



Google Adwords

— Drive Conversion & Build Awareness
Instantly with Google Ads (LBS) —



Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

[Start now](#)

What is Google Adwords or Google Ads

Definition – Google AdWords is an advertising platform provided by Google on pay per click (PPC) basis. The website is shown on the search engine result page (SERP) and when these advertisements are clicked or viewed, Google deducts the bidding amount paid by you.

So, basically, you can judge the number of clicks on your advertisement. It depends on your keyword selection. If those keywords are really popular then the bidding amount will definitely go high but if the keywords are rarely used by the users then it costs much lower.

Drive More Visitor To Your Website

- ✔ You can measure marketing campaign
- ✔ Google Adwords are cost effective
- ✔ Relevant Ads are presented to the user
- ✔ Place Targeted Ads in Google Adwords
- ✔ Continuously Improve Your Results

Google Adwords campaign you can easily **increase the traffic** on your website.



How Does it Work?

Google AdWords is a platform for advertising websites (products or services) by paying Google in terms of monetary value depending on the currency of your country. What happens is – when someone searches for any information with any specific keywords and you have already paid Google to promote your website with some bunch of keywords then Google will show your website on the search engine result page (SERP) and when the user clicks on your website Google charges money paid by you in advance. So it all depends on your advertising budget and the number of user clicks on your website.

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Is Google Ads Worth it?



Benefits of Advertising Your Business through Google Ads



Pay only by Click



Instant Start



Budget Control



Ads display on top pages



Targeted Audience



Flexibility in ads display



Faster Results



Advantages of Google Ads

Google AdWords is one of the most efficient methods of paid online advertising which is used by thousands of small, medium and large business organizations. Whether you have just started a small business or an e-commerce store, you can build your business through the targeted ads that reach the exact people you want to reach.

1. Google Ads lets you get discovered.

Irrespective of any size, every business that is marketing online wants to be found on the first page of Google search results. If you want your product or services to get discovered by targeted and potential customers in a short period of time, then using AdWords is the best choice that you can make.

Advantages of Google Ads

2. Google Ads allows you to reach local customers.

Google Ads give you various targeting options, so it becomes easy to target the right audience for your small business. These targeting options are really effective if you have a local store and are willing to target customers in that zone only.

If you are focused on a specific local audience—be it city or region—you can benefit by displaying your ads only to people in that area. This is usually referred to as “geo-targeting.” It helps you reach your desired customer without wasting the ad spend on those who are not in your area.

Advantages of Google Ads

3. Google Ads is highly measurable.

Being a small business owner, you have to be careful at every step of online marketing so that there are minimum losses and maximum gains. To keep your campaign efforts positively aligned at all times, you have to track and measure all the details of your campaigns.

Google Ads provide you with detailed information about your campaigns as well as in-depth analysis of reports and results based on your campaigns that are easy to comprehend.



How Google Ads Can Help Your Business To Get More Sales/Leads?



Advantages of Google Ads

4. Google Ads is a flexible marketing platform.

Google Ads fits any kind of business—both in industry and in size, be it small, medium or large. It's fair to call it a flexible and dynamic marketing platform. That flexibility includes the ability to start, pause or stop any of your ads or campaigns anytime.

You can set the budget for your campaigns according to the amount that you are willing to spend. You also get options to target people placed in different locations and people using different devices.

Advantages of Google Ads

5. Google Ads can lead to strong ROI.

The most ROI-friendly aspect of AdWords is that you pay only for the ads that are clicked by people. Through targeted exposure of your ads, you are aiming at customers who are exactly looking for your product or service.

Hence, being specific with the ads and audience, you are much more likely to generate conversions through an AdWords ad rather than a general one.

Because AdWords is measurable, you can further use that information to track and test campaigns to fetch out the best results.

A person in a dark suit is holding a glowing, multi-colored globe (red, orange, purple) with both hands. The globe is the central focus, surrounded by several circular icons connected by a network of lines. The icons include a bar chart with a magnifying glass, a search bar with a magnifying glass, a globe with a magnifying glass, a person at a computer, a search bar with a magnifying glass, a bar chart, a person at a computer, a globe with a magnifying glass, and a search bar with a magnifying glass. The background is a dark blue cityscape at night with a network of white lines and dots overlaid.

Google Ads FOR YOUR BUSINESS

1

Keywords

Bidding

Display

Online Marketing

Account

Search

Advertise With

Measure

Google AdWords

Monitoring

Ads

Placements

Conversions

Quality Score

Query

Ad Group

Performance

Campaign

CAMPAIGN TYPE	AD COPY	AD SHOW LOCATION	MODE	BEST USED FOR
SEARCH AD	TEXT ONLY	SERP ONLY	CPC MAINLY /ECPC/CPA	CLICK / CONVERSION
DISPLAY ADS	TEXT, IMAGE, VIDEO, HTML5	YOUTUBE, GMAIL, GOOGLE PARTNER SITES	CPM MAINLY, CPC/ECPC/CPA	BRAND AWARENESS
SHOPPING ADS	TEXT + THUMB IMAGE WITH PRICE	SERP ONLY	MAINLY ECPC /CPA	SALES/ CONVERSION
VIDEO ADS	VIDEO	YOUTUBE, GOOGLE PARTNER SITES	MAINLY CPV	BRAND AWARENESS
MOBILE ADS	ANY	ANY	ANY	ANY

Google Search Ads

These ads appear when a user searches something with specific keywords. Factors like conversion rate, higher bidding, landing page experience play a significant role in these ads. Google decides which ad should come first based on its content, relevance, bidding, buying patterns of the user.

Example – If any user searches for “tour packages for Shimla”, then ads from different tours and travel companies will appear.

maldives tour package



[All](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [More](#)

Tools

About 1,74,00,000 results (0.51 seconds)

Ad · <https://www.pickyourtrail.com/>

Vacation to Maldives - Customized Holiday Packages

Honey moon & Vacation **Packages** - Pickyourtrail.com. Personalize your vacation **packages** online. No Cost EMI.

Ad · <https://www.makemytrip.com/>

Best Maldives Holiday Packages - Book Now

Live the beach-life in **Maldives** with **packages** starting @₹12,377 Upto 25% Off, No Cost EMI. Get extra benefits up to ₹10,000 & enjoy flexible cancellations & date-change tool All Service inclusv Price. Starts @69000 for couple! An...

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Ad · <https://www.tripfactory.com/maldives/packages> 080 4710 4741

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Book your **Maldives** Honeymoon at Best Prices.

[Andaman Packages](#) · [Himachal Packages](#) · [Maldives Packages](#)

Google Search Ads



TYPES OF BIDDING

AUTOMATIC BIDDING

PROS - LESS MONITORING EFFORT

FOR LESS BUDGET

MOST OF THE TASKS ARE AUTOMATED

SUITABLE FOR SMALL TEAM OR INDIVIDUAL
TO GET MAXIMUM CLICK AGAINST A DAILY
BUDGET

CONS- NO AD SCHEDULING

NO BIDDING FOR AD POSITIONS

MANUAL BIDDING

PROS - CUSTOMIZED AD SCHEDULING

BID FOR EVERY KEYWORD AND OPT FOR AD
POSITION

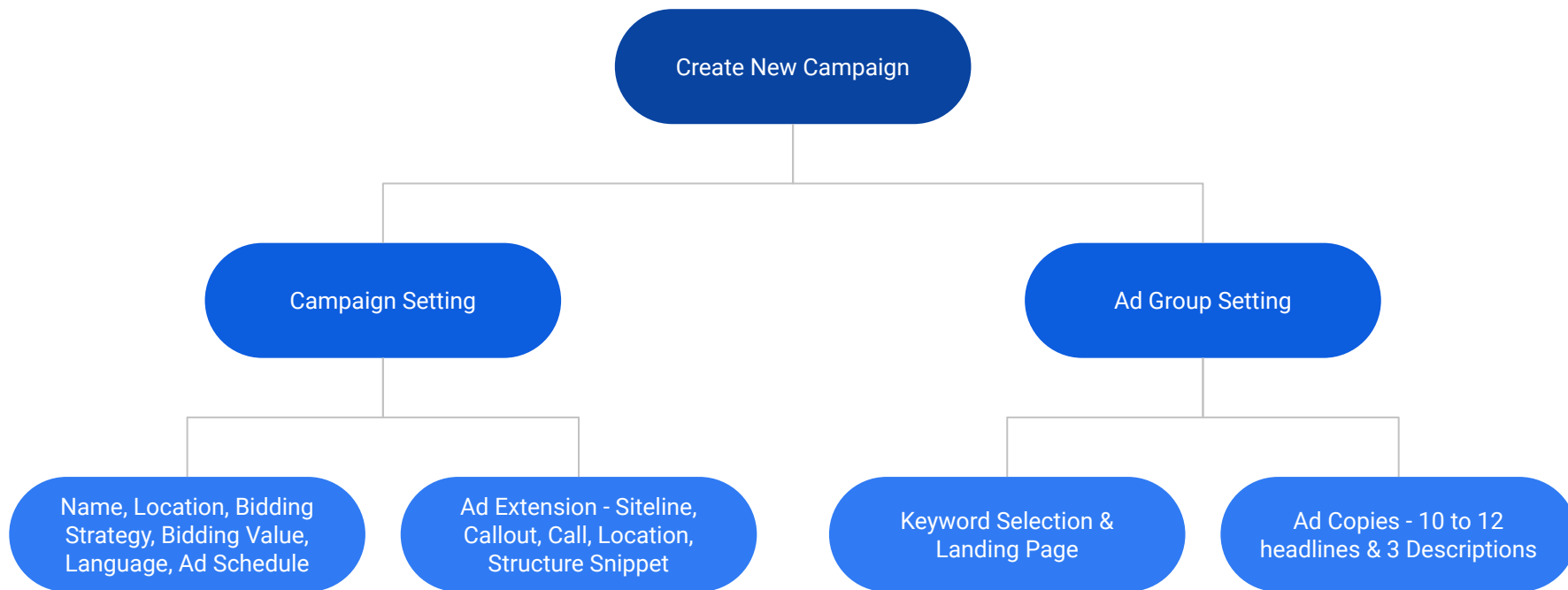
ALL FEATURES.

SUITABLE FOR BIG BUSINESS HOUSES

CONS- CONSTANT MONITORING & CHANGE
BIDDING

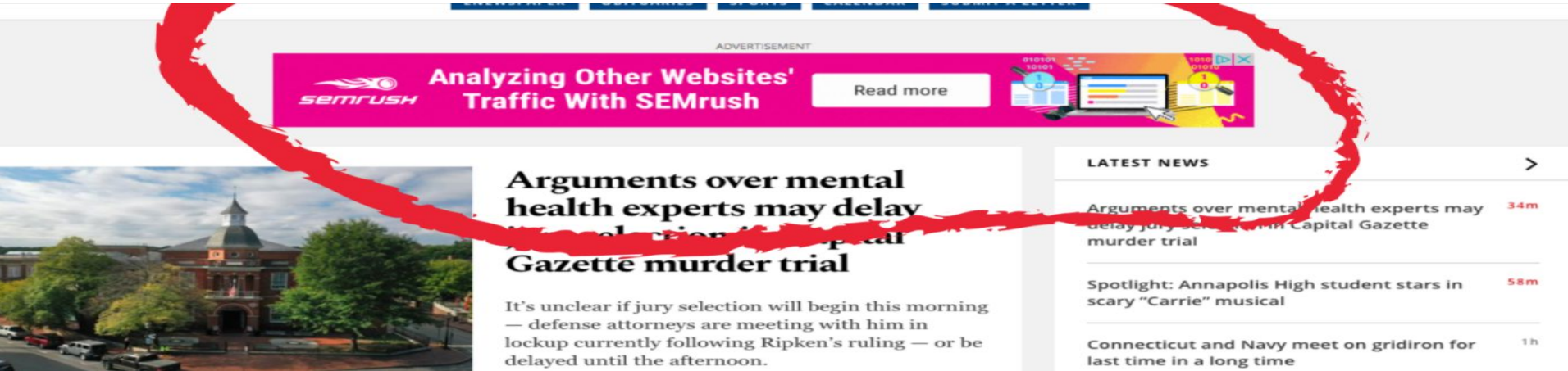
ADVANCED KNOWLEDGE OF ADWORDS
REQUIRED

Let's Begin



Google Display Ads

While browsing any website user finds these ads on different places which may be static or dynamic. These ads may not be relevant for the user but Google displays them based on a user's interest, searches, etc. If the advertiser wants to show their ads on the travel-related website then they just have to tag those websites with their ads.



The image shows a screenshot of a website with a red brushstroke highlighting a Google Display Ad and a news article. The ad is for SEMrush, titled "Analyzing Other Websites' Traffic With SEMrush", and includes a "Read more" button and an illustration of a laptop with data charts. Below the ad is a news article with the headline "Arguments over mental health experts may delay jury selection in Capital Gazette murder trial". The article text states: "It's unclear if jury selection will begin this morning — defense attorneys are meeting with him in lockup currently following Ripken's ruling — or be delayed until the afternoon." To the right of the article is a "LATEST NEWS" section with two items: "Arguments over mental health experts may delay jury selection in Capital Gazette murder trial" (34m) and "Spotlight: Annapolis High student stars in scary 'Carrie' musical" (58m). A third item, "Connecticut and Navy meet on gridiron for last time in a long time" (1h), is partially visible at the bottom.

ADVERTISEMENT

SEMURSH Analyzing Other Websites' Traffic With SEMrush [Read more](#)

Arguments over mental health experts may delay jury selection in Capital Gazette murder trial

It's unclear if jury selection will begin this morning — defense attorneys are meeting with him in lockup currently following Ripken's ruling — or be delayed until the afternoon.

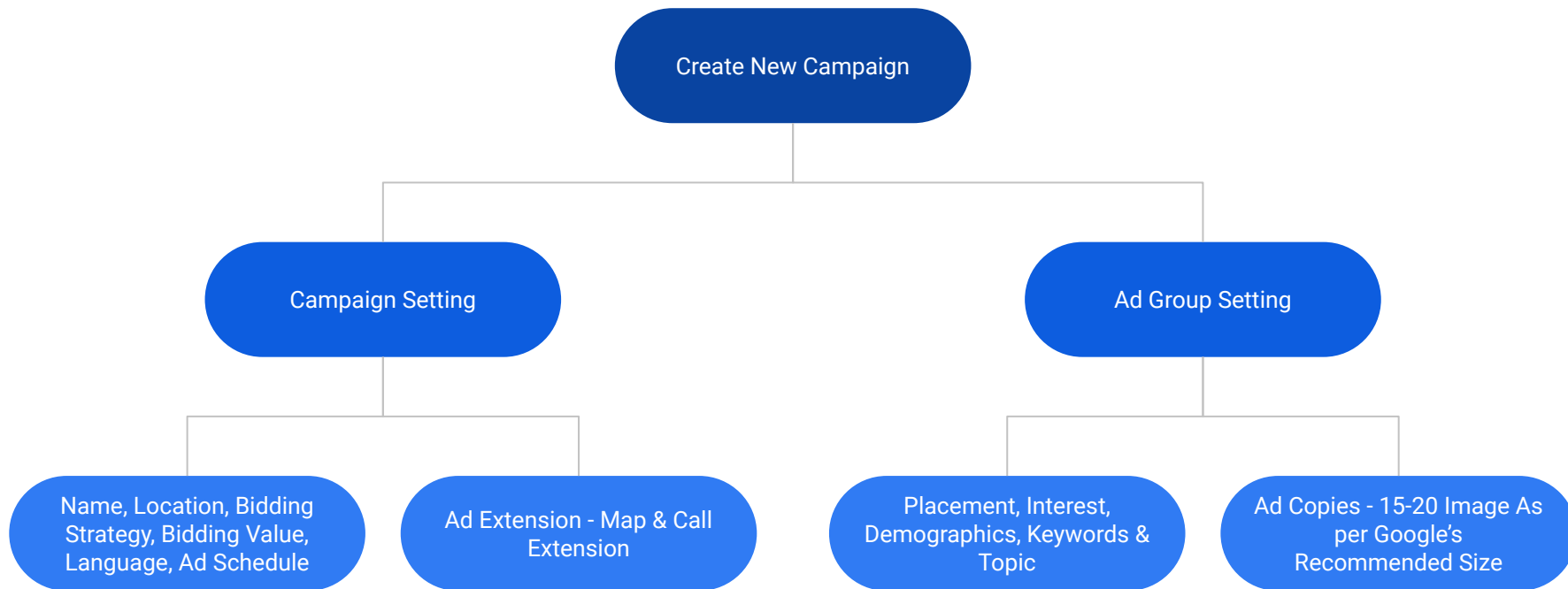
LATEST NEWS

Arguments over mental health experts may delay jury selection in Capital Gazette murder trial **34m**

Spotlight: Annapolis High student stars in scary "Carrie" musical **58m**

Connecticut and Navy meet on gridiron for last time in a long time **1h**

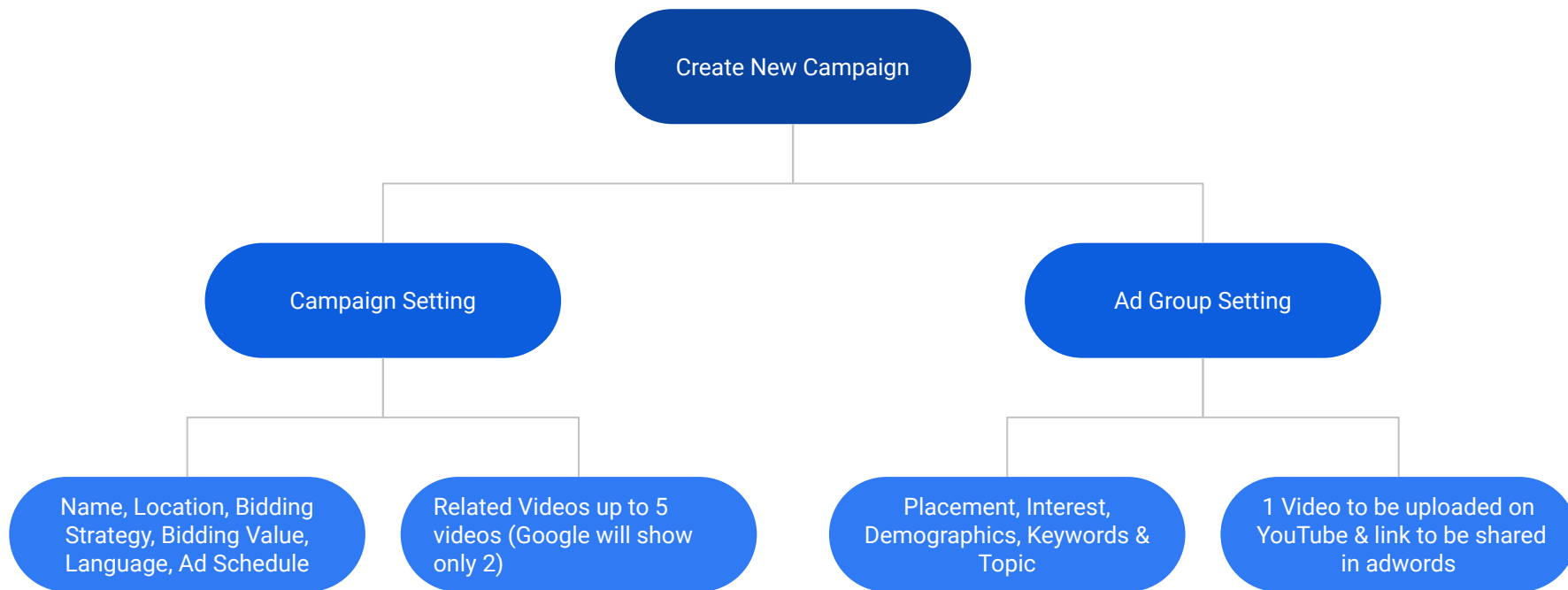
Let's Begin



Google Video Ads

These are the ads that are displayed on YouTube and other Google video browsing websites. As YouTube is one of the busiest websites, so it really makes sense to put video ads over there. It also has an advantage that one can easily count return on investment (ROI) and user engagement on YouTube which is obviously not possible on TV commercials.

Let's Begin



Benefits of Advertising Your Business through Google Ads



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Budget Control



Ads display on top pages



Targeted Audience



Flexibility in ads display



Faster Results



Google Ads Summary

Google AdWords is a fantastic platform to create and put your ad on Google. It can be time and money consuming but if you can manage it to use efficiently, then it has capabilities to give you enormous positive results. It may look a little complicated to understand but its flexibility and feasibility can't be questioned. There is another great tool Google Search Console which helps in tremendous ways in achieving a higher rank. Both these tools are equally important from SEO point of view.

Thank you

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