

Google Adwords

What is Adwords?

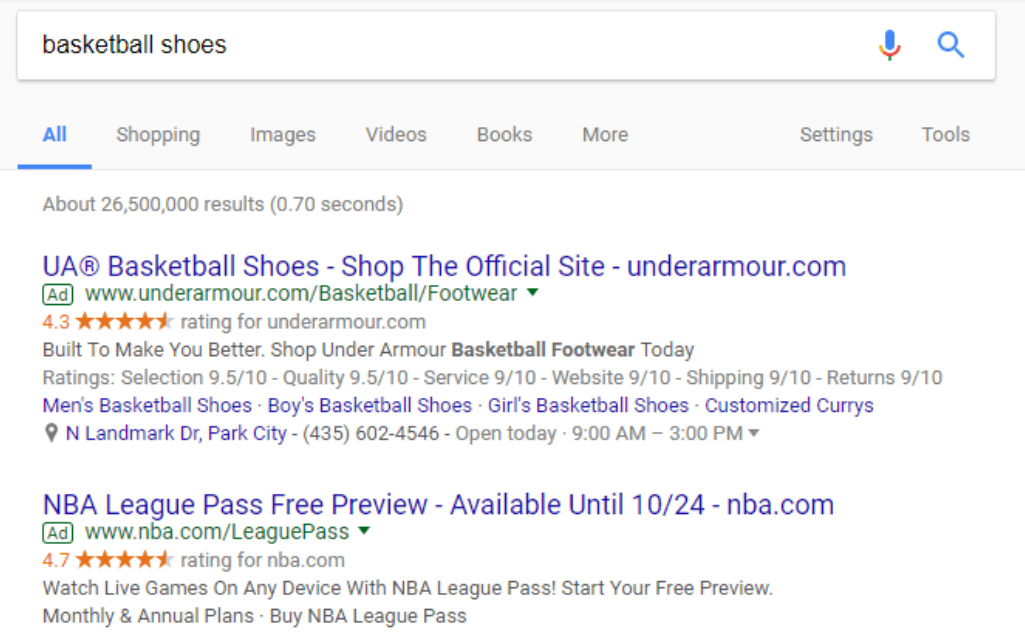
Google Ads, AKA Google AdWords, is **Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results**. Since advertisers have to pay for these clicks, this is how Google makes money from search.



What you get :

- **We Create Ads based on your spend and services offered.**
- **Ads appear above the organic search results.**
- **Each Ad created is dedicated to service you want to advertise.**
- **A link to your current website.**
- **Strong Call-to-action to engage with your customers.**

Here is what an ad may look like:



How does it work?

Google AdWords is a pay-per-click online advertising platform that allows advertisers to display their ads on Google’s search engine results page. Based on the keywords that want to target, businesses pay to get their advertisements ranked at the top of the search results page. Since the platform runs on pay-per-click (PPC) advertising, you have to pay only when a visitor clicks your ad.

The Google AdWords marketplaces work like an auction where people bid for clicks. However, it’s not necessary that the highest bid wins. Apart from money, Google also considers the quality score to ensure that the people clicking on the ads have the best possible experience.



Google Ads (PPC) marketing has many options available when it comes to Ad Target types

What you can choose from:
Ad formats available for advertising:

Google search ads – attract people looking for your products:

Google search ads are text ads that you see on Google search engine results pages (SERPs). Your search ads can appear either at the top above the organic search results or at the very bottom of the page.

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Create Your Google Ads account - Get Free Google Ads Support

Keyword Planner lets you find the most effective keywords for your PPC activity.

How Google Ads Works

Increase Website Traffic From Home

Learn How To Advertise Online

Amplify Your Online Sales

Customers Search Local on Google

Write An Ad & Pick Your Keywords.

Advertise Efficiently

What Does Google Ads Cost?

Only Pay For Results

Reach Customers From Ho

Get Started With Google Ads

Your Customers Are Online

Display ads – generate brand awareness:

While search ads are based on text and let you target specific keywords, Display ads are image-based and allow you to target people who are likely to be interested in your products but aren’t looking for them yet.



Video ads – get in front of targeted audience:

Since YouTube belongs to Google and also acts like a search engine—only for videos—you can target your potential customers on YouTube based on what they are watching. And with over 2 billion users worldwide, you have quite an audience to target!



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Shopping ads – advertise to shoppers ready to buy:

Unlike regular search ads, Shopping ads show an image of a product along with its product title, price, store name, and reviews. Essentially, they provide shoppers with important product information before they even visit an online store.

