GOOGLE ADS GUIDE

Google Ads Beginner Guide

Set up your first Search campaign with confidence

Google Ads can bring ready-to-buy customers quickly, but it can also burn money when set up badly. This beginner guide explains how it works, what to prepare, how to set up your first Search campaign, and how to read the numbers, so you spend with a plan.

1 How Google Ads works

Google Ads lets you show your business at the top of Google when someone searches for what you offer. You pay when someone clicks (in most search campaigns), not when your ad is merely shown.

When a search happens, Google runs a quick auction. Your ad's position depends mainly on how much you are willing to pay, how relevant your ad and page are to the search, and how useful your page is. A better, more relevant ad can win a good position without being the highest bidder.

2 Campaign types, and where to begin

Type	Where it shows	Good for
Search	Google search results	People actively looking for your service. Best place for beginners.
Performance Max	Across Google (Search, Maps, YouTube, more)	Experienced accounts with good tracking and enough data
Display	Websites and apps	Awareness and remarketing
YouTube	Video on YouTube	Brand awareness and storytelling

PRO TIP

Start with a single Search campaign for your best service. Learn it well before adding anything else.

3 Before you spend a rupee

1. **Decide one goal**
   Calls, form fills, or WhatsApp chats. One goal per campaign.
2. **Have a landing page ready**
   One page for one service, with a clear headline, proof, and a visible call or form. Do not send ads to a busy homepage.
3. **Set up conversion tracking**
   Count calls, form submissions and WhatsApp clicks as conversions. Without this, you are guessing.
4. **Choose a budget you can sustain**
   Pick a daily budget you can keep running for at least a few weeks, so Google and you can learn what works.

4 Set up your first Search campaign

1. **Create a campaign**
   Choose the goal (leads or calls) and the Search campaign type.
2. **Choose location and language**
   Target the city or area you actually serve, not a whole country. Add the languages your customers use.
3. **Add keywords**
   Use phrases your customers would type, such as 'dentist near me', 'dental implants Jaipur'.
4. **Write the ads**
   Write clear headlines and descriptions with your service, your area, and your offer.
5. **Add assets**
   Add your phone number, location, and extra links (sitelinks) so people can act quickly.
6. **Set budget and bidding, then launch**
   Keep it simple at first, and let the campaign gather data.

5 Keywords made simple

Keywords are the searches you want to show up for. Use match types to control who sees your ad.

Match type	How it behaves	Example
Broad	Shows for a wide range of related searches. Needs strong tracking and care.	dental clinic
Phrase	Shows when the meaning of your phrase is in the search.	"dental implants jaipur"
Exact	Shows for searches with the same meaning. Most control.	[dental implants jaipur]

Negative keywords are searches you do not want, such as 'free', 'jobs', 'course', or 'DIY'. Adding them early stops you paying for clicks that will never become customers. Review the Search terms report every week and add new negatives.

6 Writing ads that get clicks

- Put your main service and your city in the headlines.
- State one clear benefit or offer: free consultation, same-day service, certified experts.
- Add a clear call to action: Call now, Book today, Get a free quote.
- Make the ad match the landing page. If the ad promises something, the page must deliver it.
- Write several headline and description options and let Google test them.

7 Budget and bidding for beginners

- Start small, but not so small that you get no data.
- Begin with a bidding strategy that focuses on clicks or conversions, as suits your tracking. Move to conversion-focused bidding once you have enough conversions.
- Avoid changing budgets, bids and ads every day. Give changes a week or more to show results.
- Increase the budget only on campaigns that are already bringing enquiries at a cost you can afford.

PRO TIP
Know your numbers: what is a new customer worth to you? Your maximum cost per enquiry must be well below that, after counting how many enquiries become customers.

8 Metrics in plain words

Metric	What it means	Why it matters
Impressions	How many times your ad was shown	Shows your reach
Clicks	How many times people clicked	Shows interest
CTR (click-through rate)	Clicks divided by impressions	Shows how appealing your ad is
CPC (cost per click)	Average cost of each click	Shows what traffic costs
Conversions	Calls, forms or chats you counted	The result that matters most
CPA (cost per action)	Spend divided by conversions	Tells you if the campaign pays off
Quality Score	Google's estimate of ad, keyword and page relevance	Better scores can lower your costs

9 Beginner mistakes and a weekly routine

- Sending traffic to a weak or confusing page.
- Using only broad keywords with no negative keywords.
- Targeting too wide an area.
- Not tracking conversions, so you cannot see what works.
- Giving up after a few days, or changing too much too soon.
- Ignoring phone calls: if the ad works but nobody answers, you lose the lead.

1 **Every week**
Check spend, clicks and conversions. Review the Search terms report. Add negative keywords. Pause keywords and ads that waste money.

2 **Every month**
Compare cost per enquiry and cost per customer. Refresh ads, test a new offer, and adjust the budget.

Want expert help with Google Ads?

Our team plans, launches and manages Google Ads for small businesses, with proper tracking and clear monthly reports. Send us your details and we will share a free account or campaign review.

Get started: visionview360.com/form-get-started/