



Google Ads

GOOGLE

ADS

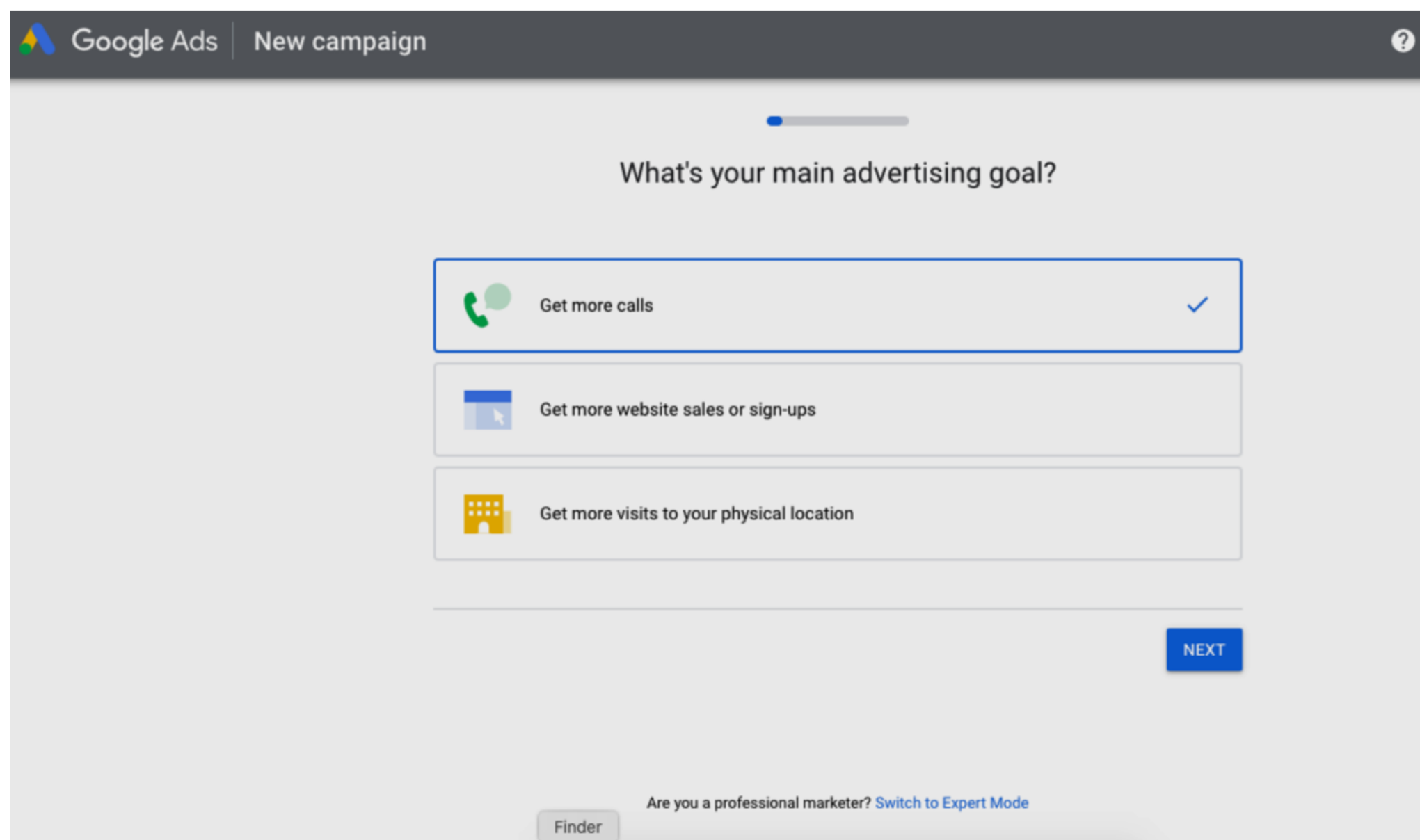
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Setting Up Your Google Ads Account and Tools



Before launching any advertising campaign on Google Ads, the first essential step is setting up your account properly. This process ensures you have the right foundation in place for tracking, optimization, billing, and campaign structuring. A properly configured Google Ads account will make it easier to manage multiple campaigns and analyze performance accurately.

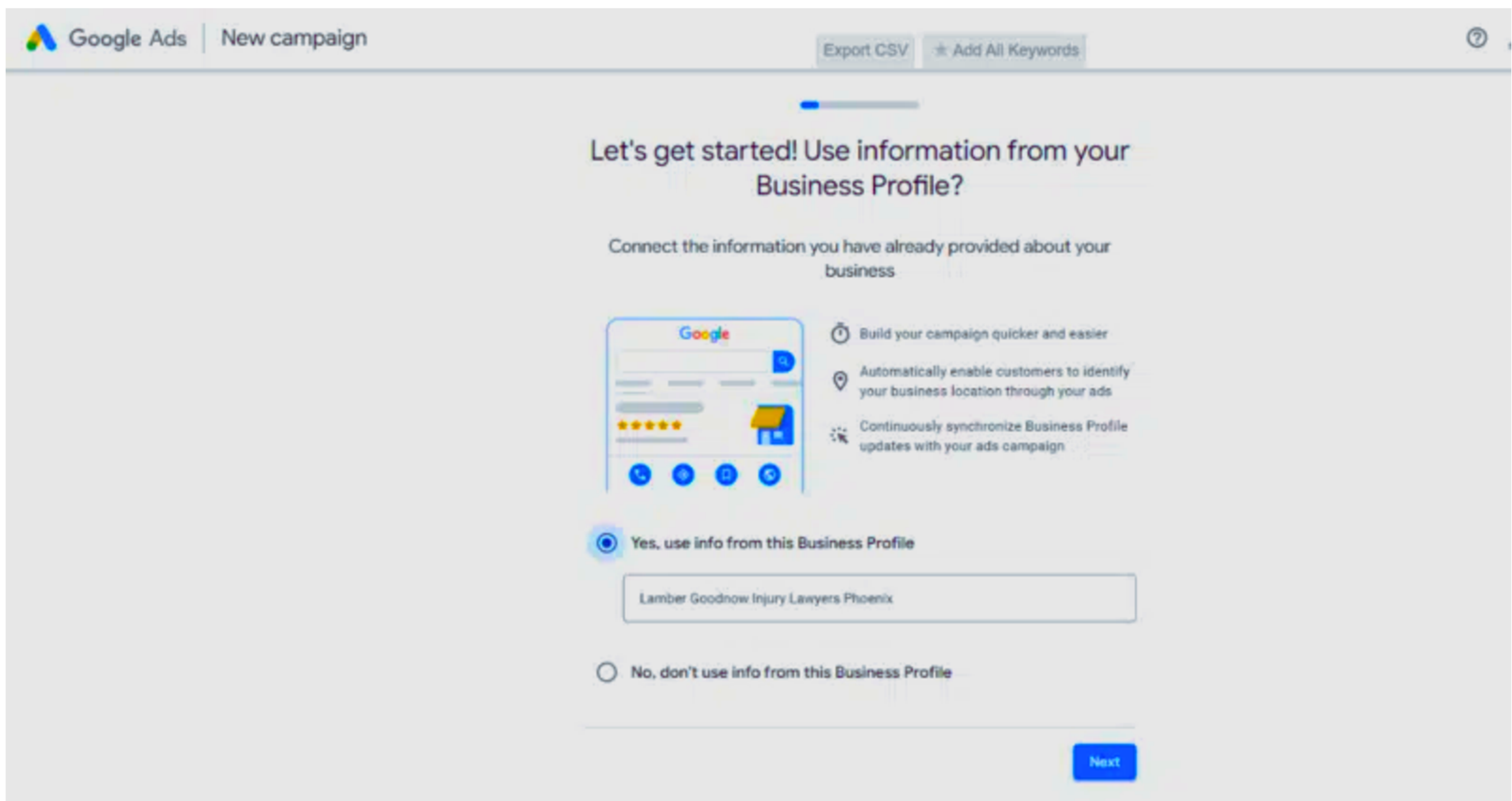
To begin, visit ads.google.com and sign in using your Google account (Gmail). If you don't already have a Google account, you'll need to create one. Once logged in, Google will guide you through an initial setup process where you'll specify your business name, website, advertising goal, and budget. You'll also select your country and currency, which determines how you're billed. It's important to set these correctly, as some elements can't be changed later.



Once the initial setup is complete, you'll be directed to the Google Ads dashboard—your central hub for managing and optimizing ad campaigns. This dashboard is intuitively organized into several key sections: Campaigns, Ad Groups, Ads & Extensions, Keywords, and Tools & Settings. Each of these tabs plays a crucial role in giving you control over your advertising performance and strategy.

The structure of Google Ads is hierarchical. At the top level, you have Campaigns, which define your broader goals, budget, and targeting settings. Within each campaign are Ad Groups, where you organize related ads and keywords. Finally, within each ad group, you create individual ads and assign keywords to trigger those ads.

Understanding this multi-level structure is vital to building a successful and efficient Google Ads strategy. It allows you to stay organized, refine targeting, manage budgets effectively, and create relevant ad experiences for different audiences. With this foundation, you can continuously monitor, analyze, and adjust your campaigns to meet your business objectives.



- Account – Holds your billing details, user access, and overall campaign settings—serving as the foundation for all advertising activities.
- Campaigns – The main structure where you choose advertising goals like sales, leads, or traffic, and set budget and targeting rules.
- Ad Groups – Nested within campaigns, they organize ads and keywords by theme, product, or audience for better targeting and control.
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- Ads – Visual or text-based messages (images, videos, headlines) users see, designed to capture attention and drive specific user actions.

Each level of the hierarchy affects the others. For example, a budget set at the campaign level controls how much is spent across all ad groups within that campaign.

Next, it's essential to link your Google Ads account with other key tools:

- **Google Analytics 4 (GA4):** This helps track what users do on your website after clicking your ads. You can import conversions and view deeper behavioral insights.

Google Analytics 4 gives deep insights into user behavior after clicking on your ads. To link GA4:

1. Log in to Google Ads
2. Navigate to "Tools & Settings" > Linked Accounts > Google Analytics (GA4)
3. Select the GA4 property you want to link
4. Choose what data to share (e.g., conversions, audiences)

By linking Google Analytics with Google Ads, you can import valuable conversion data directly into your ad campaigns. This integration empowers your advertising strategy by providing deeper insights into user behavior after they click on your ads. With this data, Google Ads can make smarter bidding decisions, helping you reach users more effectively and improve return on investment. Additionally, it enhances optimization by allowing you to measure which ads and keywords are driving meaningful actions on your site, ultimately leading to more informed and data-driven marketing decisions.

- **Using Google Tag Manager (GTM)):**

In today's digital world, tracking user behavior, measuring conversions, and retargeting visitors are crucial for the success of any online business. However, adding these tracking mechanisms—such as remarketing pixels, conversion codes, or analytics scripts—can be a technically complex and time-consuming task, especially if you don't have a background in web development. This is where Google Tag Manager (GTM) steps in as a powerful, user-friendly solution.

What is Google Tag Manager?

Google Tag Manager is a free tool developed by Google that allows marketers, analysts, and developers to manage and deploy marketing tags (small code snippets) on a website or mobile app without having to manually modify the code. Tags might include anything from Google Analytics, Google Ads conversion tracking, Facebook pixels, Hotjar, LinkedIn Insight Tags, and more.

How Does GTM Work?

Once you create a Google Tag Manager account, you will receive a container code which you need to install on your website. This container acts as a central hub that holds all the tags, triggers, and variables you create in the GTM interface. The beauty of GTM lies in the fact that after the initial installation of the container, you no longer need to touch the website's source code to add or modify tracking scripts.

Step-by-Step Process

Here's a simplified flow of how Google Tag Manager functions after installation:

1. Create Tags

Once GTM is installed on your website, you can start adding tags. A tag is a piece of code that collects and sends information to third-party tools like Google Analytics, Facebook, or Google Ads. For example, if you want to track conversions from a Google Ads campaign, you can create a Google Ads Conversion Tracking tag inside GTM.

2. Set Triggers

After setting up your tag, you need to determine when it should fire. This is done using triggers. Triggers define the conditions under which a tag should be activated. Common examples include:

- When someone submits a form
- When a button is clicked
- When a page is viewed
- When a user scrolls to a certain point

For example, if you're using a form submission as your conversion event, you would set a trigger like "Form Submission" or "Click on Submit Button" to activate your Google Ads conversion tag.

3. Publish Changes

Once your tags and triggers are configured, the final step is to publish your container. Publishing pushes your changes live on the website, and from that moment, your tags begin collecting data according to the defined conditions.

Why Use Google Tag Manager?

There are several benefits of using GTM, especially for marketers and business owners:

- Reduces Technical Dependency

Marketers can add and manage tags easily without needing developers every time for changes.

- Centralized Tag Management

All tracking codes are managed in one dashboard, making updates and maintenance simple and organized.

- Improved Site Speed

GTM loads tags asynchronously, helping your website run faster by avoiding script loading delays.

- Built-In Debugging and Preview Tools

Preview Mode allows testing tags before publishing, ensuring correct setup and preventing tracking errors.

- Version Control and Change History

Each update is saved, letting you revert to previous versions if something breaks after changes.

- **Google Merchant Center for E-commerce**

In the world of e-commerce, visibility and accurate product representation play a crucial role in driving sales. This is where Google Merchant Center (GMC) becomes an essential tool for online retailers. If you're selling physical products online, using Google Merchant Center is almost non-negotiable. It acts as a central platform where your product data is stored, updated, and linked to Google's advertising ecosystem, primarily.



Google Ads.

At its core, Google Merchant Center hosts your product feed — a digital catalog that contains critical information about your items. This includes product titles, descriptions, prices, images, availability status (in stock/out of stock), and more. This data feed ensures that the products you want to advertise are accurately represented on Google's various surfaces, such as the Google Search results and the Google Shopping tab.

But GMC isn't just a static database — it's an active connector to Google Ads, particularly for Shopping campaigns. When you link your Merchant Center account with your Google Ads account, you enable the ability to show Shopping Ads that include product images, prices, and store names directly in the search results. These ads are extremely effective because they appear when users search for specific products or product types — meaning they are high-intent buyers.

For example, if someone searches “buy red running shoes,” your Shopping ad — pulled from your Merchant Center product feed — can show a thumbnail image, price, and brand, making it more attractive and likely to get clicks compared to plain text ads.

Moreover, having an optimized product feed in Merchant Center can enhance visibility across Google Shopping and other Google services like YouTube, Gmail, and the Display Network. This means your product information isn't just being used for ads — it's contributing to your brand's broader online presence.

To make the most of GMC, ensure your product feed is frequently updated with real-time availability, pricing, and relevant high-quality images. Google values accuracy and consistency, and any mismatch between your site and Merchant Center data can lead to disapprovals or low ad performance.

In summary, Google Merchant Center is more than just a backend tool — it's a gateway to smarter, high-performing e-commerce advertising. When used correctly, it connects your products with ready-to-buy customers, improves campaign performance, and enhances your brand's visibility across the Google ecosystem.

• **Configuring Conversions**

One of the most critical steps in setting up and managing a successful Google Ads campaign is configuring conversions. Conversion tracking helps advertisers measure the specific actions users take after interacting with their ads, such as filling out a contact form, making a purchase, calling a business, or signing up for a newsletter.

Why Conversion Tracking Matters

Conversions represent the goals you want users to complete on your website, app, or other digital properties. Tracking these actions enables advertisers to measure the return on investment (ROI) from their campaigns. It also provides critical data for making informed optimization decisions. For example, knowing which keywords, ads, or campaigns are driving conversions allows you to allocate budget more effectively and improve overall performance.

Types of Conversion Actions

Common types of conversion actions include:

- Form Submissions – such as inquiry forms, subscription forms, or lead capture forms.
- Purchases – e-commerce transactions or service bookings.
- Phone Calls – tracked either through call extensions or when users click a number on your website.
- App Downloads or In-App Actions – especially useful for mobile campaigns.
- Importing Goals from Google Analytics – allows you to track actions already being monitored in GA4 or Universal Analytics.

How to Set Up Conversions in Google Ads

- Access the Conversions Tool – Navigate to your Google Ads dashboard and click on Tools & Settings (the wrench icon in the top-right corner). Under the "Measurement" section, select Conversions.
- Create a New Conversion Action
Choose the source of the conversion:
 - Website (for form submissions, purchases, etc.)
 - App (for downloads or in-app actions)
 - Phone calls (from ads or website)
 - Import (from Google Analytics or CRM systems)

Set Conversion Details

Define the category, conversion value (optional), and other tracking preferences. This helps Google optimize your campaigns based on real business objectives.

- Implement the Tracking Code
- Once created, you'll receive a tracking code (also called a conversion tag). You can install this code:
 - Manually on your website's HTML
 - Using Google Tag Manager (GTM) for easier and more organized deployment

Final Thoughts

Accurate and well-implemented conversion tracking is essential for campaign success. It not only measures ROI but also empowers you to optimize your ads using performance data. With conversion data, smart bidding strategies and machine learning can work more effectively, ultimately boosting the profitability of your advertising efforts.

• **Setting User Permissions**

If your account is managed by multiple people (e.g., marketers, agencies, interns), assign appropriate user roles:

- Admin: Full access, including billing
- Standard: Full campaign control, no billing
- Read-only: Can view but not make changes

You can add users under Tools & Settings > Access & Security. Proper access control helps protect account integrity.

• **Billing Setup**

Go to Tools & Settings > Billing > Settings to set up:

- Payment methods (credit card, UPI, net banking)
- Billing threshold
- Automatic or manual payments

Ensure your payment methods are valid and updated to avoid campaign interruptions.

• **Using Keyword Planner and Performance Planner**

- Keyword Planner helps you research keywords, check competition, and plan budgets.
- Performance Planner predicts future campaign performance based on changes in budget or bid strategy.

These tools help in better decision-making before launching any campaign.