

Google Ads

1. Purchases (Kharidari)

- Select this if you want customers to complete a transaction on your website, like buying a course or a digital product.
- Agar aap chahte hain ki log direct aapki website par jaakar koi course ya service purchase karein aur payment karein, toh ise select karein. Ye E-commerce businesses ke liye best hai.

2. Submit lead form

- Best for businesses that need contact details (Email, Phone) of potential customers to follow up later.
- DigitalThinks ke liye ye sabse best option hai. Jab aap chahte hain ki log ek form bharein (Lead generation) taaki aapki team unhe call karke course details de sake, tab ise choose karte hain.

3. Phone call leads (Direct Call)

- This objective focuses on getting people to call your business directly from the ad.
- Iska focus sirf Calls par hota hai. Mobile par aapka ad dikhega aur button dabate hi seedhe aapke office ka number dial ho jayega. Local services (jaise repairs ya emergency services) ke liye ye bahut effective hai.

4. Page views (Traffic)

- Use this when you want more people to visit a specific page, like a blog post or an informative article, to increase engagement.
- Agar aapka goal sirf ye hai ki log aapki website par aayein aur content padhe (jaise koi naya blog ya course module), toh ise select karein. Isme conversion se zyada focus traffic par hota hai.

5. Brand awareness (Pehchaan banana)

- Focuses on showing your ad to as many people as possible to build recognition. It's about 'Reach' rather than immediate action.
- Iska maksad "Dikhna" hai. Agar aap Indore mein naya office khol rahe hain aur chahte hain ki har koi DigitalThinks ka naam jaan jaye, toh ise choose karein. Isme log click kam karte hain par brand ki visibility badh jati hai.

Search themes (jinhe hum pehle Keywords kehte the) Google Ads ka wo hissa hain jahan aap Google ko batate hain ki log kya search karein tab aapka ad dikhna chahiye.

Kyu ki aapka focus Indore mein digital marketing education aur services par hai, toh aapke search themes bilkul specific hone chahiye.

Yahan DigitalThinks Web Solutions ke liye kuch best search themes hain jinhe aap directly use kar sakte hain:

1. Education & Courses (Training ke liye)

Ye un logo ke liye hain jo seekhna chahte hain:

- Digital marketing course in Indore
- SEO training with job guarantee
- Best institute for digital marketing
- Social media marketing classes
- Performance marketing workshop
- Learn prompt engineering

2. Service-Based Themes (Client dhoondne ke liye)

Agar aap chahte hain ki businesses aapko hire karein:

- Digital marketing agency in Indore
- SEO services for small business
- Web development company Indore
- Meta ads management services
- Hire performance marketing expert

3. Location Specific (Indore focus)

Aap Indore ke specific areas ko bhi target kar sakte hain:

- Digital marketing training near Vijay Nagar
- Best marketing institute in Indore city

Setup kaise karein? Practical

Aapko bas ye phrases wahan diye gaye box mein ek-ek karke likhne hain. Google AI in themes ka use karke aapke ads ko sahi logo tak pahunchayega.

Company:

Digital Thinks Web Solutions

Contact: 9630994689

DIGITAL THINKS WEB SOLUTION

CONTACT. - 9630994689

1. Introduction to Google Ads

Google Ads is an online advertising platform where businesses promote their products and services on Google Search, YouTube, and partner websites.

Google Ads ek paid marketing platform hai jahan businesses apne products ya services ko Google par promote karte hain aur top position par dikhate hain.

2. Campaign Objective

The main objective of this campaign is Lead Generation, including phone calls and website inquiries.

Is campaign ka main goal leads lana hai, jaise calls aur website inquiries.

3. Campaign Setup

Campaign Name

Digital Thinks - Lead Campaign

Ye naam sirf internal use ke liye hota hai (users ko nahi dikhta)

Campaign Type

Search Campaign

Jab user Google par search karta hai tab hamara ad show hota hai

Location Targeting

Target locations: Indore and Ujjain

Sirf specific cities ke users ko ad dikhaya jata hai → better targeting

Language

English and Hindi

Different language users ko target karne ke liye

Budget

₹200 per day

Daily kitna paisa kharch hoga uska control

4. Keyword Strategy

Tool:

Google Keyword Planner

Keywords Examples

- digital marketing agency in indore
- seo services in indore
- google ads expert
- website development company

Keywords wo words hote hain jo users Google par search karte hain

Example: “best digital marketing in indore”

5. Negative Keywords

Negative keywords block irrelevant searches

Galat audience ko rokne ke liye use hote hain

Example:

- free
- job
- course

6. Ad Groups

Ad groups organize ads based on services

Har service ke liye alag group banana chahiye

Example:

- SEO Services
- Google Ads Services
- Website Development

7. Ad Copy

Headlines

- Best Digital Marketing Agency in Indore
- Grow Your Business Fast
- Get More Leads Today
- Call Now: 9630994689

Headline user ko attract karta hai aur click karne par majboor karta hai

Description

- Boost your business with expert digital marketing
- Affordable and result-driven services
- Contact now for free consultation

Description me service ke benefits aur offer batate hain

8. Ad Extensions

Call Extension

Allows users to directly call the business

User directly call kar sakta hai bina website visit kiye

Number: 9630994689

Sitelink Extension

Provides additional links to specific pages

Extra links show karta hai → CTR increase hota hai

Example:

- SEO Services
- Google Ads
- Website Design
- Contact Us

9. Landing Page

The page where users land after clicking the ad

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User click karne ke baad jis page par jata hai

Website: digitalthinks.in

Must Have:

- Fast loading
- Mobile friendly
- Contact form
- Call button

10. Conversion Tracking

Tracks user actions like calls and form submissions

Ye batata hai ki kitne log call ya inquiry kar rahe hain

11. Optimization

Improving campaign performance by analyzing data

Campaign ko better banana aur cost kam karna

Check Daily:

- CTR (Click Through Rate)
- CPC (Cost per Click)
- Conversions

Improve:

- Remove weak keywords
- Add new keywords
- Test new ads