

Welcome!

This is a step by step guide to setup a google ads search campaign. See the screenshots and the accompanying video to setup in a campaign in 5 to 10 minutes. For keyword search we have a separate training and you can find keywords for your campaign at the following link. Google will make suggestions as you setup your campaign which you can follow to optimize your campaign.









<https://ads.google.com/home/tools/keyword-planner/>

Step 1: Choose create a campaign with a goals guidance to allow you to control the ad setup. You can alternatively do a smart campaign where some selections are already made for you.

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone, or in store	 Leads Get leads and other conversions by encouraging customers to take action	 Website traffic Get the right people to visit your website	 Product and brand consideration Encourage people to explore your products or services
 Brand awareness and reach Reach a broad audience and build awareness	 App promotion Get more installs, engagement and pre-registration for your app	 Local store visits and promotions Drive visits to local stores, including restaurants and dealerships.	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.

Step 2: Choose a campaign type. Select search to appear in the google search. The other options will allow you to appear in different places google owns but search helps you be found when someone searches for keywords or terms that are similar to your campaign.

Select a campaign type

Search
Reach customers interested in your product or service with text ads

Performance Max
Reach audiences across all of Google with a single campaign. [See how it works](#)

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

App
Drive app promotion across Google's networks

Smart
Reach your business goals with automated ads on Google and across the web

Local
Drive customers to a physical location

Discovery
Run ads on YouTube, Gmail, Discover, and more

Step 3: Select a conversion goal. Based on if you're looking to get phone calls or lead forms. Select submit lead forms or skip this step unless you want to drive phone calls.

Use these conversion goals for campaign performance optimization

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance

Conversion Goals	Conversion Source	Conversion Actions
Contacts (account default)	Call from Ads	1 action
Phone call leads (account default)	Call from Ads	1 action
Submit lead forms (account default)	Website	1 action

Cancel [Continue](#)

Select the results you want to get from this campaign ⓘ

Website visits

Phone calls

App downloads

<https://practiceacceleration.com/>

Step 4: Create a campaign name. This doesn't matter but make it something that you'll remember in case you run multiple campaigns.

Campaign name

Put Any Name That You'll Remember

Cancel Continue

Step 5: Select your campaign budget. This depends on what you're willing to spend. Take your total number and divide it by 30 days. Google will suggest a number to get the best results.

The screenshot shows the 'Budget' selection screen in Google Ads. It features three radio button options: '\$460.00', '\$437.00 Recommended', and '\$415.20'. The 'Set custom budget' option is selected, with a text input field containing '\$10.00'. Below this is a table with performance metrics: Weekly conv (6), Weekly clicks (37), Weekly cost (\$70.00), Avg. CPC (\$1.89), and Avg. CPA (\$11.09). A yellow warning banner states: 'Selecting a budget that's less than \$437.00 may prevent your ads from showing as often as they could'. A 'Next' button is located at the bottom right.

Weekly conv	Weekly clicks	Weekly cost	Avg. CPC	Avg. CPA
6	37	\$70.00	\$1.89	\$11.09

Step 6: For bidding you select how you'll compete to have your ad displayed. You can select conversions or clicks depending on what your goal is. For this campaign we selected conversions. Google will also suggest what to bid here as well.

Bidding

Bidding

What do you want to focus on? ⓘ

- Recommended
- Conversions
- Conversion value (optional)
- Other optimization options
- Clicks
- Impression share

Maximize conversions bid strategy to help you get the most conversions at the lowest cost.

Additional options are available in settings after you create your campaign.

Next

Step 7: You can select multiple networks but for this search will just select the Display network where you'll just show up when search for in google search for your relevant keywords.

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners ⓘ

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

Include Google Display Network ⓘ

Use Display Expansion: Get more conversions at a similar CPA using unspent budget with the revamped Google Display Network Expansion feature ⓘ [Apply](#)

Step 8: Select locations where you want to reach potential customers.

The screenshot shows a 'Locations' panel with a title bar and an upward arrow. Below the title is the instruction 'Select locations to target' followed by a help icon. There are four radio button options: 'All countries and territories', 'United States and Canada', 'United States' (which is selected), and 'Enter another location'. At the bottom, there is a link for 'Location options' with a downward arrow.


Step 9: Select languages of the people you want to reach. If you're reaching different people create ads in different languages.

The screenshot shows a 'Languages' panel with a title bar and an upward arrow. Below the title is the instruction 'Select the languages your customers speak.' followed by a help icon. There is a search input field with a magnifying glass icon and the placeholder text 'Start typing or select a language'. Below the search field, the word 'English' is displayed in a rounded button with an 'x' icon to its right, indicating it has been selected.

Step 10: Add in keywords that allow you target users based on their search queries and interests. Use the keyword planner tool to find keywords in the case the tool doesn't automatically pull in keywords based on your website. Choose keywords that will help you reach people in your area for the services you offer in your area.

Keywords and ads

Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad group 1 




Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

 <https://practiceacceleration.com/>

 Enter products or services to advertise

Enter keywords

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

physio therapy
practice management
healthcare marketing
practice acceleration
healthcare team
medical practice management
physiotherapist work
medical practice consulting
healthcare marketing strategy
history of physiotherapy
therapy practice accelerator
dentist marketing
chiropractic marketing
consultant physiotherapist

Step 11: Final URL. Select the website you will want visitors to end up at.

12: Add in the campaign descriptions. This is the actual ad that you want to display. We have a training on this here. (INSERT SARAH TRAINING)

< > Add more headlines to increase your chances for better performance



Ad strength
Poor

- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)

Final URL

https://practiceacceleration.com/

This will be used to suggest headlines and descriptions

Display path

practiceacceleration.com

/ /
0 / 15 0 / 15

Headlines 5/15

^ For optimal ad performance, include these keywords in your headlines

- physio therapy dentist marketing
- practice management healthcare advertising
- medical practice marketing your patient

[More ideas >](#)

Headline Here

Required 13 / 30

Will Display On The Right Side

Required 30 / 30

Rapid Practice Growth

Required 21 / 30

Still Your Headline

19 / 30

More Headline

13 / 30

Headline

0 / 30

Headline

0 / 30

+ [Headline](#)

Descriptions 4/4 [View ideas](#)

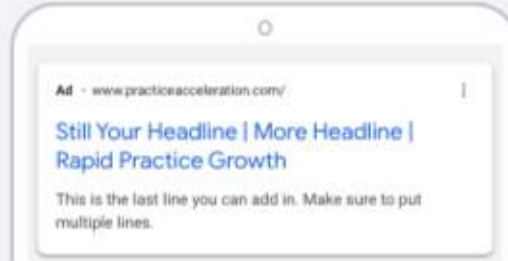
Descriptions of the ad for people to learn more

Required 47 / 90

Make sure to put multiple lines

Required 31 / 90

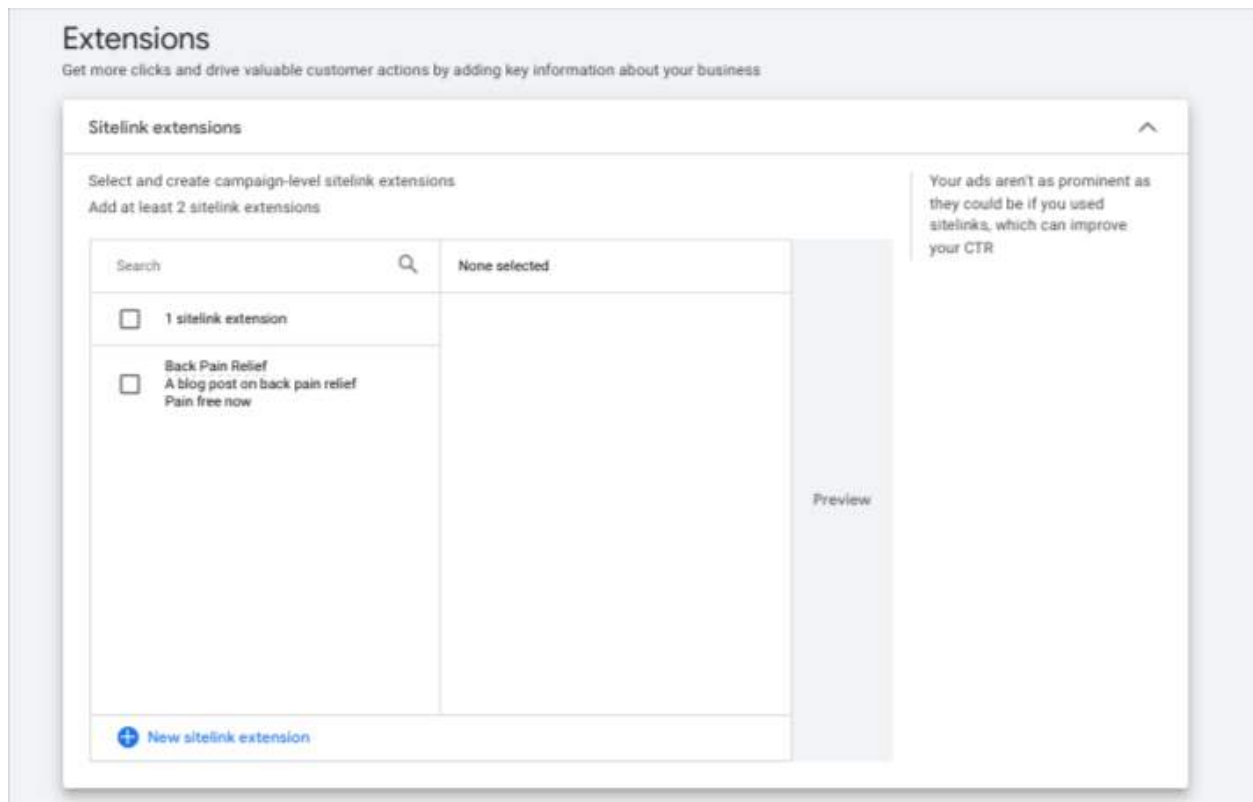
Preview



This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Step 13: Add in ad extensions. These are ways to make the ad longer where people can find out more about you. Since google ads are limited this allows you to extend your google ad by placing more links or extensions into the ads. Example would be putting a link to the contact page, team page, etc.

CTAs. See the example below.



Step 14: Review the full ad before going live.

Review your campaign

Double-check your details before you publish [Publish campaign](#)

Campaign name	Put Any Name That You'll Remember
Campaign type	Search
Goal	Contacts, Phone call leads, Submit lead forms

Bidding

Bidding	Maximize conversions
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Campaign settings

Networks	Google Search Network, Search partners Use Display Expansion : Get more conversions at a similar CPA using unspent budget with the revamped Google Display Network Expansion feature View Apply
Locations	United States (country)
Languages	English
Audiences	No segments

Keywords and ads

Keywords	25 keywords
Ads	1 ad Improve your responsive search ads : Get more clicks on your responsive search ads by improving your headlines and descriptions View

Extensions

Site link extensions	None Add site links to your ads : Your ads aren't as prominent as they could be if you used site links, which can improve your CTR View
Callout extensions	None Add callouts to your ads : Your ads aren't as prominent as they could be if you used callouts, which can improve your CTR View

Budget

Budget	\$10.00/day
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[Publish campaign](#)

Other Ad Aspects To Add In:

- Ad schedule which allows you to select when you'll run the ad. The times of day, lengths of time, etc for when your ad will display.