FSIDM

FULL STACK INSTITUTE OF DIGITAL MARKETING

THE COMPLETE BEGINNER-TO-PRO GUIDE · 2027 EDITION

Google Ads Playbook.

From first click to profitable campaigns.

Strategy, metrics, step-by-step setup, deep-dive optimisation, India benchmarks and real case studies. Everything you need to launch, run and grow Google Ads.



BEFORE YOU BEGIN

Welcome. Here's how to use this guide

Google Ads is the fastest way to put your business in front of people who are already searching for what you sell. It is also one of the easiest ways to burn money if you start without a plan. This guide is the plan.

Who this is for

- ✔ Business owners who want leads or sales from Google
- ✔ Students and job seekers learning performance marketing
- ✔ Freelancers and agency juniors who need a solid foundation
- ✔ Marketing managers who inherited an ads account

What you will be able to do

- ✔ Explain how the Google Ads auction decides who appears and what they pay
- ✔ Set goals, a budget and a target cost per lead before you spend
- ✔ Build a Search campaign with keywords, ads and tracking
- ✔ Read every key metric and know what to fix when it looks wrong
- ✔ Avoid the 12 mistakes that waste most beginner budgets

How the book is organised

Part	Chapters
1. Understand	Why Google Ads, how the auction works, account structure, campaign types
2. Plan	Strategy and unit economics, keywords, ads, landing pages and tracking, bidding
3. Measure	Metrics, formulas and India benchmarks
4. Do	Launch walkthrough, optimisation routine, troubleshooting
5. Learn	Case studies, mistakes, AI-era changes, industry playbooks, 30-60-90 plan
6. Deepen	Copy, landing page and campaign optimisation, policies, billing, local, reporting, metrics directory

A NOTE ON NUMBERS

Costs, click-through rates and conversion rates in this guide are **benchmarks, not promises**. Published sources disagree with each other, because they use different industries, months and methods. Use them to sanity-check your account, then trust your own data. Every statistic is listed in the Sources chapter at the end. Google Ads menus and features change often, so screens may look slightly different when you read this.

THE ONE-LINE SUMMARY OF THIS ENTIRE BOOK

Know your numbers first, track every conversion, start small, and let the data tell you where to put the next rupee.

INSIDE

Contents

01	Why Google Ads?	4
02	How Google Ads actually works: the auction	6
03	Account structure: account, campaign, ad group	8
04	Campaign types and which to choose	9
05	Strategy first: goals, funnel, unit economics, budget	10
06	Keyword research and match types	12
07	Writing ads that get clicked	14
08	Landing pages and conversion tracking	16
09	Bidding strategies	17
10	Metrics decoded, with India benchmarks	18
11	Launch walkthrough: your first campaign in 12 steps	21
12	Optimisation routine and troubleshooting	23
13	Case studies	25
14	The 12 most expensive beginner mistakes	27
15	The AI era: Performance Max, AI Max and what changes	28
16	Industry playbooks for India	29
17	Your 30-60-90 day plan	30
18	Deep dive: optimising ad copy	31
19	Deep dive: landing page optimisation (CRO)	32
20	Deep dive: campaign optimisation playbook	34
21	Policies, billing, local, Shopping, YouTube, reporting	36
22	Account audit and working with agencies	38
23	One-page cheat sheet and next steps	39
24	Sample campaign blueprint, end to end	40
25	India-specific essentials	42
26	Ad copy swipe file by industry	43
27	Reading your account: two schematics	45
+	Metrics and terms directory (CPL, CPM, ROAS and more)	46
+	Glossary, FAQ, templates, sources	49

27
chapters from zero to advanced optimisation

12
launch steps with a pre-flight checklist

6
case studies with real numbers

CHAPTER ONE

01 Why Google Ads?

Most advertising interrupts people. Google Ads does the opposite: it shows up at the moment someone types what they want. That is called **intent**, and it is why search ads convert better than most other paid channels.

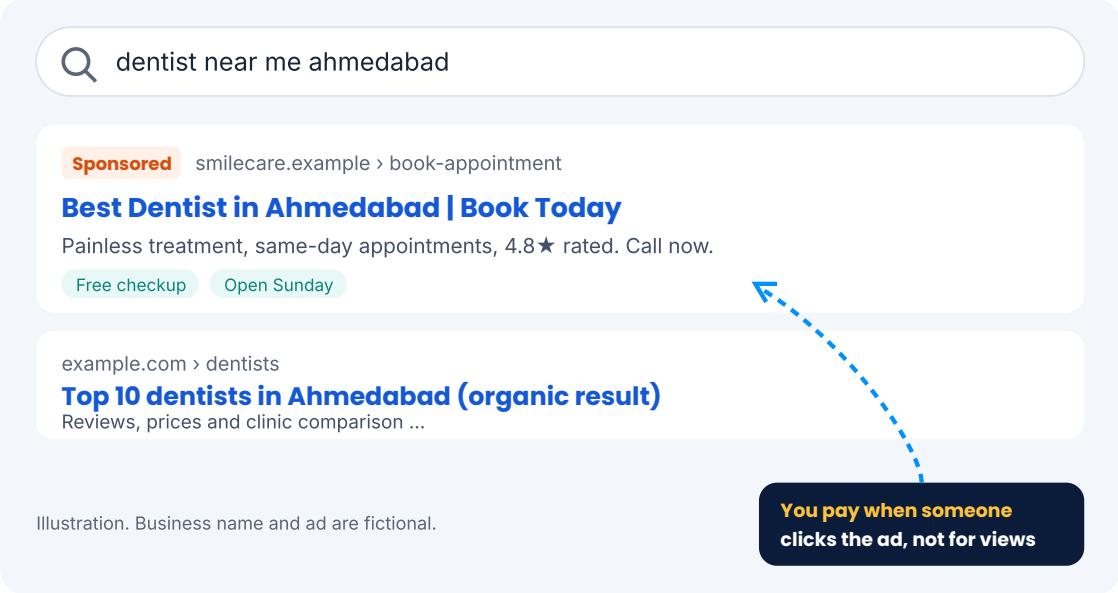
5 tn+
Google searches per year, about 14 billion a day (Google, 2025)

~98%
of searches in India happen on Google (StatCounter, 2026)

67%
of India's search traffic comes from mobile (StatCounter, June 2026)

Search ads in one picture

When someone searches, Google shows paid results (marked **Sponsored**) above or below the organic results. You pay only when a person **clicks**. This is called pay-per-click, or PPC.



WHY INTENT MATTERS

A person searching "dentist near me Ahmedabad" is ready to book. A person scrolling Instagram is not looking for a dentist at that moment. Search ads capture **existing demand**; social ads usually **create** demand. Both work, but they play different roles.

Google Ads vs SEO vs social ads

	Google Ads (Search)	SEO	Social ads (Meta, LinkedIn)
Speed	Hours to days	3 to 6+ months	Hours to days
Cost model	Pay per click	Time and content cost; clicks are free	Pay per impression or click
Audience mindset	Actively searching	Actively searching	Browsing, not searching
Best for	Leads and sales now; testing demand	Long-term trust and low-cost traffic	Awareness, visual products, retargeting
Stops when you stop paying?	Yes	No	Yes

Where Google Ads fits

Treat the three channels as a team. Run Google Ads to get customers **this month**, publish SEO content to lower your cost over **this year**, and use social ads to **stay visible** to people who already know you.

Ads also teach SEO: the search terms report shows the exact words customers type, which is free keyword research for your content.

The Google advertising network

- **Search:** text ads on Google results
- **Shopping:** product listings with image and price
- **YouTube:** video ads before and during videos, plus Shorts
- **Display:** banner ads on millions of sites and apps
- **Gmail, Discover, Maps:** reached mainly via Performance Max and Demand Gen

Is Google Ads right for you?

Good fit when…

- ✔ People already search for your product or service
- ✔ Each sale or lead is worth more than the click cost
- ✔ You can follow up on leads quickly
- ✔ You have a website or landing page that loads fast on mobile

Think twice when…

- ✘ Nobody searches for what you sell (brand-new category)
- ✘ Your profit per sale is smaller than the cost per click
- ✘ You cannot track leads or sales at all
- ✘ You expect results with a tiny test budget in a few days

MINI EXERCISE (5 MINUTES)

Open Google on your phone and search for your own product or service the way a customer would. Write down: which ads appear, what they promise, and what their pages ask you to do. You have just done your first competitor research.

CHAPTER TWO

02 How Google Ads actually works

Every time someone searches, Google runs a split-second **auction** among the advertisers who want to show an ad for that search. You do not simply win by bidding the most.



All of this happens in a fraction of a second, for every single search.

Ad Rank: what decides your position

Google combines several signals into your **Ad Rank**. Per Google's own help pages, it takes into account **your bid**, **the quality of your ad and landing page**, the expected impact of ad extensions and other formats, and the context of the search. The highest Ad Ranks win the top spots.

1 · Your bid

The most you are willing to pay for a click. A higher bid helps, but it is only one ingredient.

2 · Ad quality

How relevant your ad is and how useful your landing page is to the searcher.

3 · Assets and context

Sitelinks, calls and images you add, plus device, location and the search itself.

WHY THIS IS GOOD NEWS FOR BEGINNERS

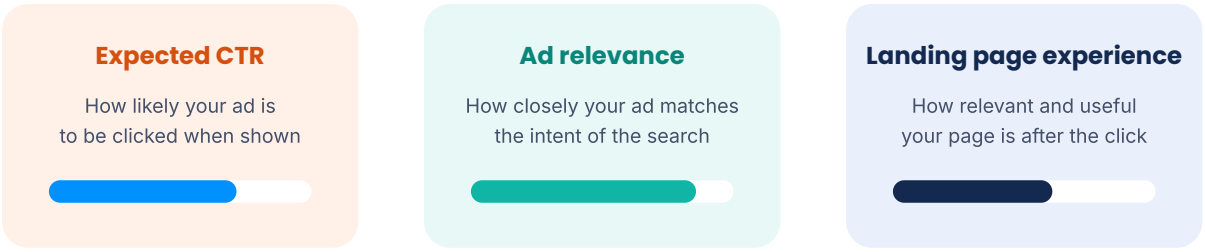
A small advertiser with a **more relevant ad and a better page** can beat a bigger spender and pay less per click. Quality is a form of budget.

COMMON MYTH

"Whoever pays the most gets position one." Not true. Google states that bidding affects Ad Rank but does not change its assessment of your ad quality.

Quality Score: your report card

Quality Score is a **1 to 10** diagnostic shown at **keyword level**. It combines three parts, each rated Above average, Average or Below average. Google notes that Quality Score is an aggregated estimate of your performance and is **not itself used at auction time** to set Ad Rank, so treat it as a diagnostic tool, not a target to obsess over.



Source for the three components: Google Ads Help, "About Quality Score for Search campaigns".

How to lift each component

If this is weak…	Do this
Expected CTR	Make the offer clearer, include the keyword in a headline, add sitelinks and callouts, pause ads that nobody clicks
Ad relevance	Split ad groups so each one targets one tight theme, and write ads for that theme only
Landing page experience	Match the page to the ad promise, load fast on mobile, put the form or call button above the fold

What you actually pay: a simplified example

You normally pay **less than your maximum bid**. In the classic simplified illustration, you pay just enough to stay above the next advertiser. Real auctions use more signals, but the idea holds.

Advertiser	Max bid	Quality (illustrative)	Ad Rank	Position
A (you)	₹20	9	180	1st
B	₹30	5	150	2nd
C	₹40	3	120	3rd

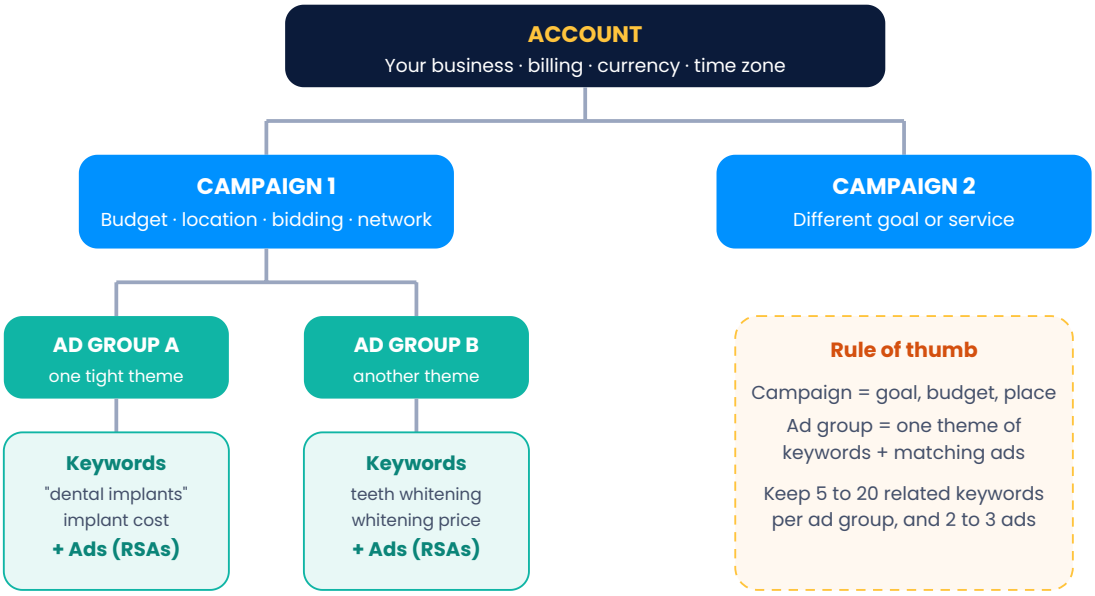
Advertiser C bids double what you do and still ranks last. To hold position 1 you pay roughly the next Ad Rank divided by your quality, about 150 ÷ 9 = ₹16.7 plus a paisa, which is **below your ₹20 maximum**.

> **REMEMBER**
>
> Your **max CPC** is a ceiling, your **actual CPC** is the price you pay. Also, Google never spends more than twice your daily budget on a single day, and never more than 30.4 × your daily budget in a month.

CHAPTER THREE

03 Account structure: account, campaign, ad group

A tidy structure is the cheapest optimisation you will ever do. Google Ads is organised like folders inside folders.



What lives where

Level	You control
Account	Billing, users, time zone, currency, conversion settings
Campaign	Budget, bidding strategy, locations, languages, schedule, networks, goal
Ad group	Keywords, ads, and (optionally) a bid
Ad / keyword	Messaging and matching

Naming convention

Future-you will thank present-you. Use a pattern like:

Search | Service | City | Goal

Example campaigns: **Search | Implants | Ahmedabad | Leads** and **Search | Brand | India | Leads**.
Example ad groups: **Implant cost**, **Implant clinic near me**.

WHY SEPARATE BRAND

Brand searches (people typing your name) convert cheaply. Mixing them with generic keywords hides how well the generic ones actually perform.

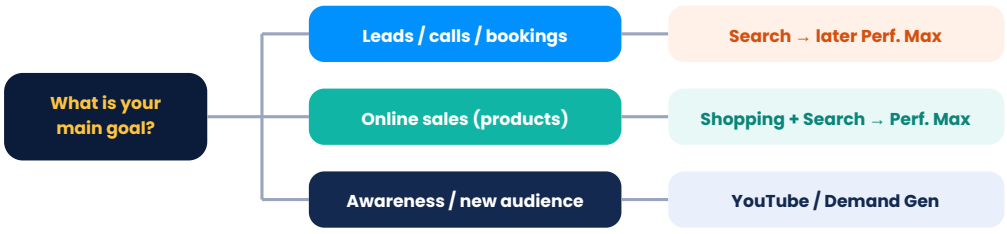
CHAPTER FOUR

04 Campaign types and which to choose

Google offers many campaign types. As a beginner you will use only one or two. Match the type to your goal.

Type	Where ads show	Best for	Beginner?
Search	Google results (text ads)	Leads and sales from people actively searching. The best place to start.	Start here
Performance Max	Search, YouTube, Display, Gmail, Discover, Maps	Goal-driven automation for e-commerce and lead gen, once you have conversion tracking and assets	Phase 2
Shopping	Product listings with image and price	Online stores with a Merchant Center product feed	For stores
Display	Websites and apps in the Google network	Awareness and retargeting, rarely cold lead generation	Later
Video (YouTube)	YouTube, Shorts, partner sites	Brand story, product demos, reaching new audiences	Later
Demand Gen	YouTube, Discover, Gmail	Creating demand with images and video, mid-funnel	Later
App	Search, Play, YouTube, Display	App installs and in-app actions	Specialist
Smart campaigns	Google Search and Maps (simplified)	Very small local businesses wanting a quick start, with limited control	Caution

Which one should I pick?



BEGINNER TRAP

Google's setup flow often pushes **Performance Max** or **Smart campaigns** first because they are simple. They are powerful once you have good data, but with no conversion history and a small budget they can spend widely and teach you little. Start with a tightly controlled **Search** campaign so you learn which keywords and messages actually bring customers.

CHAPTER FIVE

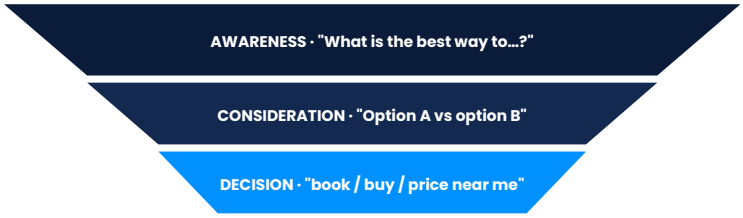
05 Strategy first: goals, funnel, unit economics, budget

Strategy is what happens **before** you open Google Ads. Skipping it is the most common reason beginners lose money.

Step 1 · Define one clear goal

Business type	Primary goal (conversion)	Number to track
Clinic, coaching, real estate, services	Form fill, phone call, WhatsApp click, booked appointment	Cost per lead (CPL) and cost per qualified lead
Online store	Purchase	Return on ad spend (ROAS) and cost per acquisition (CPA)

Step 2 · Understand the customer journey



Beginners: start at the **bottom**, where searchers are closest to buying. Move up only after the bottom is profitable.

Step 3 · Know your numbers (unit economics)

Max affordable CPL = Sale value × Profit margin × Lead-to-sale rate

WORKED EXAMPLE: A COACHING INSTITUTE

Course fee	**₹30,000**
Profit margin after delivery cost	**50%** → ₹15,000 profit per student
Out of 100 leads, students who enrol	**10%**
Maximum cost per lead you can afford (break-even)	**₹15,000 × 10% = ₹1,500**
Your safe target CPL (keep 40% buffer for profit)	**about ₹900**

At ₹32 per click (EdTech benchmark, Chapter 10) and 5.5% of visitors enquiring, CPL is **₹32 ÷ 0.055 ≈ ₹582**, under target.

Step 4 · Work backwards to a budget

Monthly budget = Leads you want × Expected CPL

EXAMPLE: LOCAL CLINIC

Goal: 30 appointment enquiries per month
Expected CPL: ₹450
Budget: 30 × ₹450 = ₹13,500 a month
Daily budget: ₹13,500 ÷ 30.4 ≈ **₹445 a day**

EXAMPLE: LOWER-BUDGET START

Only ₹6,000 a month? Narrow the campaign to one service, one city and your best 10 to 15 keywords. Do not spread thin across five services. Expect fewer than 15 leads and treat it as a **learning test**.

~30
conversions a month is a commonly cited minimum for Smart Bidding to learn well

2–4 wks
typical learning period for new automated campaigns

2×
Google may spend up to twice your daily budget on busy days, but never more than 30.4× in a month

Step 5 · Set realistic expectations

Timeframe	What normally happens
Days 1 to 7	Data is thin. Clicks and impressions arrive; conversions may be zero or few. Do not judge yet, but check search terms daily.
Weeks 2 to 4	Patterns emerge. Add negative keywords, pause weak ads, improve the landing page.
Months 2 to 3	Cost per lead stabilises. Scale what works, move to automated bidding when you have enough conversions.

BE HONEST WITH YOURSELF

Google Ads does not guarantee leads or sales. Results depend on competition, your offer, price, website, follow-up speed and the market. Month one is often a **learning investment**; after three months of honest optimisation, an unprofitable campaign needs a rethink of the offer, page or economics.

The pre-spend scorecard

- ✔ I know my profit per sale
- ✔ I know my maximum affordable CPL or CPA
- ✔ I have one clear conversion goal
- ✔ My landing page works on mobile
- ✔ Someone will respond to leads within one hour
- ✔ I have a monthly budget I can afford to learn with

CHAPTER SIX

06 Keyword research and match types

Keywords are the bridge between what people type and the ads you show. Choose them by **intent**, not by volume alone.

The intent ladder

Intent	Example search	Conversion likelihood	Use?
Transactional	"buy running shoes online", "dentist appointment ahmedabad"	High	Start here
Commercial	"best digital marketing course", "implant clinic vs hospital"	Medium	Test carefully
Informational	"what is google ads", "how to whiten teeth"	Low	Content/SEO, not ads

Match types: how loosely Google interprets your keyword

Type	You write	Can show for	Control
Broad	dental implants	Related searches and meanings, such as "tooth replacement cost", even without your exact words	Low. Use with Smart Bidding and strong negatives
Phrase	"dental implants"	Searches that include the meaning of your phrase, such as "best dental implants in ahmedabad"	Medium. Good default
Exact	[dental implants]	Searches with the same meaning or intent as your keyword	High. For your best terms

BEGINNER SETUP

Start with **phrase** and **exact** match. Add broad match later, once you have conversion data and automated bidding (see Amity in Chapter 13).

Where to find keywords (free tools)

Google Keyword Planner

Free inside Google Ads: volume ranges, CPC estimates, ideas.

Google autocomplete

Type your service and read the suggestions. Real searches.

Search terms report

After launch: the exact words people typed before clicking.

Negative keywords: your budget's bodyguard

Negatives tell Google **not** to show your ad for certain words. They are one of the fastest ways to cut waste.

COMMON NEGATIVES TO ADD ON DAY ONE

free · jobs · salary · internship · pdf · download · course (if you sell a service) · definition · meaning · diy · cheap (if you are premium) · login · wholesale (if retail)

EXAMPLE

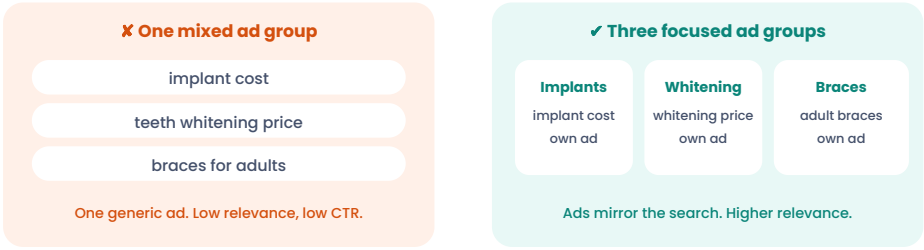
You sell premium dental implants. Someone searches "dental implant jobs in ahmedabad". Without a negative for **jobs**, you pay for that click and it can never become a patient.

Three negative match types

Type	Write	Blocks
Negative broad	free	Any search containing "free" (any order, plus close variants)
Negative phrase	"free consultation"	Searches with that phrase in order
Negative exact	[dentist jobs]	Only that exact search

Group keywords into themes

One ad group should answer one question. If your ad group contains "implant cost", "teeth whitening" and "braces", you cannot write an ad that fits all three. Split them.



Keyword research checklist

- ✔ List 3 to 5 services or products you want to sell first
- ✔ Pull 20 to 50 ideas per service from Keyword Planner and autocomplete
- ✔ Remove informational and job-seeker terms
- ✔ Check CPC estimates against your max affordable CPL
- ✔ Group into tight themes of 5 to 20 keywords
- ✔ Build a starter negative list before launching

PRO HABIT

Review the **search terms report** every week. Add good terms as keywords and bad terms as negatives. Over time your account becomes a custom-built map of how your customers talk.

07 CHAPTER SEVEN
Writing ads that get clicked

Search campaigns use **Responsive Search Ads (RSAs)**. You supply several headlines and descriptions; Google mixes them to find the best combinations for each search.



1. **Headlines: up to 15, max 30 characters each**
2. **Descriptions: up to 4, max 90 characters each**
3. **Assets: sitelinks, callouts, calls, images**
4. **Final URL: your landing page**

Only 2 to 3 headlines and 1 to 2 descriptions show at a time.

Google rotates combinations, so every headline must make sense next to any other.

Fictional clinic. Limits per Google Ads RSA specifications at time of writing.

The 6-part headline mix

Part	Example headline (≤30 chars)
1. Keyword	Dental Implants Ahmedabad
2. Benefit	Painless, Same-Day Procedure
3. Proof	4.8★ From 1,200+ Patients
4. Offer / price	Free Consultation This Week
5. Trust or risk reducer	Government-Certified Doctors
6. Call to action	Book Your Slot Today

BE TRUTHFUL

Only claim things you can prove (ratings, years, awards, prices). Google also disapproves ads with misleading or prohibited claims, particularly in health, finance and education.

Weak vs strong ad copy

✘ WEAK

Best Digital Marketing

We are a leading company with many services. Contact us for more information about our offerings.

- Vague, no keyword match
- No benefit, no proof
- Weak call to action

✔ STRONG

Google Ads Course in Ahmedabad

Live batches, 50+ tools, hands-on projects. Free demo class. Enrol before the next batch.

- Matches the search
- Specific features and numbers
- Clear next step

Assets (formerly "extensions") boost your ad

Sitelinks

Extra links under your ad, such as Pricing, Reviews, Contact. Add at least 4.

Callouts

Short selling points: "Free Demo", "EMI Available", "Open 7 Days".

Call and location

Phone number and map pin for local businesses. Great for mobile.

Structured snippets

Lists such as Courses: SEO, Google Ads, Meta Ads, Analytics.

Images

Visuals that can appear alongside text ads. Use real photos, not stock clichés.

Lead form

Lets people submit details inside Google. Useful, but follow up quickly and check lead quality.

How to read "Ad strength"

Google rates your RSA as Poor, Average, Good or Excellent. It is a hint about variety and relevance, **not** a guarantee of results. Aim for Good or higher, but a plain, honest headline that clearly matches search intent often beats a clever one.

A simple testing method

1. Run 2 to 3 RSAs per ad group, each with a different angle (price, trust, speed).
2. Wait until each ad has a few hundred impressions and some clicks.
3. Pause the clear loser, keep the winner, write a new challenger.
4. Change **one** thing at a time so you know what worked.

COPY FORMULA TO REMEMBER

Say what they searched for → promise the result → prove it → tell them exactly what to do next.

CHAPTER EIGHT

08 Landing pages and conversion tracking

The click is not the goal. The **conversion** is: a form fill, a call, a purchase. If you cannot measure it, you cannot optimise it, and automated bidding cannot learn.

Landing page essentials

- ✔ **Message match:** headline repeats what the ad promised
- ✔ **One goal per page:** one form or one button, not ten links
- ✔ **Above the fold:** offer, proof and call to action visible without scrolling
- ✔ **Speed:** loads fast on mobile data
- ✔ **Trust:** reviews, logos, certificates, real photos, address
- ✔ **Short form:** ask only what you need (name, phone, one question)
- ✔ **Click-to-call and WhatsApp** buttons on mobile
- ✔ **Privacy and contact details** clearly visible

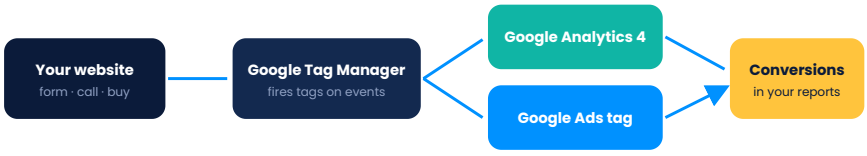
INDIA TIP

About two-thirds of Indian search traffic is mobile, so design **for the phone first**.

What to track

Conversion action	How it is usually set up
Form submission	Thank-you page view, or a form-submit event, via Google Tag Manager
Phone call (click)	Event on the call button click
WhatsApp click	Event on the WhatsApp button
Purchase	E-commerce event with transaction value from your store or GA4
Offline sale from a lead	Import offline conversions, or enhanced conversions for leads

The measurement stack



DO NOT SKIP THIS

Count only **meaningful** actions as conversions. If "page view" or "scroll" is counted as a conversion, automated bidding will optimise for the wrong behaviour. Test every conversion yourself before spending.

CHAPTER NINE

09 Bidding strategies

Bidding strategy tells Google how to turn your budget into clicks or conversions. Choose based on how much conversion data you have.

Strategy	What it does	Use when
Manual CPC	You set the bid per keyword or ad group	Very small budgets, full control, learning the basics
Maximize clicks	Gets as many clicks as possible within budget	Brand-new account, no tracking yet. Short-term only; use a max CPC cap
Maximize conversions	Gets the most conversions for your budget	Tracking works and you have some conversions. Good first automated step
Target CPA	Aims for a set cost per conversion	Lead gen with stable conversion volume (about 30+ a month)
Maximize conversion value	Prioritises higher-value conversions	Stores or leads with different values
Target ROAS	Aims for a revenue-to-spend ratio	E-commerce with accurate conversion values and good volume
Target impression share	Wins a share of top-of-page impressions	Brand defence, visibility campaigns

A simple graduation path



THE LEARNING PERIOD

After you launch or make big changes, Smart Bidding re-learns. Avoid changing budgets or targets by more than about 20 to 30% at a time and give it one to two weeks before judging.

TARGET SET TOO LOW

Setting a CPA target far below what the market allows will starve the campaign of impressions. Start near your **actual** historical CPA, then tighten gradually.

10 CHAPTER TEN
Metrics decoded

Metrics are not scary once you see the chain. Every number links to the next like links in a chain.



Metric	Formula	What it tells you
Impressions	Times your ad was shown	Reach and demand
Clicks	Times people clicked	Interest in your ad
CTR	Clicks ÷ Impressions × 100	How compelling and relevant the ad is
CPC	Total cost ÷ Clicks	Price of a visit; driven by competition and quality
Conversion rate (CVR)	Conversions ÷ Clicks × 100	How good your page and offer are
CPA / CPL	Cost ÷ Conversions	Cost to win a lead or customer
ROAS	Conversion value ÷ Cost	Revenue per ₹1 spent
ROI	(Profit − Cost) ÷ Cost	True profitability after costs
Impression share	Impressions ÷ Eligible impressions	How much available demand you capture
Search lost IS (budget / rank)	Share lost to budget or to Ad Rank	Whether to raise budget or fix quality and bids

CPA = CPC ÷ Conversion rate

This one formula explains most Google Ads problems: lower the click price, raise the conversion rate, or both.

A worked example: reading a real-looking report

CAMPAIGN: DENTAL IMPLANTS, AHMEDABAD · 30 DAYS · ₹30,000 SPEND

Impressions	Clicks	CTR	CPC	Conversions	CVR	CPL
45,000	1,000	2.2%	₹30	25	2.5%	**₹1,200**

Say your break-even CPL is ₹1,500 but your safe target is ₹900. CPL is ₹1,200: **profitable but not safe**. What do you fix?

Observation	Diagnosis	Action
CTR 2.2% (low for search)	Ads or keywords not matching intent	Rewrite headlines with exact keywords; add negatives; test new ad angles
CVR 2.5% (below ~5-6% typical for healthcare)	Page or form friction, or wrong traffic	Shorten form, add click-to-call, improve speed, align page with ad
CPC ₹30 (in line with benchmark)	Price of traffic is fine	Do not chase lower CPC yet

Projection: if CVR rises from 2.5% to 5% with the same CPC, CPL becomes ₹30 ÷ 0.05 = **₹600**, a 50% drop with zero extra budget.

Global search benchmarks, 2026

6.64%
average CTR across industries

8.18%
average conversion rate

$5.42
average CPC (up from $2.32 in 2016)

$66.69
average cost per lead

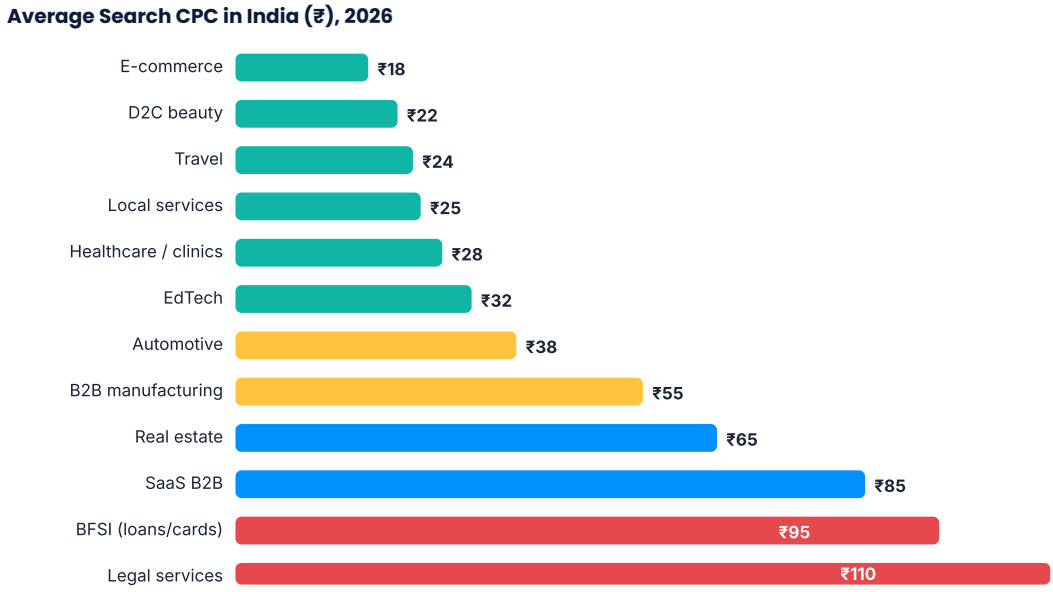
Source: Webtonic Google Ads Benchmarks 2026, based on 13,000+ search campaigns across 23 industries, April 2025 to March 2026. Global averages skew towards US and other high-cost markets; India's CPCs are far lower.

HOW TO USE BENCHMARKS

Benchmarks answer "am I roughly normal?" They do not answer "am I profitable?". Only your own unit economics (Chapter 5) answer that. A CTR of 3% with a ₹400 CPL that closes into ₹15,000 profit is excellent; a 10% CTR that never converts is not.

India benchmarks by industry

Indian costs vary enormously by industry, city and keyword. The figures below come from one India-focused 2026 benchmark set and are **directional**. Other published sources report different ranges, so check Keyword Planner and your own account.



Source: Performance Marketing Journal, "Google Ads Benchmarks India 2026". Chart redrawn by FSIDM.

Industry	CTR	CPC	Conv. rate	Cost per acquisition
Healthcare / clinics	5.5%	₹28	6.2%	₹450
EdTech	5.8%	₹32	5.5%	₹580
E-commerce	5.2%	₹18	3.1%	₹580
Real estate	4.1%	₹65	1.8%	₹3,600
BFSI	3.2%	₹95	4.8%	₹1,980
Local services	6.1%	₹25	8.5%	₹295

Sanity check: CPA = CPC ÷ conversion rate

Industry	CPC ÷ CVR	Result	Matches table?
Healthcare	₹28 ÷ 0.062	≈ ₹452	Yes (₹450)
EdTech	₹32 ÷ 0.055	≈ ₹582	Yes (₹580)

Real estate (₹65 CPC, 1.8% CVR) lands at about ₹3,600: expensive clicks and low conversion multiply together.

Same source. Note: a separate India dataset (AdBenchly, modeled estimates) reports a cross-industry average CPC of ₹22.19, CTR 3.23% and conversion rate 3.30%, a reminder that benchmarks differ widely.

CHAPTER ELEVEN

11 Launch walkthrough: your first campaign in 12 steps

This is the hands-on chapter. Follow it with Google Ads open in another tab. Menu names may shift slightly, but the logic stays the same.

1. **Create your account in Expert Mode**
   Go to ads.google.com, sign in with a Google account you control, and choose to **create an account without a campaign** (Expert Mode) if offered. This avoids being pushed into a Smart campaign. Set the correct **country, time zone and currency (INR)**. These cannot be changed later.

2. **Set up billing**
   Add a payment method (card, UPI or net banking, depending on options available to you). Set up payment details only on Google's official page. Keep GST details ready if you need invoices.

3. **Install conversion tracking first**
   Create your conversion actions (form, call, WhatsApp, purchase) and test them. Chapter 8 has the details. **No tracking, no launch.**

4. **Create a Search campaign**
   New campaign → choose your goal (Leads or Sales) → select **Search**. Name it with your naming convention (Chapter 3).

5. **Choose networks carefully**
   Turn **on** Google Search. Consider turning **off** the Search Partners and Display Network options at the start, so your small budget focuses on Google's own search results.

6. **Target location and language**
   Pick the cities or radius you can actually serve. Use **Presence** targeting (people in or regularly in your location) rather than "Presence or interest", which can show your ad to people merely interested in your area.

Campaign settings cheat sheet

Setting	Beginner-friendly choice
Goal and type	Leads (or Sales), Search
Networks	Google Search on; Search Partners and Display off at first
Location	Only places you serve; "Presence" targeting
Bidding	Maximize clicks with a cap, or Maximize conversions if tracking works
Ad schedule	Business hours first if leads need a live reply

Steps 7 to 12 and the pre-flight checklist

7 **Set bidding and budget**
With little data, start with **Maximize clicks** with a sensible max CPC cap, or **Maximize conversions** if tracking already works. Enter the daily budget you calculated in Chapter 5.

8 **Add keywords by ad group**
Create one ad group per theme. Paste your 5 to 20 keywords with phrase and exact match. Add your starter **negative keyword** list at campaign level.

9 **Write responsive search ads**
Aim for 10 to 15 headlines and 3 to 4 descriptions per ad group using the 6-part mix from Chapter 7. Pin a headline only when legally or strategically required, because pinning limits Google's testing.

10 **Add assets**
Sitelinks (4+), callouts (4+), structured snippets, call asset, location asset and an image asset where available.

11 **Review everything and publish**
Double-check the final URL on a phone, spelling, tracking and budget. Publish. Google reviews ads, usually quickly, but approval can take longer.

12 **Watch the first 72 hours**
Check daily: Are ads approved and showing? Are clicks coming? Does the search terms report show relevant queries? Add negatives immediately for obvious waste. **Do not** change bids or budgets daily; wait for data.

Pre-flight checklist

- ✔ Conversion tracking tested end to end
- ✔ Landing page loads fast on mobile
- ✔ Form, call and WhatsApp buttons work
- ✔ Location and language correct
- ✔ Daily budget matches the plan
- ✔ Keywords grouped in tight themes
- ✔ Starter negatives added
- ✔ 2 to 3 ads per ad group
- ✔ Assets added
- ✔ A person is ready to answer leads within 1 hour

DO NOT DO THIS ON DAY ONE

Do not add dozens of campaigns, change settings every few hours, switch the bidding strategy after 24 hours, or judge results after 3 days. Resist the urge to tinker. Data needs time to speak.

CHAPTER TWELVE

12 Optimisation routine and troubleshooting

Good advertisers are not geniuses. They are consistent. Use this routine to stay in control without over-tinkering.

Daily · 5 min

- Spend vs budget
- Ad disapprovals or policy issues
- Any sudden spike or drop in clicks
- New leads received and answered

Weekly · 30 min

- **Search terms report:** add negatives and winning keywords
- Compare ads; pause the loser
- Check CPL against target
- Review device and time performance

Monthly · 1–2 hrs

- Budget reallocation by campaign
- New ad angles and landing page tests
- Lead quality vs lead volume
- Report to stakeholders

How to read the search terms report

1. Go to **Insights and reports → Search terms**, sort by cost or clicks.
2. Find terms with spend but no conversions; if the intent is wrong, add them as **negatives**.
3. Find terms that convert; add them as **exact or phrase keywords** in the right ad group.
4. Spot new themes (a service people ask for that you never targeted) and build ad groups for them.

WHAT A WEEKLY REVIEW LOOKS LIKE

Search term	Clicks	Cost	Conv.	Action
dental implant cost ahmedabad	34	₹1,020	3	Add exact
dental implant jobs	12	₹360	0	Negative: jobs
free dental camp	9	₹270	0	Negative: free
implant clinic near me	41	₹1,230	4	Add phrase

The 80/20 of optimisation

1 **Negatives**: stop paying for wrong clicks

2 **Ads**: improve CTR and relevance

3 **Landing page**: lift conversion rate

4 **Bids and budget**: scale winners only

Troubleshooting: symptom, cause, fix

Symptom	Likely causes	What to do
Few or no impressions	Low bids or budget, narrow keywords, disapproved ads, small location	Check ad status; add relevant keyword variants; widen location; raise budget or bid slightly
Impressions but low CTR	Weak or irrelevant ad copy, low position	Rewrite headlines to mirror searches; add assets; improve Ad Rank
Many clicks, no conversions	Wrong keywords, weak page, tracking broken, poor offer	Review search terms; test tracking; improve page; tighten targeting
High CPC	Competitive keywords, low Quality, broad targeting	Improve ad relevance and page; use more specific long-tail keywords; schedule hours
Leads but no sales	Low-quality leads, slow follow-up, price mismatch	Add qualifying questions; negative keywords; reply within one hour; import offline conversions
Budget finishes by noon	Budget too small for demand, broad traffic	Narrow keywords or location; use ad scheduling; or fund the budget properly
Performance suddenly dropped	Tracking tag broken, site down, competitor change, seasonality	Check site and tags first; compare with last week by day; then investigate bids and auction insights
Smart Bidding costs too high	Not enough data, wrong conversion goals, target too aggressive	Count only real conversions; give it time; loosen the target; consolidate campaigns

Auction Insights: your competitors, revealed

The **Auction insights** report shows how often you appear alongside other advertisers: impression share, overlap rate, position-above rate and top-of-page rate. Use it to see who you are really competing with and whether you lose to **budget** or to **rank**.

LOST TO BUDGET?

You have good ads but run out of money. Add budget only if CPL is below target.

LOST TO RANK?

Your Ad Rank is too low. Improve relevance, expected CTR, page experience, and bids together.

RULE OF THREE

Change **one** major thing at a time, wait at least **7 to 14 days** for data (longer on small budgets), and write down what you changed. A change log turns guessing into learning.

13 CHAPTER THIRTEEN
Case studies

Real advertisers, real numbers. These cases are published by Google and by the agencies and freelancers involved, so they show what is possible, not what is guaranteed. Notice the pattern: **structure, tracking and testing** come before scale.

CASE 1 · AMITY UNIVERSITY ONLINE (INDIA, EDUCATION)

Goal: lower cost per acquisition without losing enrolment volume.
What they did: with agency Univo, tested **broad match with Smart Bidding** on Search, optimised search terms, expanded keyword coverage and added account-level exclusions to block irrelevant traffic.

2.5×	+10%	-54%
higher conversion rate	admissions	cost per admission, year on year

Lesson: Broad match worked only because they combined it with automated bidding and active cleaning of search terms. It is not a shortcut. It is a system.

CASE 2 · MITSUBISHI MOTORS (AUTOMOTIVE LEAD GENERATION)

Goal: generate higher-quality leads and grow.
What they did: switched on **value-based bidding** so Google could prioritise leads more likely to become valuable customers.

+107%	+104%	-47%
return on ad spend	conversion rate	cost per acquisition

Lesson: Tell Google which conversions matter most. Feeding value (not just volume) lets the algorithm chase better customers.

CASE 3 · SERVICETITAN (SOFTWARE FOR HOME SERVICES)

What they did: ran Demand Gen campaigns with video and image assets, split into mid-funnel (subscriptions) and down-funnel (qualified leads) objectives, and used lookalike audiences built from existing customers.

+36%	-7%	½
conversion volume	cost per acquisition	cost per subscriber vs social

Lesson: Match each campaign to one funnel stage and optimise it for that stage's goal.

Sources: Google Ads Help and Google business resources, "Generate leads case studies" (India edition).

E-commerce and consolidation cases

CASE 4 · VISTAPRINT (ONLINE PRINTING)

Goal: find a better model than standard Shopping campaigns.
What they did: used Conversion Lift studies and geographic experiments to test Performance Max against Standard Shopping before consolidating budgets into it.

+35%
revenue vs Standard Shopping

+31%
ROAS from AI-powered solutions

Lesson: Test before you commit. Experiments protected them from making a big change on a hunch.

CASE 5 · CARAWAY (COOKWARE)

What they did: moved from Smart Shopping to Performance Max, built custom audiences for each asset group using product-type keyword data from Search, and created separate PMax campaigns per product type for custom creative and tighter budget control.

+46%
revenue

+31%
better ROAS

Lesson: Structure still matters in the AI era. Separate campaigns by product type, give each its own creative.

CASE 6 · AN INDIAN SUPPLEMENT BRAND (AGENCY-REPORTED)

Situation: three products, a previous setup with several overlapping Performance Max campaigns that fragmented budget and made it unclear what worked.
What changed (from July 2025): replaced the messy multi-PMax setup with a clean, purpose-driven structure, with one PMax aimed at cold audiences, plus tested YouTube Shorts and Demand Gen for awareness.

2.6×
revenue growth reported

~60
orders from YouTube Shorts

2×
ROAS on Demand Gen, acceptable for awareness

Lesson: Overlapping campaigns compete with each other. Fewer, clearer campaigns win.

Sources: Google, "Online sales case studies" (Caraway); Google Ads Impact Awards (Vistaprint); Contra freelancer portfolio write-up of an Indian supplement brand (self-reported by the agency, not independently verified).

THE PATTERN ACROSS ALL CASES

1) Clean structure, 2) accurate conversion data, 3) test before scaling, 4) give automation good signals, 5) review search terms and clean waste.

CHAPTER FOURTEEN

14 The 12 most expensive beginner mistakes

1 · No conversion tracking
You pay for clicks but never know which ones mattered. Fix first, spend second.

2 · Starting with Smart or PMax blindly
Automation without data wastes money and teaches nothing.

3 · Broad match with no negatives
Broad can be powerful, but without exclusions it brings jobs, freebies and irrelevant searches.

4 · Sending traffic to the homepage
Send each ad group to the most relevant page, ideally a dedicated landing page.

5 · One giant ad group
Mixed themes mean generic ads and low relevance.

6 · Ignoring the search terms report
The single biggest source of wasted spend and free insight.

7 · Targeting too wide a location
Paying for clicks from places you cannot serve.

8 · Judging after 3 days
Results need time and data. Early noise leads to bad decisions.

9 · Changing too much at once
You will never know what helped or hurt. Change one thing at a time.

10 · Slow lead follow-up
Leads cool within minutes. Reply fast, or even a perfect campaign fails.

11 · Chasing clicks, not customers
CTR and traffic are vanity unless they lead to conversions and revenue.

12 · No profit math
Without break-even CPL you cannot tell a winner from an expensive hobby.

Most Google Ads failures are not Google Ads failures. They are tracking, offer, page, follow-up or math failures wearing an ads costume.

ALSO BEWARE OF

Guaranteed results promised by agencies, and "experts" who will not explain their reporting. Keep the Google Ads account in **your** name, with the agency added as a user.

CHAPTER FIFTEEN

15 The AI era: Performance Max, AI Max and what changes

Google Ads is moving from "you pick keywords" to "you give goals, data and creative, and AI finds the customers." That does not make you irrelevant. It moves your job from **button-pushing** to **feeding the machine well**.

~18%
of Google searches showed an AI Overview in one Pew Research study

8%
of visits ended in a click on a result link when an AI summary was present (same study)

Source: Pew Research Center, as summarised by SQ Magazine (2026). Directional; AI search is changing fast.

What these automation tools do

Tool	In plain language
Performance Max	One campaign that serves your assets across Google Search, YouTube, Display, Discover, Gmail and Maps, optimising towards your conversion goal
AI Max for Search	Adds AI-driven keyword expansion and text customisation to Search campaigns to reach relevant queries beyond your listed keywords
Broad match + Smart Bidding	Lets Google interpret intent and bid per auction using many signals

Google's 2026 India search playbook cites AJIO (with Vibrant Advertising) using AI Max to scale non-brand search, and Emeritus using Performance Max to find incremental qualified leads.

What beginners should do in this new world

- ✔ **Get tracking right.** Automation is only as smart as its conversion data
- ✔ **Feed it great creative:** many headlines, real images, and short videos
- ✔ **Use audience signals** such as customer lists and site visitors
- ✔ **Add brand and negative controls** where available
- ✔ **Run experiments** before big switches (see Vistaprint)
- ✔ **Keep Search** as your trusted base while testing PMax

WHERE AUTOMATION CAN HURT

Automated campaigns can spend on low-quality inventory if your goal is vague or your tracking counts junk conversions. Review **search themes, placements and asset reports**, and compare against a profit-based target.

CHAPTER SIXTEEN

16 Industry playbooks for India

Starting recipes for six common Indian business types. Adapt to your city, price and competition. Budgets are only starting points based on the benchmarks in Chapter 10.

🏥 Clinics and healthcare

Campaign: Search, local radius, Presence targeting.
Keywords: "[treatment] near me", "[treatment] cost [city]", "[specialist] [city]".
Must-have: call asset, location asset, appointment form, reviews.
Benchmark: CPC about ₹28, CVR about 6%, CPA about ₹450.
Watch: health ad policies; avoid before/after claims that breach rules.

🎓 Education and coaching

Campaign: Search + later PMax for lead gen.
Keywords: "[course] in [city]", "[course] fees", "best [course] institute".
Must-have: brochure download, demo class, WhatsApp button.
Benchmark: CPC about ₹32, CVR about 5.5%, CPA about ₹580.
Watch: do not promise jobs or placements you cannot guarantee.

🏠 Real estate

Campaign: Search by project and location; later Demand Gen or YouTube for visuals.
Keywords: "2 BHK in [area]", "[project name]", "flats near [landmark]".
Must-have: lead form with OTP, site-visit CTA, fast callback.
Benchmark: CPC about ₹65, CVR about 1.8%, CPA about ₹3,600.
Watch: quality over quantity; qualify budget in the form.

🛒 E-commerce / D2C

Campaign: Shopping + Search brand; then Performance Max with a clean product feed.
Must-have: Merchant Center feed, purchase tracking with value, reviews, COD/UPI info.
Benchmark: CPC about ₹18 to ₹22, CVR about 3 to 4%, CPA about ₹520 to ₹580.
Watch: margins; ROAS must beat your break-even.

🔧 Local services

Campaign: Search with strong call focus, tight service area, time-of-day schedule.
Keywords: "[service] near me", "emergency [service]", "[service] [area]".
Must-have: click-to-call, call tracking, Google Business Profile.
Benchmark: CPC about ₹25, CVR about 8.5%, CPA about ₹295.

💼 B2B / SaaS

Campaign: Search on problem and solution keywords; LinkedIn for targeting by role.
Must-have: demo form, case studies, comparison pages.
Benchmark: CPC about ₹85, CVR about 2%, CPA about ₹4,000.
Watch: long sales cycle; import offline sales to bid on real revenue.

Benchmarks: Performance Marketing Journal, Google Ads Benchmarks India 2026. Values are directional.

CHAPTER SEVENTEEN

17 Your 30–60–90 day plan

DAYS 1 – 30	DAYS 31 – 60	DAYS 61 – 90
LAUNCH Track · build · learn Goal: first 20+ clear conversions	**OPTIMISE** Clean · test · improve Goal: CPL below target	**SCALE** Expand · automate · diversify Goal: grow spend profitably

Days 1 to 30

- ✔ Finish the profit math (Ch. 5)
- ✔ Set up and test tracking
- ✔ Build the landing page
- ✔ Launch one Search campaign
- ✔ Add negatives daily in week 1
- ✔ Answer every lead fast

Days 31 to 60

- ✔ Weekly search-terms cleanup
- ✔ A/B test 2 new ad angles
- ✔ Improve page speed and form
- ✔ Switch to Maximize conversions when ready
- ✔ Add remarketing audiences
- ✔ Compare lead quality, not just count

Days 61 to 90

- ✔ Try Target CPA with enough data
- ✔ Add a second service or city
- ✔ Test Performance Max or AI Max with an experiment
- ✔ Add YouTube or Demand Gen for reach
- ✔ Import offline conversions
- ✔ Build a monthly report

Success scorecard at day 90

Question	Good sign
Is my tracking trustworthy?	Conversions match leads in my CRM or inbox within a small margin
Is my CPL or CPA at or below target?	Yes for two consecutive weeks
Do I know my top 5 search terms and top 5 negatives?	Yes, and I update them weekly
Can I explain my account structure in 60 seconds?	Yes, and every ad group has one theme
Do I know where the next ₹10,000 should go?	Yes, to the campaign with the best profit per rupee

> *Start small. Measure honestly. Fix the leaks. Then scale.*

DEEP DIVE · CHAPTER EIGHTEEN

18 Optimising ad copy, step by step

Copy is the cheapest lever you own. Two ads with the same budget can differ hugely in click-through rate, and a higher CTR improves your expected CTR and lowers your cost per click over time.



Six persuasion levers (use honestly)

Specificity

"Same-day crowns in 2 visits" beats "fast service". Numbers feel true.

Social proof

"4.8★ from 1,200 patients", "Trusted by 300+ schools".

Risk reversal

"Free demo class", "No-obligation quote", "Pay after trial".

Honest urgency

Only real deadlines: "Batch starts 5 Dec", "Offer ends Sunday".

Authority

Certifications, years of experience, awards, recognised brands.

Local relevance

City, area and landmark names: "Near Jivraj Park".

What to test, in priority order

Test	Variant A vs variant B	Usually affects
1. Offer	"Free consultation" vs "₹499 consultation"	CTR and lead quality
2. Angle	Price vs quality vs speed vs trust	CTR
3. Call to action	"Book now" vs "Get a free quote"	CTR and CVR
4. Numbers	"Fast results" vs "Results in 14 days"	CTR
5. Format	Question headline vs statement headline	CTR

READ THE ASSET REPORT

In RSA asset details, Google labels assets **Best, Good, Low** or Learning. After a few thousand impressions, replace **Low** assets with a new angle, not a reworded copy.

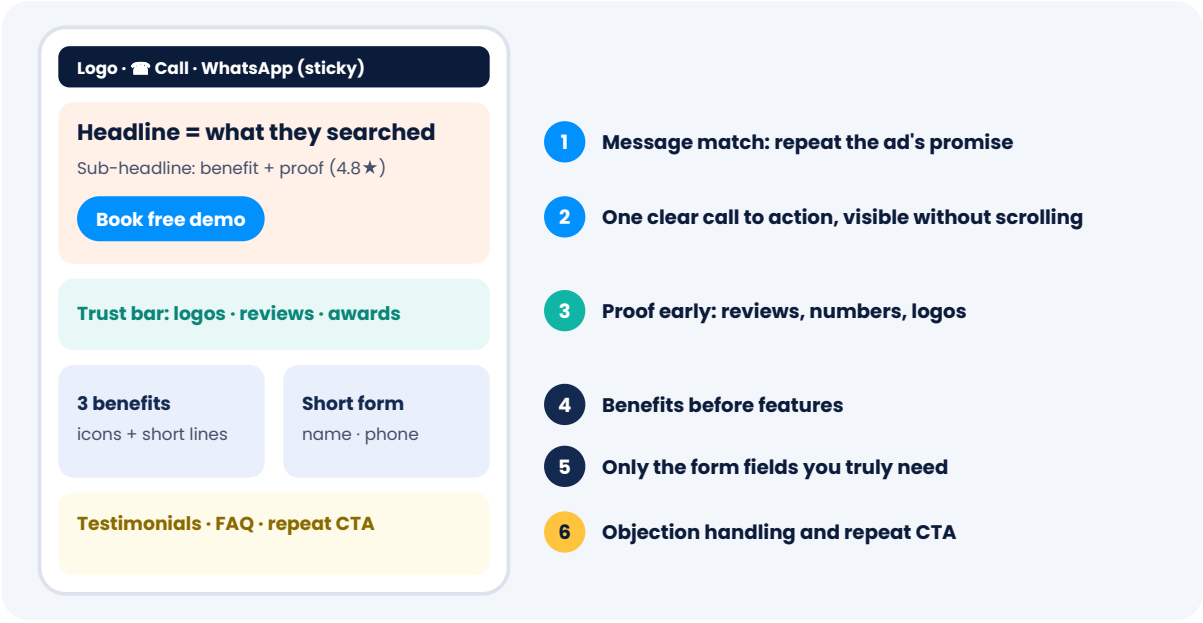
DO NOT

Stuff keywords, use ALL CAPS, make claims you cannot prove, or pin every headline. Pinning limits Google's ability to find winning combinations.

DEEP DIVE · CHAPTER NINETEEN

19 Landing page optimisation (CRO)

Conversion rate optimisation is where money is made. Remember the formula: **CPA = CPC ÷ conversion rate**. Doubling conversion rate halves your cost per lead without touching bids.



Anatomy of a high-converting mobile landing page (illustrative wireframe).

The hero section formula

Headline: [Outcome] for [who] in [timeframe or place] + Proof + Button

EXAMPLE

Before: "Welcome to Bright Smile Dental Clinic."
After: "Painless Dental Implants in Ahmedabad. Book a free consultation today." + "4.8★ from 1,200+ patients" + [Book free consultation]

Form optimisation

Choice	Trade-off
Fewer fields (name, phone)	More leads, but lower intent; follow up fast
More fields (budget, city, need)	Fewer, better-qualified leads; good for expensive offers
Phone OTP verification	Removes fake numbers; may lose a few real leads

Step 1 · Find the leak

Use GA4 to find where visitors drop off, a free heatmap tool such as **Microsoft Clarity** to see scroll depth and taps, and your ad data to compare mobile vs desktop conversion rates.

Low CTR
Fix ad copy and keywords

High bounce
Fix message match, speed, first screen

Views, no leads
Fix form, offer, trust, call to action

Step 2 · Prioritise with ICE

Score each idea 1 to 10 for **Impact**, **Confidence** and **Ease**, then average. Test the highest score first.

Test idea	Impact	Confidence	Ease	Score
Add click-to-call and WhatsApp sticky bar	8	8	9	8.3
Rewrite headline to match ad keyword	7	8	10	8.3
Cut form from 6 fields to 3	8	7	8	7.7
Add video testimonial	6	6	4	5.3

Scores above are illustrative.

Step 3 · Run a clean A/B test

- ✔ Change **one** thing per test, and split traffic evenly
- ✔ Run for at least **two full weeks** (cover weekdays and weekends)
- ✔ Do not stop the moment one version leads; early results are noisy
- ✔ As a rule of thumb, aim for roughly **100 conversions per variant** before trusting a small difference; with less data, only act on large differences
- ✔ Record every test in your change log

Speed to lead: the free conversion boost

FOLLOW-UP BEATS EVERYTHING

Reply to a new enquiry within **minutes**, not hours. Call first, then send a WhatsApp message with your offer. Leads you contact quickly are far more likely to pick up and remember asking.

Landing page checklist

- ✔ Loads quickly on mobile data
- ✔ Headline matches the ad keyword
- ✔ Button visible without scrolling
- ✔ Phone and WhatsApp tappable
- ✔ Form short, labels clear
- ✔ No distracting menu or exit links
- ✔ Thank-you page fires conversion tag
- ✔ Privacy and contact details present

DEEP DIVE · CHAPTER TWENTY

20 Campaign optimisation playbook

When performance is off, work down this ladder in order. Higher rungs usually fix more for less effort.



Start at the top. Move down only when the rung above is healthy.

The scale, hold, fix, kill rule

Compare each campaign's CPA with your **target CPA** after it has enough data (for example 100+ clicks and a couple of weeks).

CPA vs target	Action	What it means
Below 80%	Scale	Raise budget 10 to 20% a week; check impression share lost to budget
80 to 120%	Hold	Healthy; run tests quietly
120 to 150%	Fix	Clean search terms, improve ads and page, re-check tracking
Above 150% after enough data	Kill or rebuild	Pause, move budget to winners, rethink keywords and offer

Thresholds are illustrative rules of thumb; adapt them to your margin.

Segment analysis

Segment	Look for	Typical action
Device	Mobile vs desktop CVR and CPA	Fix the weaker device's page, or adjust bids
Location	Cities with cheap leads vs costly ones	Split top cities into their own campaigns
Hour and day	When leads arrive and get answered	Schedule ads for hours you can respond
Audience	Returning visitors vs new	Add remarketing; adjust or observe

Impression share analysis

You see	It means	Do this
High "lost IS (budget)"	Good ads, but budget runs out early	Increase budget only if CPA is under target
High "lost IS (rank)"	Ad Rank too low	Improve relevance, expected CTR and page; test bids
Low IS on brand terms	Competitors may be bidding on your name	Run a brand campaign with strong ads

Two ways to scale

Vertical (more of the same)

Raise budgets gradually (10 to 20% at a time) on proven campaigns. Fast, but costs usually rise as you reach less eager searchers.

Horizontal (new places)

New services, cities, keyword themes, languages, Shopping, YouTube. Slower, but opens fresh demand at similar cost.

Audiences and remarketing

- **Website visitors:** show tailored ads to people who visited but did not convert.
- **Customer lists (Customer Match):** exclude existing customers, or target look-alikes, using first-party data you collected with consent.
- **In-market and custom segments:** people showing buying intent for related products.
- Start in **observation** mode to learn how audiences perform, then bid up or narrow targeting. Lists need a minimum number of users before they serve, so check Google's current requirements.

Experiments

Use Google Ads **Experiments** to split traffic between your current campaign and a changed copy (new bidding strategy, new match type, new landing page). Vistaprint used this approach before shifting its budget (Chapter 13).

Attribution and conversion windows

- Most accounts use **data-driven attribution**, which spreads credit across touchpoints based on observed paths.
- Match your **conversion window** to your sales cycle: a quick purchase needs a short window; admissions or real estate need longer.
- For leads that close offline, **import offline conversions** so bidding learns from real sales, not just form fills.

21 Policies, billing, local and compliance

Google Ads policies in plain words

Misleading claims

No false promises ("guaranteed rank", "100% cure", "guaranteed job"). Claims must be supportable on your page.

Restricted categories

Health, finance, gambling, alcohol, education claims and similar areas carry extra rules. Read the policy for your category before launch.

Trademarks

Do not use another brand's name in ad text without permission.

Destination quality

Pages must work and clearly show who you are.

ACCOUNT SUSPENSION: AVOID THESE

Circumventing Google's systems (cloaking, repeatedly resubmitting banned ads), unacceptable business practices, payment problems and misrepresentation can lead to a suspended account. If it happens, fix the stated issue, then use the official appeal. Never open duplicate accounts to dodge it.

Billing in India

Topic	What to know
Payment mode	Google offers automatic payments (charged after spend) and manual payments (you top up first). Available methods depend on your account, so check your Billing page.
Currency and time zone	Choose INR and Asia/Kolkata at setup. They cannot be changed later.
GST	Indian GST is typically added to Google's invoices. Enter your GSTIN in billing settings so you can claim input credit with your accountant.

Local businesses

- ✔ Claim and complete your **Google Business Profile** (free): category, hours, photos, services, reviews.
- ✔ Link it to Google Ads to enable **location assets** and show address, distance and a map pin.
- ✔ Add the **call asset** and track call conversions. Many local customers prefer to call.
- ✔ Ask happy customers for reviews. Ratings influence both clicks and conversions.

Always confirm current policy and billing details inside your own account; they change.

Shopping basics

Shopping ads are built from a **product feed** in Google Merchant Center, not from keywords you write. Feed quality decides everything.

- ✔ **Title:** brand + product + key attribute
- ✔ **Price and availability** must match your site
- ✔ Clear product **images** on plain backgrounds
- ✔ Correct **GTIN / brand / category**

YouTube ads basics

YouTube builds awareness and demand. Make the first five seconds count, because viewers can often skip.

- ✔ Hook first: problem, face or bold claim
- ✔ Show the product in use
- ✔ End with one clear call to action
- ✔ Measure view rate, cost per view and later conversions

Reporting that people actually read

Build a simple **Looker Studio** dashboard (free) connected to Google Ads and GA4. Keep it to one page:

Spend
vs budget

Leads
and qualified leads

CPL / CPA
vs target

Top terms
and top wasted terms

Competitor research (free)

- **Google Ads Transparency Center:** search any advertiser and see the ads they run.
- **Auction Insights:** who you compete with, and how often they outrank you.
- Search your own keywords on mobile; read competitors' landing pages and offers.

India demand calendar (plan ahead)

Period	Typical demand shift	Plan
Festival season (autumn)	Retail, jewellery, electronics, gifting	Creatives and budgets ready weeks early
Admission and exam seasons	Education, coaching, courses	Raise budgets before enquiry peaks
Wedding season	Venues, photographers, apparel, jewellery	Local and visual campaigns

Seasonal patterns are general; validate with Keyword Planner trends and your own history.

Your free toolkit

Keyword Planner · **Google Analytics 4** · **Tag Manager** · **Microsoft Clarity** · **Looker Studio** · **Google Ads Editor** (bulk edits) · **Ads Transparency Center** · **PageSpeed Insights**

CHAPTER TWENTY-TWO

22 Account audit and working with agencies

Audit every account each quarter. One point per item; a low score means easy wins.

Tracking

- ✔ Conversions fire once per lead
- ✔ Only real actions counted
- ✔ Auto-tagging on, GA4 linked

Structure

- ✔ One goal per campaign
- ✔ Brand separated from generic
- ✔ Ad groups hold one theme

Keywords

- ✔ Search terms reviewed weekly
- ✔ Negative list is current
- ✔ Match types chosen on purpose

Ads

- ✔ 2 to 3 RSAs per ad group
- ✔ Headlines mirror keywords
- ✔ Sitelinks, callouts, call added

Pages

- ✔ Message match with ads
- ✔ Fast and mobile friendly
- ✔ Short form, visible call button

Money

- ✔ Target CPA is based on margin
- ✔ Budget is not capped on winners
- ✔ Location and schedule match reality

Hiring an agency or freelancer

Fee model	How it works	Watch out for
Flat monthly retainer	Fixed fee for management and reporting	Make sure scope and hours are written down
Percentage of ad spend	A share of what you spend	Gives them a reason to push spend up
Performance-based	Fee tied to leads or revenue	Define "qualified lead" in advance

ASK THEM

- Whose name will the Google Ads account be in?
- How will you track real leads, not just clicks?
- What will you send me each week and month?

RED FLAGS

- Guaranteed rankings or leads
- Account stays in their name
- Reports of only clicks and impressions

CHAPTER TWENTY-THREE

23 The one-page cheat sheet, and your next steps

The 10 rules of profitable Google Ads

1 · Do the profit math
Know max CPL and target CPL before spending.

2 · Track real conversions
No tracking, no launch.

3 · Start with Search
Intent first, automation later.

4 · One theme per ad group
Tight themes, matching ads.

5 · Add negatives early
Then weekly from search terms.

6 · Match ad and page
Same promise, same words.

7 · Reply in minutes
Speed to lead wins sales.

8 · Change one thing
Wait 7 to 14 days to judge.

9 · Scale winners slowly
10 to 20% budget steps.

10 · Review, log, repeat
Weekly routine, monthly report.

CPA = CPC ÷ Conversion rate · ROAS = Revenue ÷ Cost · Break-even ROAS = 1 ÷ Margin

Get certified and build proof

- ✔ Take the free **Google Ads certifications on Google Skillshop**. They show employers or clients you know the fundamentals.
- ✔ Run a small live campaign for your own project or a local business, and keep a **change log**. Real results beat certificates.
- ✔ Write down 2 or 3 short case studies: goal, what you did, numbers before and after.

YOUR NEXT 7 DAYS

Day 1: profit math · Day 2: keyword list · Day 3: tracking · Day 4: ads and page · Day 5: pre-flight checklist · Day 6: launch small · Day 7: first search terms review.

PUT IT TOGETHER · CHAPTER TWENTY-FOUR

24 Sample campaign blueprint, end to end

One complete, copyable setup for a fictional dental clinic. Swap in your own details.

₹13,500
monthly budget (about ₹445 a day)

30 leads
monthly goal at about ₹450 CPL

₹900
safe target CPL from break-even math

Structure

Campaign	Ad group	Keywords (match type)
Search | Implants | Ahmedabad | Leads	**Implant cost**	"dental implant cost ahmedabad", [dental implant cost], "implant price"
	Implant clinic	"dental implant clinic ahmedabad", [implant dentist near me], "best implant dentist"
Search | Brand | Ahmedabad | Leads	**Brand**	[brightsmile dental], "brightsmile clinic"

Starter negatives: jobs, salary, course, training, free, camp, diy, pdf, internship, wholesale, student. **Location:** 15 km radius, Presence only. **Schedule:** clinic hours plus one hour. **Bidding:** Maximize clicks with a ₹60 cap for 2 weeks, then Maximize conversions.

Responsive search ad (one ad group)

HEADLINES (MAX 30 CHARACTERS)

Dental Implants Ahmedabad
Painless Implant Treatment
Free Consultation This Week
4.8★ From 1,200+ Patients
Same-Day Appointments
EMI Options Available
Book Your Implant Slot
Experienced Implant Surgeon
Implant Cost Explained
Call Now: Open Sundays

DESCRIPTIONS (MAX 90 CHARACTERS)

Painless dental implants by experienced surgeons. Free consultation. EMI available.

Book a same-day appointment today. Transparent pricing, no hidden charges.

Assets: sitelinks, callouts, call, location.

LANDING PAGE MATCH

Headline repeats the ad. Above the fold: 4.8★ proof, a three-field form, tap-to-call and WhatsApp. Thank-you page fires the tag.

The blueprint review calendar

When	Check	Expected action
Day 1 to 3	Ads approved? Impressions and clicks flowing? Tracking fires on a test lead?	Fix approvals and tracking only
Day 3 to 7	Search terms report daily; add negatives for obvious waste	Add 10 to 20 negatives
Day 14	CTR by ad group; CPL so far; mobile vs desktop	Pause the weakest ad; start a new test
Day 30	Leads, qualified leads, CPL vs ₹900 target, lost impression share	Scale, hold or fix using Chapter 20's rule
Day 45	Enough conversions? If yes, move to Maximize conversions or Target CPA	Change bidding only after the 30-day review
Day 60 to 90	Add the second service (whitening, braces), remarketing, a YouTube test	Clone the structure, new budget

What good looks like at day 30 (illustrative)

Metric	Target	If you miss it
CTR	4% or higher	Rewrite headlines, check keyword intent
Conversion rate	5% or higher	Fix page, form and speed
Cost per lead	Below ₹900 (aim near ₹450)	Negatives, ads, page, then bids
Lead-to-appointment	25% or higher	Reply faster, qualify better

HOW TO REUSE THIS BLUEPRINT

Replace the service, city, price and proof. Recalculate break-even CPL (Chapter 5). Keep the structure: one campaign per service and city, one ad group per intent, three focused ads, tracking tested before launch.

25 India-specific essentials

Language, Hinglish and regional markets

- ✔ Google Ads supports many Indian languages, including Hindi, Gujarati, Marathi, Tamil, Telugu, Bengali, Kannada, Malayalam and Punjabi. Check the current list in your account.
- ✔ The **language setting** targets people by their Google language settings, not by the words they type. Choose the languages your customers use, and write ads in the same language as your keywords and page.
- ✔ Many Indians search in **Hinglish** (Hindi in English letters). Do not guess: let the **search terms report** show you the real spellings, then add them as keywords with matching ads.
- ✔ For tier 2 and 3 cities, test local-language ads and landing pages. Show **price, EMI, COD and WhatsApp** early, because trust and affordability decide quickly.

WhatsApp: India's default lead channel

- Add a WhatsApp click-to-chat button and track clicks as a conversion event.
- Pre-fill the message ("Hi, I saw your ad for dental implants") so you know the source.
- Keep ready replies for price, location and timings, and reply within minutes.

Consent and data privacy

India's **Digital Personal Data Protection Act, 2023** sets rules on collecting and using personal data. In practice:

- ✔ Tell people why you collect their phone number and how you will contact them.
- ✔ Collect only what you need, and respect requests to stop messaging.
- ✔ Upload customer lists to Google (Customer Match) only if you have the right to use that data.

This is general information, not legal advice. Rules are being phased in, so confirm current requirements with a qualified professional.

Invalid clicks and fraud

WHAT GOOGLE DOES

Google filters many invalid clicks automatically and may credit some you were charged for. You can request a review if you suspect a pattern.

WHAT YOU CAN DO

- Watch for sudden click spikes with no leads
- Check placements and search terms
- Exclude bad IPs or placements where relevant
- Measure by leads, not clicks

26 Ad copy swipe file by industry

Starter headlines and descriptions to adapt, not paste. Replace the details in brackets with your real numbers, and only claim what you can prove.

Industry	Headlines (max 30 characters)	Description (max 90)
Dental / clinic	Dental Implants [City] Painless Treatment Book Today, Visit Today EMI Options Available	Experienced doctors, clear pricing, no hidden charges. Book your visit online.
Real estate	2 & 3 BHK in [Area] RERA Registered Project Book a Site Visit Ready to Move Homes	View floor plans and price list. Book a free site visit this weekend.
Coaching / education	[Course] Classes [City] Free Demo Class Small Batches, Real Results Admissions Open	Learn from working experts. Join a free demo class and see the difference.
E-commerce	[Product] Starting ₹[X] Free Delivery Over ₹499 Easy 7-Day Returns Cash on Delivery	Shop [category] online. Fast delivery, easy returns, secure payment.
Digital marketing course	Digital Marketing Course Learn With Live Projects Placement Support Free Career Counselling	Practical training with real campaigns. Book a free counselling call today.

FOUR COPY PATTERNS THAT WORK

1. Keyword first: repeat what they searched. **2. Proof:** a rating, a count, a year. **3. Offer:** free demo, free quote, EMI. **4. Action:** Book, Call, Get Quote. Use one of each across your 15 headlines.

DO NOT COPY BLINDLY

Medical, finance and education ads follow Google's policies and Indian advertising rules. Avoid guaranteed results, fake urgency and unverifiable claims, or the ad may be disapproved.

More industries and ready formulas

Industry	Headlines (max 30 characters)	Description (max 90)
B2B software	[Tool] for [Team] Start Your Free Trial Setup in Under 10 Minutes Book a Live Demo	Cut manual work and track results in one place. Try it free, no card needed.
Local services	[Service] Near You Same-Day Service Upfront Pricing Call for a Free Quote	Trusted local professionals. Get a clear quote before any work begins.
Travel	[Place] Tour Packages Flights + Hotel Included Custom Trips for Families Plan Your Trip Today	Handpicked itineraries with local guides. Request a free custom quote.
Loans / finance	Apply Online in Minutes Check Eligibility Free Simple Documentation Talk to an Advisor	See your eligibility first. Clear terms and fees, shown before you apply.
Salon / wellness	[Treatment] in [City] Book Your Slot Online Certified Specialists First Visit Offer	Relaxing, hygienic and expert. Book online and pick the time that suits you.

Fill-in-the-blank headline formulas

Problem → fix
"Tired of [problem]? Try [solution]."

Number + benefit
"[Number] [customers] Trust Us."

Offer + deadline
"Free [thing] Till [Date]."

HOW TO USE THIS PAGE

Pick the closest industry, swap in your service, area and proof, then let Google test combinations in a responsive search ad. After two to four weeks, keep the headlines that earn conversions, not just clicks.

SEE IT IN PRACTICE · CHAPTER TWENTY-SEVEN

27 Reading your account: two schematics

Simplified illustrations of the two screens you will use most. Google changes its interface often, so look for the same ideas, not the same layout.

1. The search terms report: where wasted money hides

Search term	Clicks	Cost	Conv.	Action
dental implant cost ahmedabad	42	₹2,520	6	Add as exact
dental implant clinic near me	31	₹1,980	4	Keep
dentist jobs ahmedabad	18	₹1,080	0	Add negative
free dental camp	12	₹690	0	Add negative
dental college admission	9	₹540	0	Add negative

Illustrative data. Rule of thumb: review weekly, add irrelevant terms as negatives, promote winners to exact match.

2. Campaign settings map: what to check first

1 Goal and type
Leads, Sales, Calls
Pick Search first

2 Networks
Search Network: on
Search Partners: test later

3 Locations
Presence only
Set a sensible radius

4 Budget and bidding
Daily budget you can afford
Start simple, add data

5 Conversion tracking
Primary action counted
Test before launch

6 Schedule and negatives
Run when you can answer
Add starter negatives

Settings names vary by campaign type. Check all six before you press publish.

DIRECTORY

Metrics and terms directory (1/3): cost and money

Quick reference. Formulas use rupees for examples. The pill shows the direction you want: LOW = lower is better, HIGH = higher is better.

Term	Full form	Formula / example	What it tells you
CPC LOW	Cost per click	Cost ÷ clicks. ₹3,000 ÷ 100 = ₹30	Price of one visit; driven by competition and quality
CPM LOW	Cost per mille (1,000 impressions)	Cost ÷ impressions × 1,000. ₹500 ÷ 20,000 × 1,000 = ₹25	Price of reach; used for Display, YouTube, Demand Gen awareness
CPL LOW	Cost per lead	Cost ÷ leads. ₹12,000 ÷ 20 = ₹600	Cost of an enquiry; compare to your max affordable CPL
CPA LOW	Cost per acquisition (conversion)	Cost ÷ conversions	Cost to win any conversion; the core efficiency metric
CPQL	Cost per qualified lead	Cost ÷ qualified leads	Better than CPL; filters junk enquiries
CPS / CAC LOW	Cost per sale / customer acquisition cost	Marketing cost ÷ new customers	True cost of a paying customer
CPV LOW	Cost per view	Cost ÷ video views	Price of a YouTube view (typically 30 seconds or interaction)
CPI LOW	Cost per install	Cost ÷ app installs	App campaign efficiency
ROAS HIGH	Return on ad spend	Conversion value ÷ cost. ₹60,000 ÷ ₹15,000 = 4.0x	Revenue per ₹1 of ad spend
Break-even ROAS		1 ÷ profit margin. 25% margin → 4.0x	The ROAS below which you lose money
POAS HIGH	Profit on ad spend	Gross profit ÷ ad cost	Profit-based version of ROAS
ROI HIGH	Return on investment	(Profit − cost) ÷ cost	Overall profitability after all costs
AOV HIGH	Average order value	Revenue ÷ orders	Higher AOV lets you afford higher CPA
LTV / CLV HIGH	Lifetime value	Average revenue (or profit) per customer over time	Lets you bid more when customers repeat
LTV : CAC		LTV ÷ CAC	Many businesses aim for about 3:1 or better

Metrics and terms directory (2/3): reach, quality and funnel

Term	Full form	Formula / example	What it tells you
Impressions		Times an ad is shown	Visibility and demand
Reach	Unique users reached	Distinct people who saw the ad	Audience size (video, Demand Gen)
Frequency		Impressions ÷ reach	How often one person sees your ad
CTR HIGH	Click-through rate	Clicks ÷ impressions. 200 ÷ 5,000 = 4%	Ad relevance and appeal
CVR HIGH	Conversion rate	Conversions ÷ clicks. 10 ÷ 200 = 5%	Page, offer and traffic quality
Lead-to-sale rate HIGH		Customers ÷ leads	Lead quality and sales follow-up
Interaction rate		Interactions ÷ impressions	Used for non-click formats
VTR / view rate HIGH	Video view rate	Views ÷ impressions	How compelling a video is
Bounce rate		Visitors who leave quickly	Page relevance and speed (in GA4, see engagement rate)
Engagement rate	GA4 metric	Engaged sessions ÷ sessions	Whether visitors stayed and interacted
Impression share (IS)		Impressions ÷ eligible impressions	How much available demand you capture
Top / abs. top IS	Top of page share	Share shown above organic results / in the very first spot	Prominence of your ads
Lost IS (budget)		Share lost due to budget	You ran out of money
Lost IS (rank)		Share lost due to Ad Rank	Quality or bid too low
Quality Score		1 to 10 per keyword	Diagnostic of CTR, relevance, page
Ad strength		Poor, Average, Good, Excellent	Variety and relevance of RSA assets

THREE FORMULAS TO MEMORISE

CPA = CPC ÷ CVR · ROAS = revenue ÷ cost · Break-even ROAS = 1 ÷ margin

Metrics and terms directory (3/3): bidding, tracking and setup

Term	Meaning / formula	Why it matters
Search terms	Actual queries typed	Basis for negatives and new keywords
Conversion value	Value assigned per conversion	Lets bidding prioritise worth, not count
View-through conv.	Conversion after viewing, not clicking	Indirect effect of video and display
Assisted conversion	Touchpoint earlier in the path	Credit to non-final channels
Conversion lag	Days from click to conversion	Sets how long to wait before judging
Learning period	Typically 1 to 4 weeks	Time Smart Bidding needs to settle
MQL / SQL	Marketing / sales qualified lead stages	Align ads with what sales calls "good"
Max CPC	Your bid ceiling per click	Actual CPC is usually lower
Smart Bidding	Google's AI bidding (Target CPA, Target ROAS, Maximize conversions)	Needs good data and time
Target CPA / ROAS	Cost-per-conversion or revenue-ratio goals	Set near real history
Attribution model	Rules for crediting conversions	Data-driven is the usual default
Conversion window	Days a click can earn credit	Match to your sales cycle
Negative keyword	Word that blocks unwanted searches	Fastest waste reducer
UTM parameters	Tags added to URLs (utm_source, utm_campaign)	Track campaigns in GA4

REFERENCE

Glossary: Google Ads jargon in plain words

Ad group	A set of keywords and ads sharing one theme inside a campaign
Ad Rank	The score that decides whether and where your ad shows
Assets	Extra pieces such as sitelinks, callouts, images and calls added to ads
Audience signals	Hints you give automation about who your best customers are
Auction insights	Report comparing you with competitors in the same auctions
Bid	The maximum you are willing to pay for a click
Broad match	Keyword type that shows for related meanings, not just exact words
Click-through rate (CTR)	Clicks ÷ impressions
Conversion	A valuable action: lead, call, sale
Conversion rate (CVR)	Conversions ÷ clicks
Cost per acquisition (CPA)	Cost ÷ conversions
Cost per click (CPC)	What you pay per click
CPL	Cost per lead
Demand Gen	Visual campaign type for Discover, YouTube and Gmail
Display Network	Websites and apps that show Google banner ads
Enhanced conversions	Privacy-safe method that improves conversion measurement using hashed first-party data
Exact match	Keyword type for the same meaning or intent
Expected CTR	Quality Score part: likelihood your ad gets clicked
Final URL	The page a person lands on after clicking
GA4	Google Analytics 4, Google's analytics platform
GTM	Google Tag Manager, a tool to deploy tracking tags
Impression	One display of your ad
Impression share	Impressions ÷ eligible impressions
Keyword Planner	Free tool for keyword ideas and cost estimates
Landing page experience	Quality Score part about page usefulness
Lead form asset	Form shown inside the ad
Merchant Center	Where product feeds are uploaded for Shopping
Negative keyword	A word that blocks your ad from certain searches
Performance Max	Goal-based campaign across all Google channels
Phrase match	Keyword type for searches containing your phrase's meaning
Quality Score	1 to 10 keyword diagnostic
Remarketing	Showing ads to people who visited before
ROAS	Revenue ÷ ad cost
RSA	Responsive Search Ad
Search terms report	List of real queries that triggered your ads
Smart Bidding	Google's AI bidding strategies
Target CPA / ROAS	Bidding goals for cost per conversion or revenue ratio

Frequently asked questions

How much does Google Ads cost in India?

There is no minimum fee to start. You choose your daily budget and pay per click. Average CPCs range from under ₹20 in e-commerce to ₹100+ in finance and legal (Chapter 10). Many small businesses begin with a few hundred rupees a day, but profitable testing needs enough budget to collect data, so plan around cost per lead, not a flat number.

How long before I see results?

Clicks can start within hours of approval. Reliable conversion data usually takes a few weeks, and Smart Bidding typically needs 2 to 4 weeks to learn.

Should I hire an agency or do it myself?

Learn the basics yourself first so you can judge any agency. Insist on account ownership in your name, transparent reporting and a clear definition of success.

Is Google Ads better than Instagram or Facebook ads?

Neither is "better." Google captures people who are searching now; Meta creates awareness and demand. Many businesses use both.

Why am I spending money but getting no leads?

Check, in order: tracking, search terms, landing page, offer, follow-up speed. See the troubleshooting table in Chapter 12.

What is a good CTR or conversion rate?

Global search averages are around 6.6% CTR and 8% conversion rate, but India-specific figures vary by industry from roughly 3 to 7% CTR and 2 to 8.5% conversion rate. Compare yourself to your own history and break-even, not to a single average.

Can I run Google Ads without a website?

You can use some formats (call-only, lead forms), but a mobile-friendly landing page almost always converts better and gives you tracking.

Do I need Google Analytics?

Not strictly, but GA4 helps you see behaviour after the click and link conversions across channels. Use both.

Is Performance Max better than Search?

It depends on your data and goal. Many advertisers keep Search for control and add PMax as an additional layer after tracking is mature.

Can I learn this properly?

Yes. Practice on a small live budget with a mentor, review real accounts, and follow the 30-60-90 plan in this guide.

CAMPAIGN BRIEF

Business: _____
Product/service: _____
Goal (conversion): _____
Profit per sale: ₹ ____
Lead→sale rate: ____ %
Max CPL: ₹ ____ · Target CPL: ₹ ____
Monthly budget: ₹ ____
Location: _____
Landing page URL: _____
Who answers leads and how fast: _____

AD GROUP TEMPLATE

Theme: _____
5–20 keywords (phrase/exact): _____
Negatives: _____
Headline 1 (keyword): _____
Headline 2 (benefit): _____
Headline 3 (proof): _____
Headline 4 (offer): _____
Headline 5 (CTA): _____
Description 1: _____
Description 2: _____
Landing page: _____

Weekly report template

Metric	Last week	This week	Target	Note / action
Spend				
Clicks				
CTR				
CPC				
Conversions				
Conversion rate				
CPL / CPA				
Qualified leads / sales				
Top 3 wins				
Top 3 problems				
Next week's changes				

CHANGE LOG

Date · What changed · Why · Expected effect · Result after 14 days. Keep this in a simple sheet. It will make you a better advertiser faster than any course.

REFERENCE

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Chapters 18 to 23 are practical guidance built on Google Ads Help principles and common practitioner methods. Thresholds and scores in them are illustrative, and policy or billing details should be confirmed in your own account.

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