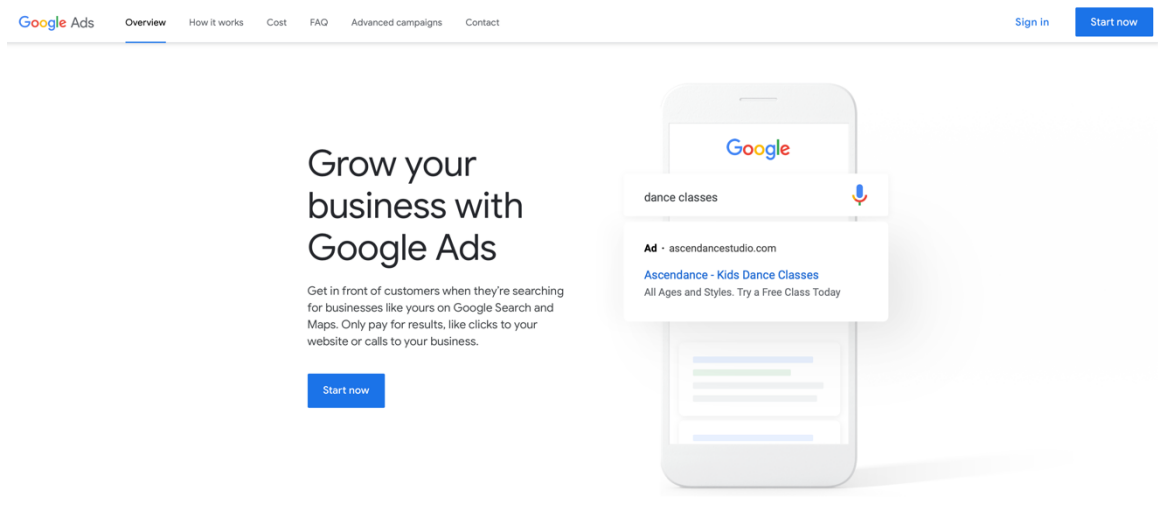


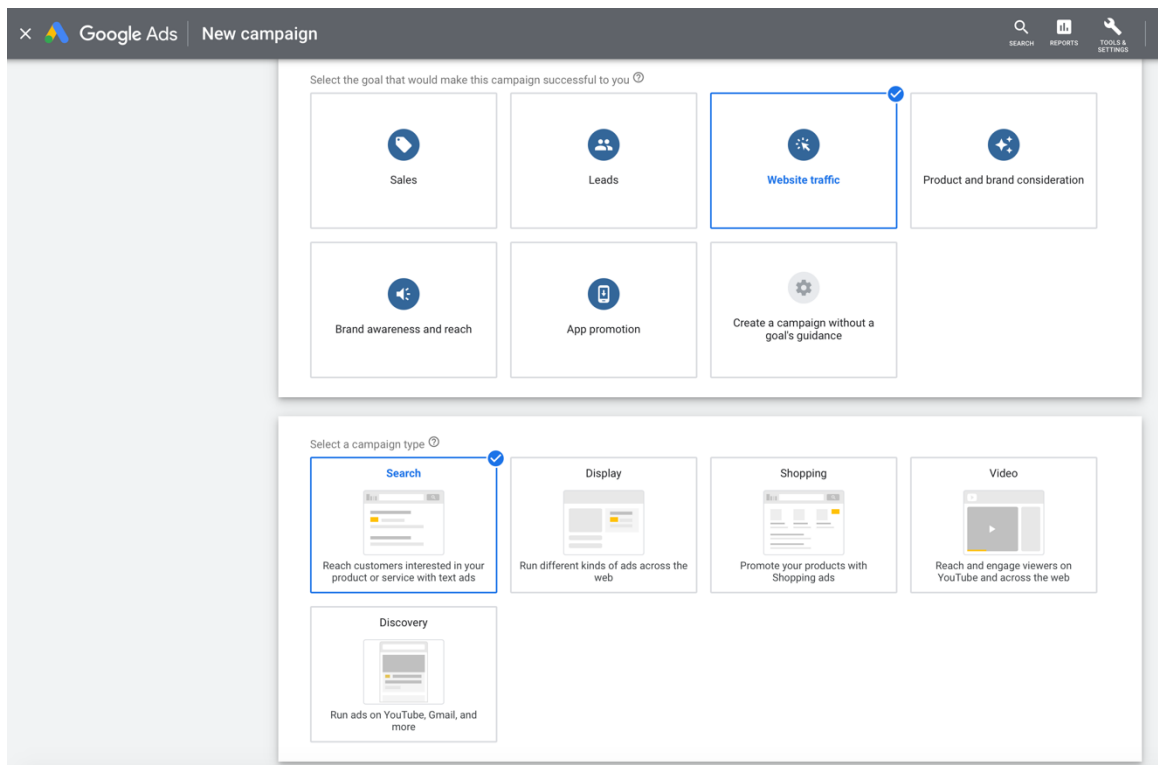
REM 102 Activity 2 Google Lead Generation Advertising

Learn how to place a Google advertisement.

1. Go to ads.google.com and click start now



2. Click “Website Traffic” and select “Search”



3. Insert your website address

Select the ways you'd like to reach your goal ⓘ

[BrokerBillZ.com](#)

✔ Your conversion action has been created for your account: [Website traffic](#)


i To start tracking conversions, you'll need to install the tracking code on your website.


Instructions for finishing tracking setup after creating your campaign was sent to BillZeltman@ERASTatewide.com. To send instructions to someone else or to add tracking code yourself, click "Installation options."

▼ [Installation options](#)



CONTINUE **CANCEL**

4. Name your campaign

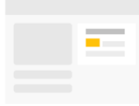
Type: **Search** Goal: **Website traffic** 

Campaign name: Tampa Bay 

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**
Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet

Include Google Display Network ⓘ

5. Choose your Location and Languages

Targeting and audiences

Choose who you want to reach

Locations ^

Select locations to target ?

All countries and territories
 United States and Canada
 United States
 Enter another location

^ Location options

Target ?

People in, or who show interest in, your targeted locations (recommended)
 People in or regularly in your targeted locations
 People searching for your targeted locations

Exclude ?

People in your excluded locations (recommended)
 People in, or who show interest in, your excluded locations

Languages ^

Select the languages your customers speak ?

English ×

6. Select your Audiences

Audiences ^

Select audiences to add to your campaign. You can create new audiences in [Audience Manager](#). ?

SEARCH	IDEAS (13)	BROWSE	3 selected	CLEAR ALL
<input type="text" value="Try 'event tickets'"/>		In-market audiences		
<input checked="" type="checkbox"/>	Recently selected audiences (3)		Real Estate <u>Residential Properties</u>	×
<input checked="" type="checkbox"/>	In-market audiences <u>Preowned Houses (For Sale)</u>		Real Estate > Residential Properties <u>Residential Properties (For Rent)</u>	×
<input checked="" type="checkbox"/>	In-market audiences <u>Residential Properties (For Rent)</u>		Real Estate > Residential Properties > Residential Properties (For Sale) > Houses (For Sale)	×
<input checked="" type="checkbox"/>	In-market audiences <u>Residential Properties</u>		<u>Preowned Houses (For Sale)</u>	×

Audiences targeting setting for this campaign ?

Targeting *formerly "Target and bid"*
 Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids

Observation (recommended) *formerly "Bid only"*
 Don't narrow the reach of your campaign, with the option to adjust the bids on the selected audiences

7. Set Your Budget

Budget and bidding
Define how much you want to spend and how you want to spend it

Budget Enter the average you want to spend each day

\$ 1.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding What do you want to focus on? ⓘ

Clicks ▾

Recommended for your campaign

Set a maximum cost per click bid limit

✔ This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

8. Click “Save and Continue”

Conversions	Account-level conversions setting (Conversion action in use: Website traffic)	▾
Ad schedule	All day	▾
Ad rotation	Optimize: Prefer best performing ads	▾

Ad extensions
Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions	Add additional links to your ad	▾
Callout extensions	Add more business information to your ad	▾
Call extensions	Add a phone number to your ad	▾
+ Ad extension		

SAVE AND CONTINUE
CANCEL

9. Select Ad Groups. Use the suggestions to help

Set up ad groups

Ad group type ⓘ : Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Tampa Bay

Real Estate
Realtor
Find A Home
houses for sale
homes for sale
property for sale
mls listings
mls
foreclosed homes

Match types help control which searches can trigger your ads
 keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

Get keyword ideas

🔗 BrokerBillZ.com

🏠 Real Estate

Keywords (by relevance)

- + real estate listings
- + homes for sale by owner
- + real estate for sale
- + for sale by owner

[ADD ALL IDEAS](#)

+ NEW AD GROUP
▾

SAVE AND CONTINUE
CANCEL

10. Enter your Headlines and Descriptions

✔ Select campaign settings
 ✔ Set up ad groups
 1 Create ads
 4 Confirmation

For each ad group, we recommend you create at least three ads that closely relate to the theme of your keywords.

Ad group: Tampa Bay
Keywords: Real Estate, Realtor, Find A Home, houses for sale, homes for sale, property for sale, mls listings + 2 more [Show more](#)

Text ads

IN PROGRESS

PENDING

PENDING

Responsive search ads

PENDING

New text ad

Final URL: [BrokerBillZ.com](#)

Headline 1: **Homes In Tampa Bay** (18 / 30)

Headline 2: (0 / 30)

Headline 3: (0 / 30)

Display path: [www.brokerbillz.com](#) / Path 1 (0 / 15) / Path 2 (0 / 15)

Description 1: **Find Your Home - Free MLS Access** (32 / 90)

Description 2: (0 / 90)

1 of 3 previews < >

Mobile

Homes In Tampa Bay | **Headline 2**

🏠 [www.brokerbillz.com](#)

Find Your Home - Free MLS Access

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

11. Add your Google tracking template and click “Save and Continue”

^ Ad URL options

Tracking template ⓘ
Example: https://www.trackingtemplate.foo/?url={url}&id=5

Final URL suffix ⓘ
Example: param1=value1¶m2=value2

Custom parameter ⓘ
{_ Name } = Value +

TEST

Use a different final URL for mobile

[DONE AND CREATE NEXT AD](#) [CANCEL](#)




[SAVE AND CONTINUE](#) [CANCEL](#)

12. Click "Continue to Campaign"

✔ Select campaign settings —✔ Set up ad groups —✔ Create ads —4 Confirmation


Congratulations! Your campaign is ready.

Review your campaign summary

 Mar 31, 2020 – No end date	Campaign budget \$1.00/day	Bid strategy Maximize clicks
 United States	Campaign goal Website traffic	
 English		

1 Ad Groups 2 Keywords 1 Ads

Now, get your campaign running

 To start tracking Website traffic, add the tracking code to your website [INSTALLATION OPTIONS](#)

[CONTINUE TO CAMPAIGN](#)