lists

+

Placement exclusion list ↑

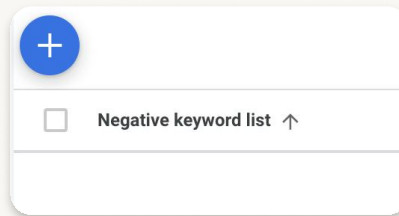
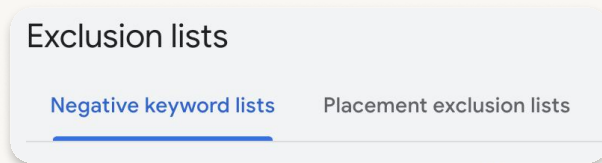
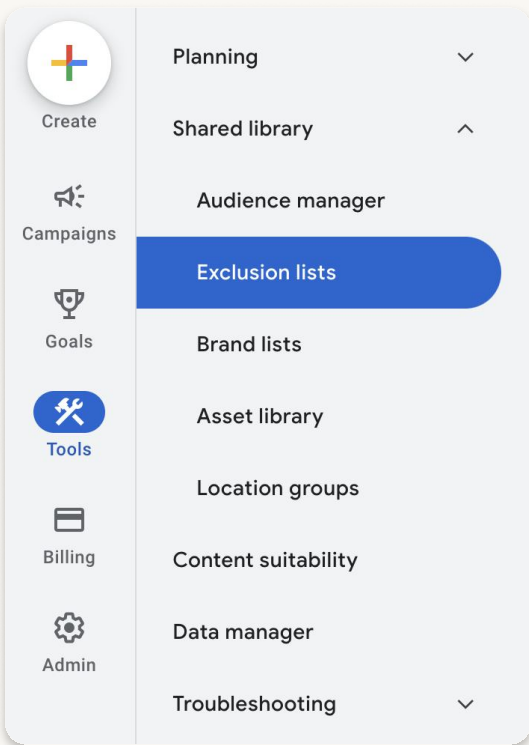
You haven't created any exclusion lists

+ Create list 

STEP 6

ADD NEGATIVE KEYWORDS

Negative Keywords: Add terms you don't want your ads to show for, ensuring relevance.



Add negative keyword list

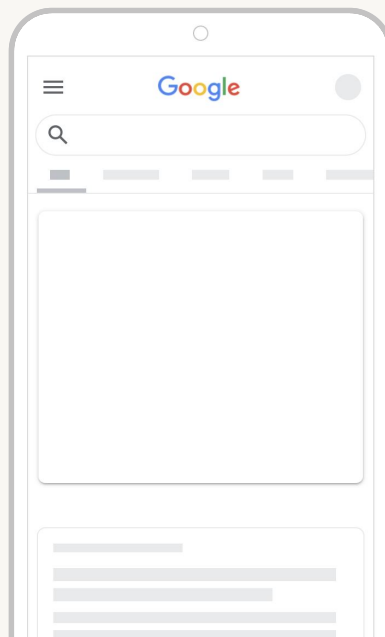
Add negative keywords

Enter or paste your negative keywords, one per line

STEP 7

REVIEW AND LAUNCH

Preview Ads: Review dynamic headlines and descriptions.



Launch Campaign: Go live after review.

Publish campaign



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

Contact us today!