

Set up a Google Search Campaign

Last Updated / Reviewed: Jan 10th, 2023

Execution Time: ~15 - 30 Mins



Goal: Successfully set up a Google Search campaign for your website.

Ideal Outcome: An up and running Google search ad campaign to drive traffic to your website.

Prerequisites or requirements: You need a Google Ads account. If you don't have one please follow [SOP 014: Create a Google Ads account](#).

Ideally, you will have done the keyword research necessary to launch the search campaign. If you have not, follow [SOP 147: Perform Keyword research for Google Ads](#).

Why this is important: Google Search ads allows you to focus on the people who are searching for what your business offers and convert them into visitors, leads, or customers.

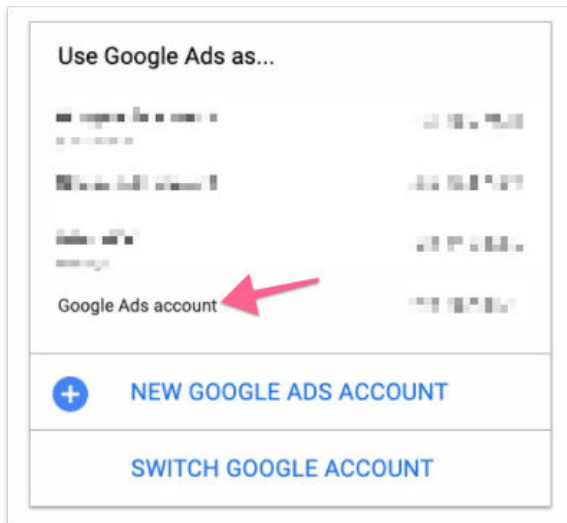
Where this is done: Google Ads manager.

When this is done: When you wish to acquire customers and get them to find your products and services through Google search.

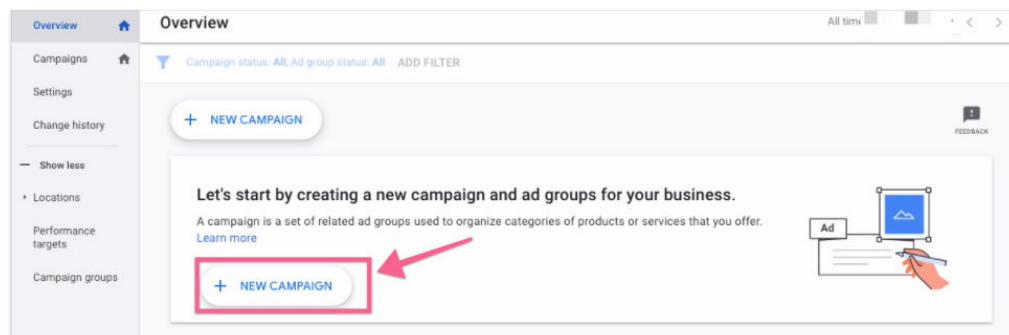
Who does this: Marketing manager or person responsible for media buying.

Set up Google Search Campaign

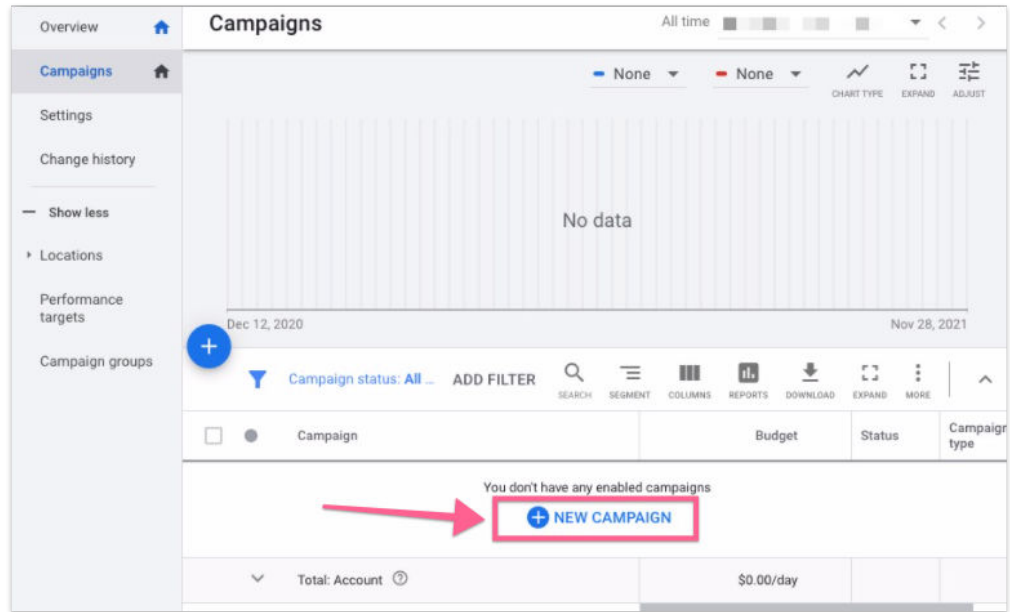
1. Head to <https://ads.google.com/> and log in to your account.
2. Select an account that you want to create the search campaign.



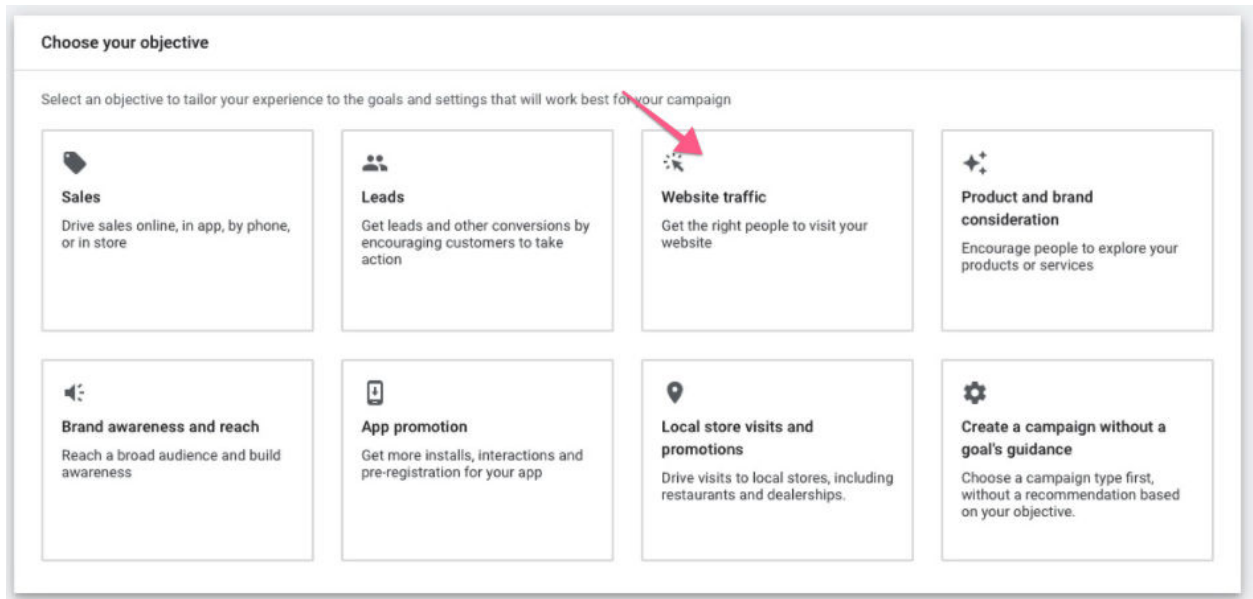
3. Click "**New campaign**".
 - a. The Google ads manager interface if you have NEVER created a campaign before:



- b. The Google ads manager interface if you have EXISTING campaigns:



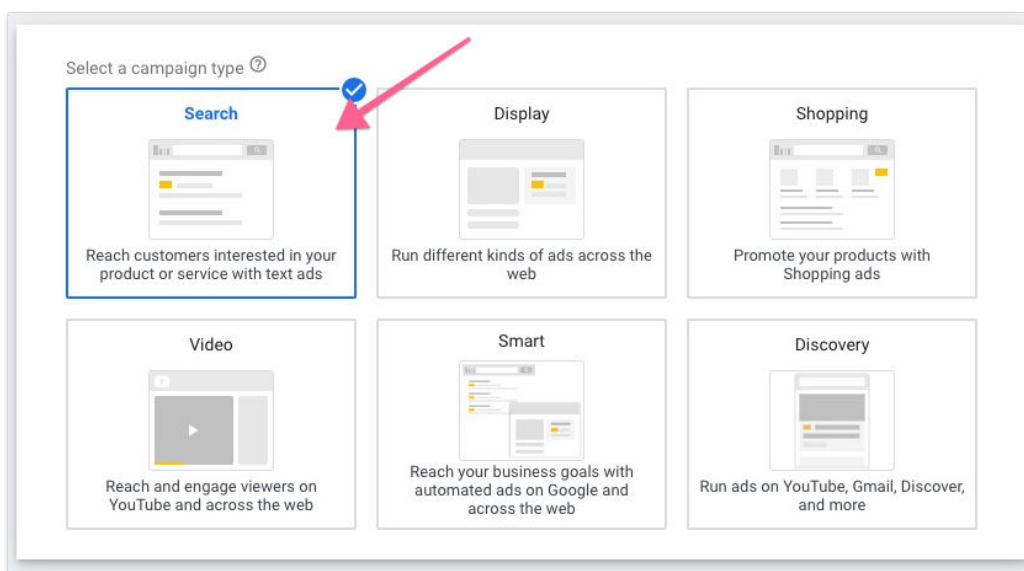
4. Select “Website traffic” since the purpose of this campaign is to drive traffic to your website.






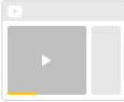


Note that there are 7 goals to choose from. For a search campaign you’re only able to choose sales, lead, website traffic, or “Create a campaign without a goal’s guidance” as your campaign goal. You should choose a goal that best fits your primary objective.

- a. **Sales** — Drive sales via app, phone or online store.
- b. **Leads** — Collect leads and encourage them to take action.

- c. **Website traffic** — Increase visitors to your website.
 - d. **Product and brand consideration** — Encourage people to explore your product or services.
 - e. **Brand awareness** — Reach a broad audience and build awareness for your business.
 - f. **App promotion** — Get more installs and interaction for your app.
 - g. **Local store visits and promotion** — Drive visits to local stores. For example: restaurants or dealerships.
 - h. Create a campaign without a goal — Create a campaign without seeing a goal's recommendations.
5. From the list of campaign types, select “**Search**”.



Select a campaign type ⓘ

Search  Reach customers interested in your product or service with text ads	Display  Run different kinds of ads across the web	Shopping  Promote your products with Shopping ads
Video  Reach and engage viewers on YouTube and across the web	Smart  Reach your business goals with automated ads on Google and across the web	Discovery  Run ads on YouTube, Gmail, Discover, and more

A red arrow points to the 'Search' campaign type, which has a blue checkmark in its top right corner.

6. Next, select “Website visits” from the list and type your website URL.





Select the ways you'd like to reach your goal ⓘ

- Website visits
- Phone calls
- Store visits
- App downloads

The 'Website visits' option and its associated URL input field are highlighted with a red box.

7. Add your website URL:


Select the ways you'd like to reach your goal 



8. You will see a section to set up conversion tracking. Skip this for now as you can set it up later following: [SOP 25: Adding Google Ads conversion tracking to a site](#)

Start tracking your leads as website conversions


A conversion action is something valuable to your business that people do after interacting with your ads. To track your leads as conversion actions across your account, create a conversion action and then install the tracking code. [Learn more](#)

 [CREATE CONVERSION ACTION](#)

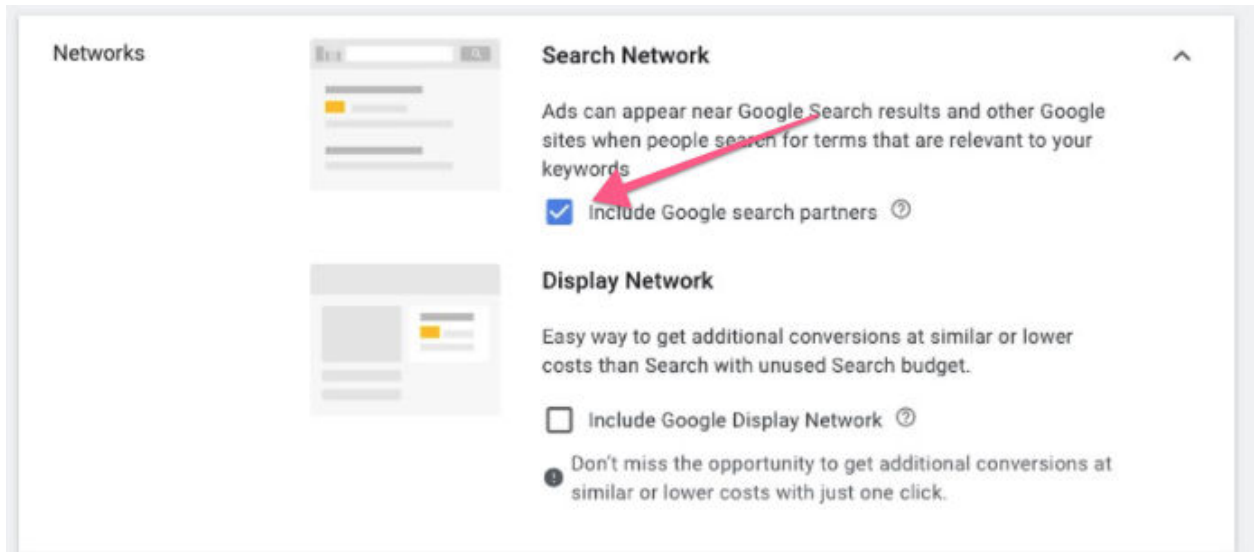
9. Click “Continue”.

[CONTINUE](#)

10. Google Ads will automatically fill in a default campaign name based on your previous selections. However, you can edit this and give it a name that helps you identify the campaign. For example “Search - Increase Web Traffic”.

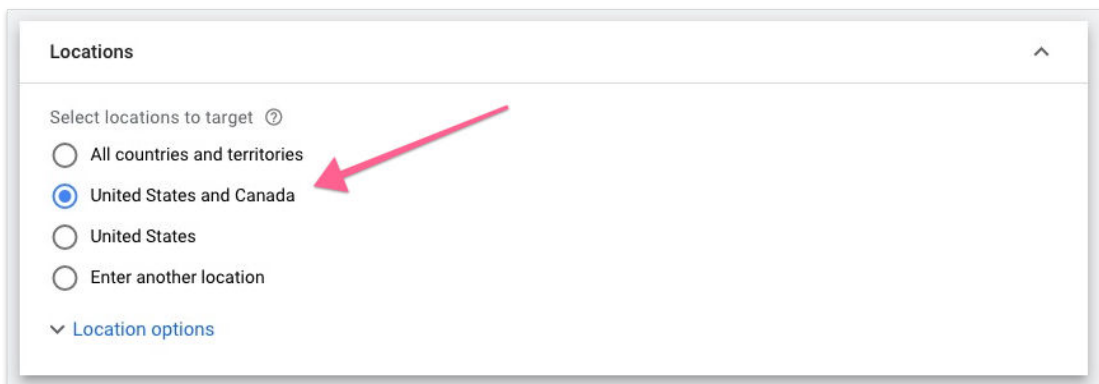
Campaign name 

11. In “Networks”. This is an optional setting. However, since we’re running a search campaign, it’s recommended to select “Search Network” so your ads can appear on other Google owned networks/websites.

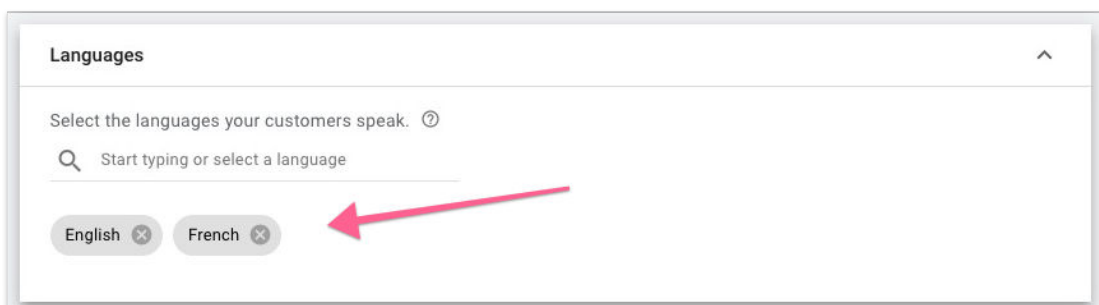


Note: If you want your ads to show on Display network, create a separate campaign for it.

12. Select the users' location/countries you want your ads to show to.



13. Select the users' language you want your ads to show to.



14. In the Budget and bidding tab. Set a daily budget and bidding option for your campaign.

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget Set your average daily budget for this campaign

\$ 30.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding What do you want to focus on? ⓘ

Clicks ▾

Recommended for your campaign

Set a maximum cost per click bid limit

Maximum CPC bid limit ⓘ

\$ 1.00

✔ This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks at a cost per click at or below your bid limit

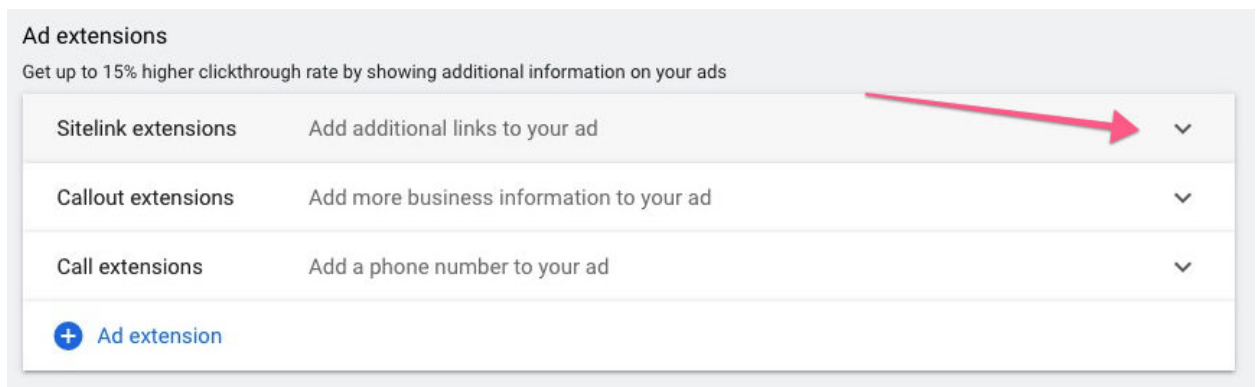
[Or, select a bid strategy directly \(not recommended\)](#)

- a. Set a daily ad budget.
 - i. **Note:** Take into consideration that there might be a slight fluctuation on your daily spend and it is possible that in some days your campaign might overspend a little bit more than the daily budget you have selected.
 - ii. **Note 2:** The daily budget you set should be based on the number of users on the remarketing list. The larger the list, the higher the budget you should set.
 - iii. **Note 3:** If you're just getting started you can select a budget between \$20-50/day, you can edit and adjust this later on.

- b. Set the bidding focus to Clicks (recommended).
 - i. **Important:** Campaigns focusing on clicks are highly recommended when setting up a new campaign since Google doesn't have any conversion data yet. Once you have some traffic and campaign data in your account, only then it's recommended to run conversion or conversion value based campaigns.
- c. Set a Maximum Cost Per Click (CPC) Limit to control the maximum amount to spend for each click. You can estimate the maximum CPC limit for search campaigns by following the ["Bid Strategy for Increasing Website Traffic" section of SOP 145](#).
- d.

To learn more about bid strategies for ad campaigns in general, refer to [SOP 145: Determine a bid strategy for new Google Ads Campaign](#).

15. Add sitelink extensions for your ad.



Sitelink extensions are additional links and ad copy that show up below your main ad. They take up larger real estates and allow you to direct people to specific pages on your site.

Ad · <https://www.nike.com/shoes> ⋮

Nike Official Store - Nike Shoes

The Latest **Nike Shoes** and More for Men, Women, Boys & Girls. Shop Now.

<h3>Nike Best Sellers</h3> <p>Shop Our Best Selling Shoes, Gear & Clothing for Men, Women & Kids.</p> <h3>Nike Air Max</h3> <p>Join The Legacy of Sneaker Design With a Pair of Air Max Shoes.</p>	<h3>Nike SNKRS</h3> <p>Explore the Best of Nike at the Ultimate Sneaker Source</p> <h3>Nike Yoga Collection</h3> <p>Mindfully Designed For Comfort & Versatility. Shop Today!</p>
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16. Fill in the ad copy details for your sitelink extensions. Then click “Save”.

Sitelink extensions

Select and create campaign-level sitelink extensions
Add at least 2 sitelink extensions

Add new sitelink extension

Sitelink 1
Sitelink text
Website template 1

Description line 1 (recommended) 18 / 25
Get templates for small business ⓘ

Description line 2 (recommended) 32 / 35
Download our free website templates

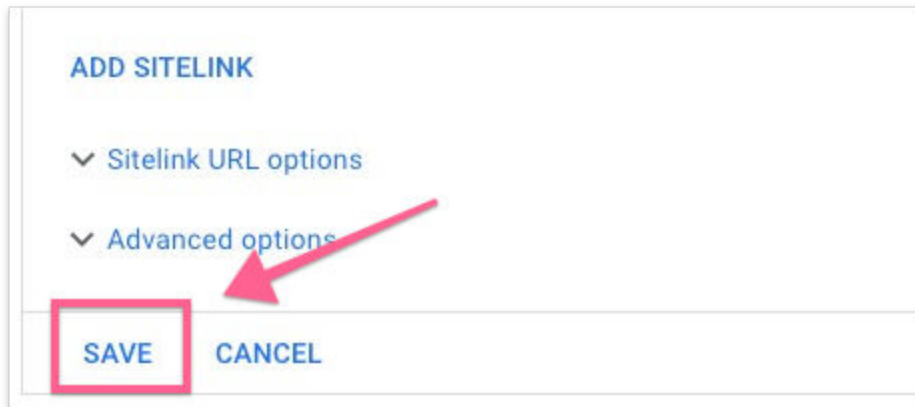
Final URL 35 / 35
<https://www.example.com/template1> ⓘ

Sitelink 2
Sitelink text
Website template 2

Description line 1 (recommended) 18 / 25
Get templates for software business ⓘ

Description line 2 (recommended) 35 / 35
Latest website template

Final URL 23 / 35
<https://www.example.com/template2> ⓘ



ADD SITELINK

▼ Sitelink URL options

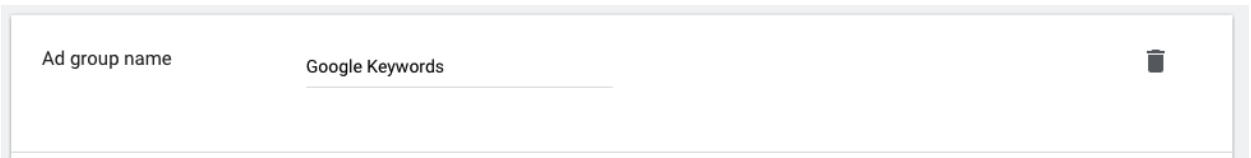
▼ Advanced options

SAVE CANCEL

17. Once you've completed the sitelink extension, click "**Save and Continue**".



18. You're now about to set up the ad group. First, fill in an appropriate ad group name.




Ad group name

Google Keywords


If you're not sure how to name an ad group. Follow [SOP 148: Define naming convention for Google Ad campaigns](#).


19. Then, add a list of keywords you want this ad group to target. If you haven't done keyword research, follow [SOP 147: Perform Keyword research for Google ads](#).

Simply copy and paste your keyword(s) into the text field.

Ad group name 

Keywords





Keywords are words or phrases that are used to match your ads with the terms people are searching for

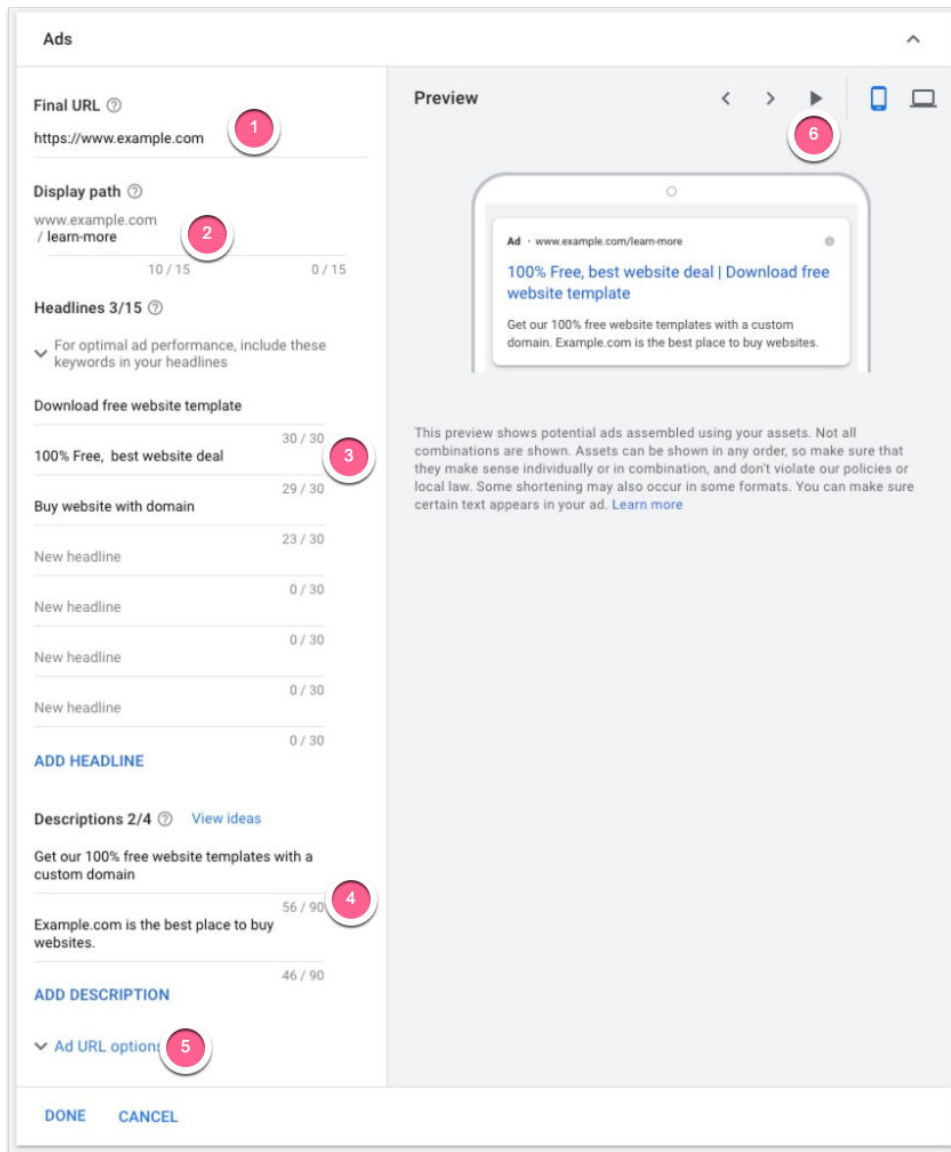
google products list
goo
gooo
google usa
google my
googlecom
my google
googles
google us
www google co in search
www google sg
google me
google english
ggo

Match types help control which searches can trigger your ads
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

20. You can create another ad group, or if you're done, click "Save and Continue".

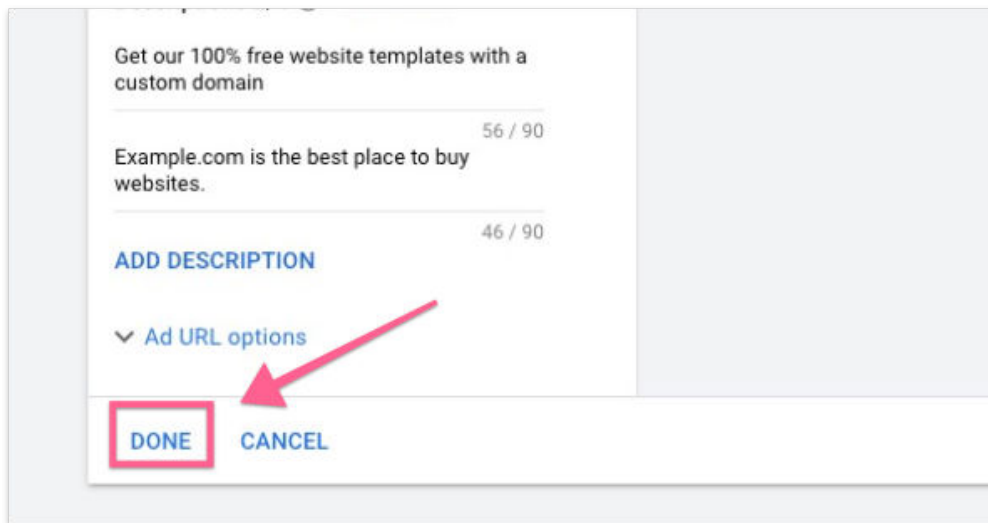
SAVE AND CONTINUE

21. You will now create the ad for the search campaign. Scroll down and fill in the ad copy details.



- Final URL — Make sure the URL is correct and loads as intended.
- Display path — Customize the URL being shown in the ad. Note: This doesn't have to be an actual URL.
- Headlines — Write headlines within 30 characters. You can write up to 15 headlines. Note: All your headlines won't show at the same time, rather, Google will rotate your headlines based on the user's device or search query.
- Description — Write a description within 90 characters. You can write up to 4 descriptions.

- e. Ad URL Option — Add UTM parameters to your ad URL for refined tracking. To create UTM campaign links follow [SOP 006: Creating UTM URLs to Track Your Campaigns](#).
 - i. **Note:** If you have [linked both your Google Analytics and Google Ads account](#), and have enabled auto tagging, there's no need to add UTM parameters as autotagging will do this for you.
22. Once completed click **“Done”**.



23. You can now set up another ad group or click **“Save and Continue”**.



24. Review the search campaign that you've set up. Make sure the budget, campaign settings, and keywords are correct. Once you've reviewed the campaign, click **“Publish Campaign”**.

Review your campaign
Double-check your details before you publish

[PUBLISH CAMPAIGN](#)

Campaign name	Sales campaign 1
Campaign type	Search
Objective	Sales

Budget and bidding

Budget	\$1.00/day
Bidding	Maximize conversions

It's the same logic but this looks different now too:

Your campaign could be improved for better performance

⚠ The following issues might negatively impact your performance.

Conversion	This campaign does not have conversion tracking set up to track leads.	FIX IT
Campaign settings	Low traffic expected. Check your campaign targeting settings to fix this.	FIX IT

i The following suggestions will greatly improve your campaign's performance.

Ad Extensions	Add extensions to boost campaign performance.	FIX IT
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📅 Dec 9, 2021 - No end date	Campaign budget \$5.00/day	Bid strategy Maximize clicks
📍 United States	Campaign objective Leads	
🌐 All languages		

1 Ad Groups 1 Keywords 1 Ads

[BACK](#) [PUBLISH](#) [Leave feedback](#)

25. You have now published your Google search campaign! Google will review all your ads automatically. Once your campaign passes Google's ad review process (takes up to 1 business day), the status of your ad campaign will turn eligible and your ad will start running.



Campaigns

	Cost	Impressions	Clicks	Avg. CPC	
● Enabled ▾	Status: Eligible				⋮ ▾

[View campaign](#) Optimization score: 74.5%

Note: If your ad is still under review after 2 business days contact [Google](#) to resolve the issue.