

# **MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR**

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)



**Skill Based Mini Project Report**

**on**

**GOOGLE ADVERTISEMENT**

**Submitted By:**

**Tushar Dewde**

**0901CS211127**

**Faculty Mentor:**

**Mahesh Parmar**

**Assistant Professor**

**DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING**

**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE**

**GWALIOR - 474005 (MP) est. 1957**

**NOV-DEC 2021**

# **MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR**

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

## **CERTIFICATE**

This is certified that **Tushar Dewde** (0901CS211127) has submitted the project report titled **Google Advertisement** under the mentorship of **Mahesh Parmar** in partial fulfilment of the requirement for the award of degree of Bachelor of Technology in Computer Science and Engineering from Madhav Institute of Technology and Science, Gwalior.



**Mahesh Parmar**

Faculty Mentor

Assistant Professor

Computer Science and Engineering

# **MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR**

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

## **DECLARATION**

I hereby declare that the work being presented in this project report, for the partial fulfilment of requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering at Madhav Institute of Technology & Science, Gwalior is an authenticated and original record of my work under the mentorship of **Mahesh Parmar, Assistant Professor, Computer Science and Engineering.**

I declare that I have not submitted the matter embodied in this report for the award of any degree or diploma anywhere else.



Tushar Dewde  
0901CS211127  
I Year, 1<sup>st</sup> SEM  
Computer Science and Engineering

# **MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR**

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

## **ACKNOWLEDGEMENT**

The full semester project has proved to be pivotal to my career. I am thankful to my institute, **Madhav Institute of Technology and Science** to allow me to continue my disciplinary/interdisciplinary project as a curriculum requirement, under the provisions of the Flexible Curriculum Scheme (based on the AICTE Model Curriculum 2018), approved by the Academic Council of the institute. I extend my gratitude to the Director of the institute, **Dr. R. K. Pandit** and Dean Academics, **Dr. Manjaree Pandit** for this.

I would sincerely like to thank my department, **Department of Computer Science and Engineering**, for **allowing** me to explore this project. I humbly thank **Dr. Manish Dixit**, Professor and Head, Department of Computer Science and Engineering, for his continued support during the course of this engagement, which eased the process and formalities involved.

I am sincerely thankful to my faculty mentors. I am grateful to the guidance of **Mahesh Parmar, Assistant Professor**, Computer Science and Engineering for his continued support and guidance throughout the project. I am also very thankful to the faculty and staff of the department.



Tushar Dewde  
0901CS211127  
I Year, 1<sup>st</sup> SEM  
Computer Science and Engineering

## **ABSTRACT**

Google advertising is a form of online advertising that allows businesses to display their ads on Google and its advertising network. This study aims to provide a comprehensive overview of Google advertising for small business owners.

The study includes an overview of the different types of Google ads, the benefits of using Google advertising, and tips for creating effective Google ads. By understanding the basics of Google advertising, small business owners can make informed decisions about whether and how to use this platform to reach their marketing goals.

# **TABLE OF CONTENTS**

<b>TITLE</b>	<b>PAGE NO.</b>
<b>Abstract</b>	<b>5</b>
<b>Abbreviation</b>	<b>7</b>
<b>Chapter 1: What are Google Ads?</b>	<b>8</b>
<b>Chapter 2: How Google Ads work?</b>	<b>9</b>
<b>Chapter 3: Types of Google Ads</b>	
3.1 Search Campaign	<b>10</b>
3.2 Display Campaign	<b>10</b>
3.3 Video Campaign	<b>11</b>
3.4 Shopping Campaign	<b>11</b>
3.5 App Campaign	<b>12</b>
<b>Chapter 4: Cost of Google Ads</b>	<b>13</b>
<b>Chapter 5: Google Keyword Planner for your ads</b>	<b>14</b>
<b>Chapter 6: How to advertise on Google</b>	<b>15</b>
<b>Chapter 7: Conclusion</b>	<b>16</b>
<b>References</b>	<b>17</b>

## **LIST OF ABBREVIATIONS**

<b>Abbreviation</b>	<b>Description</b>
<b>Ad</b>	Advertisement
<b>PPC</b>	Pay Per Click
<b>CPC</b>	Cost Per Click
<b>CPM</b>	Cost Per Mille
<b>CPE</b>	Cost Per Engagement
<b>CPA</b>	Cost Per Acquisition
<b>APP</b>	Application

## **Chapter 1: What are Google Ads?**

Google Ads is a digital advertising platform developed by Google, advertisers pay to display brief advertisements, service offerings, product listings, or videos to web users. It can be targeted to a specific audience, and the ads can appear on Google search results pages, on other websites that partner with Google, or on mobile apps. Google Ads allows businesses to set a budget for advertising and only pay when people click on their ads. It is a pay-per-click (PPC) advertising model, which means that you only pay when someone clicks on your ad, rather than paying for impressions or views of your ad. Google Ads can be a useful tool for businesses of all sizes to reach new customers and promote their products or services.



## Chapter 2: How Google Ads work?

Google Ads works by placing brief advertisements, product listings, and service offerings on Google search results pages and other websites and apps that partner with Google. When someone searches for a term that is related to one of your ads, your ad may appear on the search results page. When someone clicks on your ad, they will be taken to your website or a landing page on your website where they can learn more about your products or services and take actions such as making a purchase or filling out a contact form.

To create a Google Ads campaign, you'll need to create an account, set up a campaign, and create one or more ads. You'll also need to choose the keywords that you want your ads to be associated with and set a budget for your campaign. Google will then show your ads to people who are searching for the keywords that you've chosen, or who are browsing websites or apps that are related to those keywords.

Google Ads uses a bidding system to determine which ads appear on the search results page and in what order they appear. When you create a campaign, you'll set a maximum bid, which is the maximum amount that you're willing to pay for a click on your ad. Google will then use this bid, along with other factors, to determine whether to show your ad and where to place it on the search results page. You'll pay Google each time someone clicks on your ad, but your actual cost per click will be based on the bid of the person whose ad appears below yours and the quality of your ad. This means that you may end up paying less than your maximum bid for a click on your ad. You will never spend more than a specific amount for that ad per day, helping you get better sense of how much you should budget for your digital ad campaign.

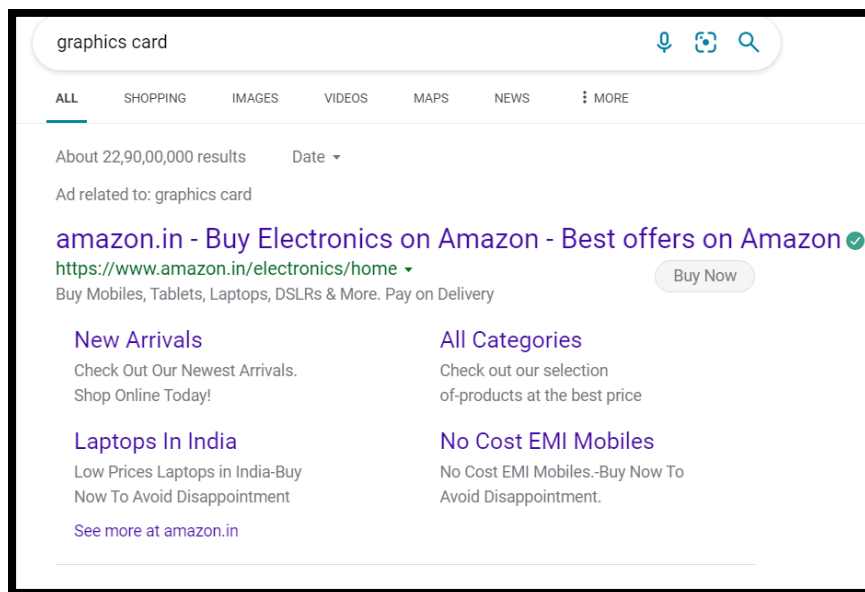
- Cost-per-click (CPC). How much you pay when a user clicks on your ad.
- Cost-per-Mille (CPM). How much you pay per 1000 ad impressions.
- Cost-per-engagement (CPE). How much you pay when a user performs a specific action on your ad (signs up for a list, watch a video, etc.).

## Chapter 3: Types of Google Ads

There are several types of Google Ads campaigns that businesses can use to promote their products or services:

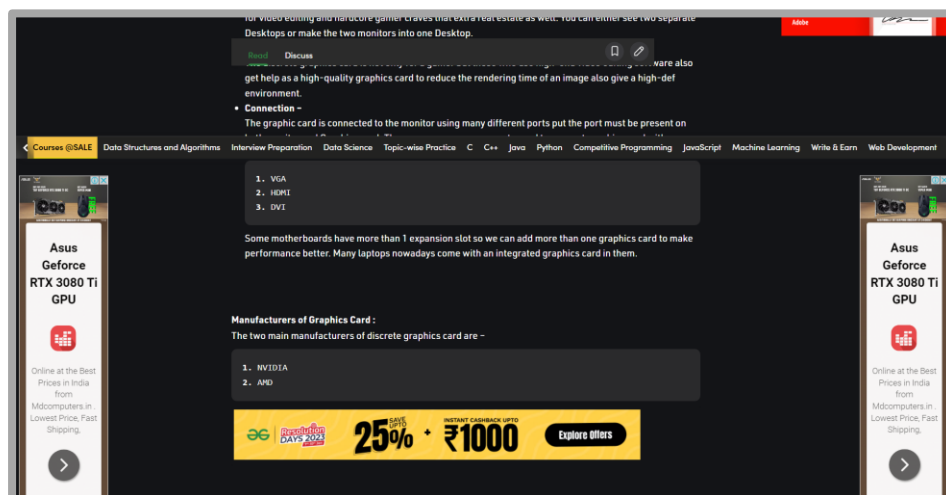
### 3.1 Search Campaign

**Search campaigns:** Search campaigns allow businesses to place ads on the search results pages of Google and other search engines when people search for specific keywords. These ads are typically text-based and appear above or below the search results.



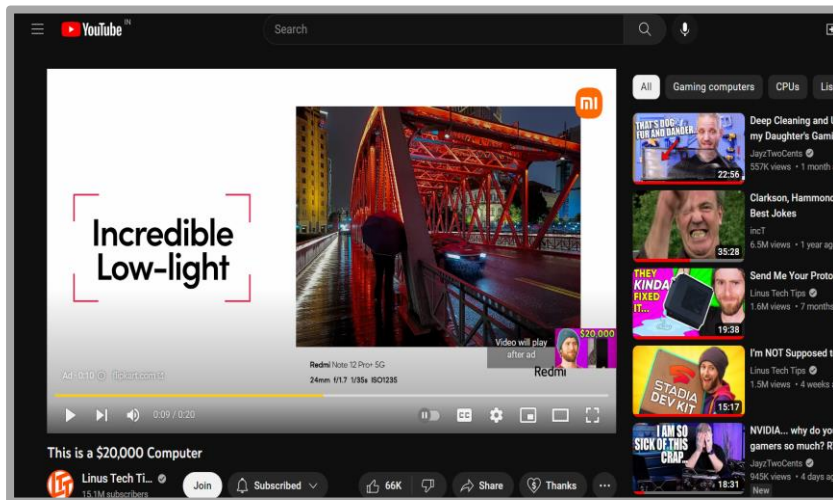
### 3.2 Display campaigns

**Display campaigns:** Display campaigns allow businesses to place banner ads on websites and apps that partner with Google. These ads can be targeted to specific audiences based on their interests and demographics and can appear in a variety of sizes and formats.



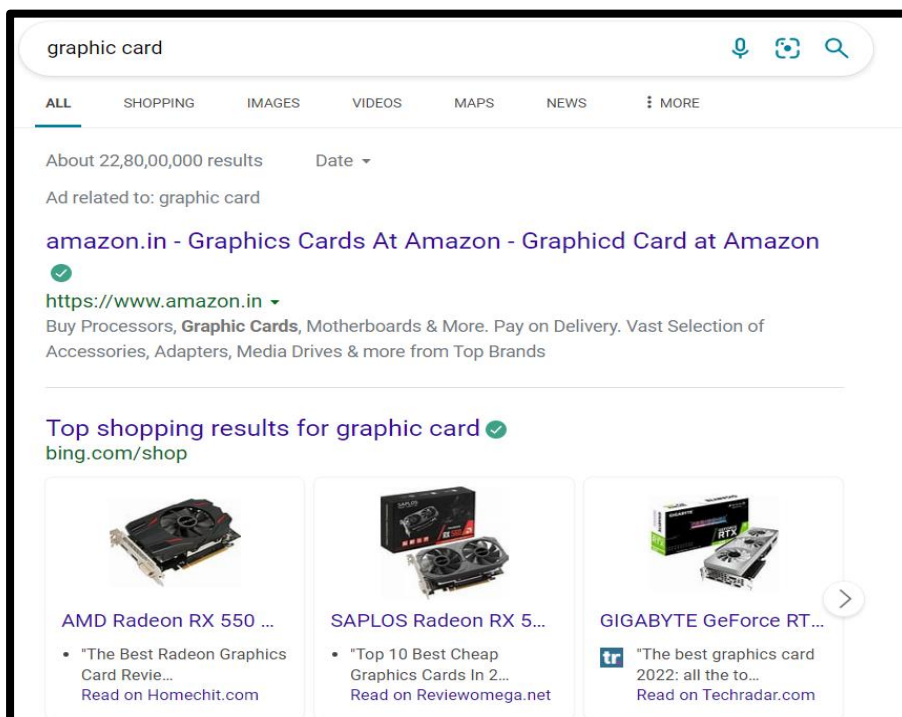
### 3.3 Video campaigns

Video campaigns: Video campaigns allow businesses to place video ads on YouTube and other video-sharing platforms. These ads can be targeted to specific audiences based on their interests and demographics, and can appear before, during, or after a video.



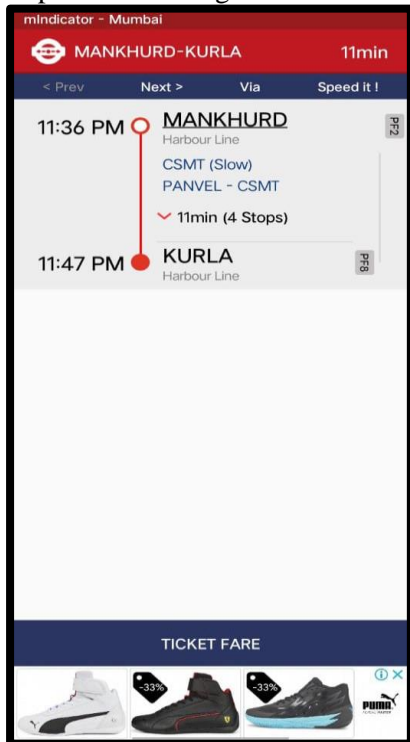
### 3.4 Shopping campaigns

Shopping campaigns: Shopping campaigns allow businesses to promote their products on Google Shopping, Google's e-commerce platform. These campaigns allow businesses to create product listings that include images, prices, and other details about their products. When someone searches for a product on Google Shopping, your product listings may appear on the search results page.



### 3.5 App campaigns

App campaigns: App campaigns allow businesses to promote their mobile apps on Google and its partner sites and apps. These campaigns can be targeted to specific audiences based on their interests and demographics and can be set up to drive installs of your app or to promote in-app actions such as purchases or registrations.



By using a combination of these different types of campaigns, businesses can reach a wide range of audiences and promote their products or services on the world's largest search engine and its partner sites and apps.

## Chapter 4: Cost of Google Ads

The cost of a Google Ads campaign can vary widely depending on a number of factors, including the competitiveness of the keywords that you're targeting, the quality of your ads, the relevance of your website, and the target audience that you're trying to reach. In general, businesses should expect to pay anywhere from a few cents to several dollars per click on their ads, although the average cost-per-click (CPC) is generally a few dollars.

To set a budget for your Google Ads campaign, you'll need to decide how much you're willing to spend on advertising each day, week, or month. You can set a maximum cost-per-click (CPC) bid, which is the maximum amount that you're willing to pay for a click on your ad, or you can set a target cost-per-acquisition (CPA), which is the amount that you're willing to pay for a specific action, such as a purchase or a form submission. Google will then use these budget and bidding settings to determine how often to show your ads and where to place them on the search results page.

It's important to keep in mind that the cost of a Google Ads campaign can vary significantly depending on the specific industry, market, and target audience that you're trying to reach. Some industries and markets are more competitive than others, which can drive up the cost of advertising. It's a good idea to do some research and set a budget that is realistic for your business and its goals.

## **Chapter 5: Google Keyword Planner for your ads**

Google Keyword Planner is a free tool that is part of the Google Ads platform. It is designed to help businesses research and select the best keywords for their Google Ads campaigns. With Keyword Planner, you can search for keywords and see how much traffic they are getting, as well as how much they are likely to cost. You can also see how competitive different keywords are, which can help you determine which keywords are likely to be the most effective for your ads.

To use Keyword Planner, you'll need to have a Google Ads account. Once you have an account, you can access Keyword Planner by going to the "Tools" menu and selecting "Keyword Planner." From there, you can enter a keyword or a group of keywords that are related to your business, and Keyword Planner will show you data on the average monthly searches for those keywords, as well as estimates on the cost-per-click (CPC) and competition level for those keywords.

Keyword Planner can be a valuable tool for businesses of all sizes, as it can help you understand which keywords are the most popular and valuable for your industry, and how much you can expect to pay for them. By using Keyword Planner, you can make informed decisions about which keywords to target in your Google Ads campaigns and set a budget that is appropriate for your goals.

## Chapter 6: How to advertise on Google

To advertise on Google for the first time, you'll need to create a Google Ads account and set up a campaign. Here are the steps you can follow:

1. Go to the Google Ads homepage (<https://ads.google.com/>) and click on the "Start now" button.
2. Sign in to your Google account or create a new one if you don't have one already.
3. Follow the prompts to set up your Google Ads account. You'll need to provide some basic information about your business, including your business name, website, and contact information.
4. Once your account is set up, you'll need to create a campaign. To do this, click on the "+" button in the upper-right corner of the screen and select "New campaign."
5. Choose the type of campaign that you want to create. There are several types to choose from, including search campaigns, display campaigns, and video campaigns. Select the one that best fits your goals and target audience.
6. Set up your campaign settings, including your budget, targeting options, and ad delivery schedule.
7. Create your ads. You'll need to create at least one ad for each campaign that you create. To do this, click on the "Ads & extensions" tab and then click on the "New ad" button. Follow the prompts to create your ad, including writing your ad copy and selecting your target keywords.
8. Review and launch your campaign. Once you have created your ads and set up your campaign, you'll need to review your campaign settings and make any necessary adjustments. When you're ready to launch your campaign, click the "Save and finish" button. Your ads will start running as soon as your campaign is approved by Google.

It's a good idea to spend some time researching and planning your Google Ads campaign before you start creating your ads. This can help you make sure that your campaign is set up for success and that you're targeting the right audience and keywords. You may also want to consider seeking the help of a Google Ads professional if you're new to the platform or if you have a complex campaign in mind.

## Chapter 7: Conclusion

Google Ads can be a powerful tool for businesses of all sizes to reach new customers and promote their products or services. By placing ads on Google search results pages and other websites and apps that partner with Google, businesses can reach a targeted audience of people who are searching for the products or services that they offer.

The effectiveness of a Google Ads campaign can be measured by a number of different metrics, including the number of clicks on your ads, the number of conversions (such as purchases or form submissions) that are generated by your ads, and the overall return on investment (ROI) of your campaign. You can use these metrics to track the performance of your campaign and make adjustments as needed to improve its effectiveness.

It's important to keep in mind that the results of a Google Ads campaign can vary widely depending on the specific industry, market, and target audience that you're trying to reach. Some businesses may see high levels of success with Google Ads, while others may not see as much return on their investment. It's a good idea to set clear goals for your campaign and to monitor your results closely to determine what is and isn't working for your business.

Overall, Google Ads can be a valuable tool for businesses looking to reach new customers and promote their products or services online. By setting a budget, targeting the right audience, and creating effective ads, businesses can use Google Ads to drive traffic and conversions from the world's largest search engine.



## REFERENCES

<https://ads.google.com/googleads>  
<https://support.google.com/google-ads/answer/6319>  
<https://www.wordstream.com/google-ads>  
[https://en.wikipedia.org/wiki/Google\\_Ads](https://en.wikipedia.org/wiki/Google_Ads)