

BSBKMG Google Ads Account

The following are screenshots of the pre-launch SEM campaign setup for BSBKMG.

1. The campaign objective of website traffic was selected.

The screenshot shows the Google Ads interface for creating a new campaign. At the top, the navigation bar includes the Google Ads logo, 'New campaign', and utility icons for search, reports, tools and settings, help, and notifications. The user's email 'ben.clark@bsbkmg.com' and a 'BC' profile icon are also visible. The main content area asks 'What's your campaign objective?' and presents a 'Choose your objective' dialog box. This dialog box contains eight selectable options, each with an icon, a title, and a brief description. The 'Website traffic' option is selected, indicated by a blue border around its card. At the bottom right of the dialog, there are 'Cancel' and 'Continue' buttons. The footer of the page reads '© Google, 2022.'

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 100-001-1000 ben.clark@bsbkmg.com BC

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, interactions and pre-registrations for your app
- Local store visits and promotions**
Drive visits to local shops, including restaurants and dealerships.
- Create a campaign without a goal's guidance**
Choose a campaign type first, without a recommendation based on your objective.

Cancel Continue

© Google, 2022.

2. The search type of campaign was selected

Google Ads | New campaign

100-001-1000
ben.clark@bsbkmng.com

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS

Brand awareness and reach
Reach a broad audience and build awareness

App promotion
Get more installs, interactions and pre-registrations for your app

Local store visits and promotions
Drive visits to local shops, including restaurants and dealerships.

Create a campaign without a goal's guidance
Choose a campaign type first, without a recommendation based on your objective.

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

Discovery
Run ads on YouTube, Gmail, Discover and more

Cancel Continue

© Google, 2022.

3. Then the URL for the landing page was entered <https://www.bsbkmg.com>.
The campaign was named BSBKMG Month Year.

The screenshot displays the Google Ads 'New campaign' setup interface. At the top, the browser tab shows 'Google Ads | New campaign'. The navigation bar includes icons for SEARCH, REPORTS, TOOLS AND SETTINGS, HELP, and NOTIFICATIONS, along with the user's account information: '100-001-1000 ben.clark@bsbkmg.com BC'. The main content area is divided into several sections:

- Video:** Reach and engage viewers on YouTube and across the web.
- Discovery:** Run ads on YouTube, Gmail, Discover and more.
- Select the ways you'd like to reach your goal:** A text input field contains the URL <https://www.bsbkmg.com>.
- Start tracking your website traffic as website conversions:** A section explaining that a conversion action is something valuable to your business that people do after interacting with your ads. It includes a link to [Learn more](#) and a '+ Create conversion action' button.
- Campaign name:** A text input field contains the name 'BSBKMG Month Year'.

At the bottom right, there are 'Cancel' and 'Continue' buttons. A status bar at the very bottom left reads 'Waiting for ads.google.com...'.

4. Only the search network selected.

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 100-001-1000 ben.clark@bsbkmng.com BC

Search

Campaign settings

- Bidding
- Network**
- Locations
- Languages
- Audiences

Keywords and ads

Extensions

Budget

Review

Campaign settings

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

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 **Maximise Clicks** bid strategy to help you get the most clicks for your budget

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

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 ⓘ

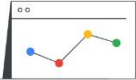
Display Network

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

Include Google Display Network ⓘ

ⓘ Don't miss the opportunity to get additional conversions at similar or lower costs with just one click.

Locations



Your estimated performance is shown after you've entered

- Keywords

5. The campaigns start and end dates were entered and it has been running for one month.

Google Ads | New campaign

SEARCH | REPORTS | TOOLS AND SETTINGS | HELP | NOTIFICATIONS | 100-001-1000 | ben.clark@bsbkmng.com | BC

Search

Campaign settings

- Bidding
- Network
- Locations
- Languages
- Audiences
- Start and end dates**

Keywords and ads

Extensions

Budget

Review

Location options

Languages

Select the languages that your customers speak. ?

Start typing or select a language

English X

Audience segments Select audience segments to add to your campaign

Start and end dates

Start date

1 Jul 2022

End date

None

31 Jul 2022

Your ads will continue to run unless you specify an end date.

More settings

Next

Your estimated performance is shown after you've entered

- Keywords

© Google, 2022. [Leave feedback](#)

6. The location target audience was defined as Australia.

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 100-001-1000 ben.clark@bsbkmng.com BC

Search

Campaign settings

- Bidding
- Network
- Locations**
- Languages
- Audiences

Keywords and ads

Extensions

Budget

Review

Include Google Display Network ⓘ
ⓘ Don't miss the opportunity to get additional conversions at similar or lower costs with just one click.

Locations

Select locations to target ⓘ

- All countries and territories
- Australia
- Enter another location

Location options

Languages

Select the languages that your customers speak. ⓘ

Start typing or select a language

English X

Audience segments Select audience segments to add to your campaign

[More settings](#)

Next

Your estimated performance is shown after you've entered

- Keywords

© Google, 2022. [Leave feedback](#)

7. The budget of \$10,000 was divided daily to \$333

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 100-001-1000 ben.clark@bsbkmng.com BC

- Search
- Campaign settings
- Keywords and ads
- Extensions
- Budget**
- Review

Budget

Select the average that you want to spend each day.

Set your average daily budget for this campaign

A\$ 333.00

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](#)

Next

Weekly estimates

Estimates are based on your keywords and daily budget

Performance Management

Clicks/day	Cost/day
46	A\$333.00
Avg. CPC	
A\$7.28	

© Google, 2022. [Leave feedback](#)

8. The ad group was named, and keywords were entered.

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

Performance Management ✎

Keywords

Get keyword suggestions

🔗

📁 Performance Management ✕ Performance Management Application ✕

📁 People and Culture Platform ✕ Add products or services

[Update keywords](#)

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

Performance Management
Performance Management Application
staff performance appraisal
employee performance
performance management
application monitoring tools
performance appraisal
employee performance management
performance management system
employee performance appraisal
staff appraisal system
application performance management
employee appraisal system
performance appraisal system

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

Weekly estimates
Estimates are based on your keywords and daily budget ⓘ

Performance Management ^

<u>Clicks/day</u>	<u>Cost/day</u>
46	A\$333.00
<u>Avg. CPC</u>	
A\$7.28	

9. The final URL for the campaign was entered and display path values to enhance branding were also added.

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 100-001-1000 ben.clark@bsbkmg.com BC

Keywords and ads

- Keywords
- Ads**
- Extensions
- Budget
- Review

Ads

Try including more keywords in your headlines

Ad strength Average

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

Final URL [?](#)

https://www.bsbkmg.com

Required

Display path [?](#)

bsbkmg.com

/ performance / management

11 / 15 10 / 15

Headlines 9/15 [?](#)

For optimal ad performance, include these keywords in your headlines

- ✓ performance appraisal
- application monitoring tools
- ✓ performance management

[More ideas](#) >

Simple performance management

Required 29 / 30

People-centered performance

Required 27 / 30

Start your 30-day Free Trial

Required 28 / 30

Preview

Ad · bsbkmg.com/performance/management

Drive the organisation forward | performance experience | HR Tailored experience

Create a fulfilling performance experience to grow your employees. We equip managers with the tools for modern coaching-style conversations.

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](#)

Weekly estimates

Estimates are based on your keywords and daily budget [?](#)

Performance Management [?](#)

Clicks/day	Cost/day
46	A\$333.00
Avg. CPC	
A\$7.28	

10. A series of headlines were added, note character length restrictions.

The screenshot displays the Google Ads 'New campaign' interface. On the left, a sidebar contains navigation options: Search, Campaign settings, Keywords and ads (selected), Extensions, Budget, and Review. Under 'Keywords and ads', 'Keywords' and 'Ads' are visible, with 'Ads' selected. The main area is divided into three sections:

- Ad strength:** Shows 'Average' strength with a circular progress indicator. It includes four checklist items: 'Add headlines' (checked), 'Include popular keywords' (unchecked), 'Make headlines unique' (checked), and 'Make descriptions unique' (checked). Each item has a 'View ideas' link.
- Headline creation:** A list of headlines with their character counts out of 30:
 - Simple performance management (29 / 30)
 - Required (27 / 30)
 - People-centered performance (27 / 30)
 - Start your 30-day Free Trial (28 / 30)
 - performance management tool (27 / 30)
 - HR Tailored experience (22 / 30)
 - performance experience (22 / 30)
 - Create a fulfilling experience (30 / 30)
 - Grow your employees (19 / 30)
 - Drive the organisation forward (30 / 30)
 - New headline (30 / 30)
 - + Headline (0 / 30)
- Preview:** Shows a mobile device view of an ad. The ad URL is 'Ad · bsbkmg.com/performance/management'. The headline is 'Drive the organisation forward | performance experience | HR Tailored experience'. The description is 'Create a fulfilling performance experience to grow your employees. We equip managers with the tools for modern coaching-style conversations.' Below the preview, a note states: '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](#)'

On the right side, there are sections for 'Weekly estimates' (Estimates are based on your keywords and daily budget) and 'Performance Management' with a table:

Clicks/day	Cost/day
46	A\$333.00
Avg. CPC	
A\$7.28	

11. A series of descriptions were added, note character length restrictions.

The screenshot displays the Google Ads 'New campaign' interface. On the left, a navigation menu includes 'Search', 'Campaign settings', 'Keywords and ads' (selected), 'Extensions', 'Budget', and 'Review'. The 'Keywords and ads' section is active, showing 'Keywords' and 'Ads' sub-sections. The 'Ads' section contains several text input fields for headlines and descriptions, each with a character count (e.g., 30 / 30, 19 / 30, 30 / 30, 0 / 30, 65 / 90, 84 / 90, 72 / 90, 85 / 90). A '+ Headline' button is visible. Below the descriptions, there is a 'Descriptions 4/4' section with a 'View ideas' link. At the bottom of the ad creation area are 'Done' and 'Cancel' buttons.

The central 'Preview' area shows a mobile device mockup with an ad. The ad text is: 'Ad · bsbkmg.com/performance/management', 'Grow your employees | HR Tailored experience | performance management tool', and 'Create a fulfilling performance experience to grow your employees. We equip managers with the tools for modern coaching-style conversations.' Below the preview, a note states: '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](#)'.

At the top right of the interface, there is a 'Next' button. The top navigation bar includes 'Google Ads', 'New campaign', and various utility icons (SEARCH, REPORTS, TOOLS AND SETTINGS, HELP, NOTIFICATIONS) along with user information (100-001-1000, ben.clark@bsbkmg.com, BC).

On the right side, there are sections for 'Weekly estimates' (Estimates are based on your keywords and daily budget) and 'Performance Management' with a table:

Clicks/day	Cost/day
46	A\$333.00
Avg. CPC	
A\$7.28	

12. This is an overview of the campaign page once setup.

The screenshot shows the Google Ads interface for a campaign overview. At the top, the navigation bar includes the Google Ads logo, 'All campaigns', and utility icons for search, reports, tools and settings, refresh, help, and notifications. The user's email 'ben.clark@bsbkmkg.com' and a profile icon are also visible. The main header shows 'Overview' with a home icon and a date range selector set to 'All time' for '22 May - 4 Jun 2022'. A left sidebar lists navigation options: Recommendations, Insights, Campaigns, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Settings, Change history, and Show more. The main content area features a 'New campaign' button, a 'Campaign status: All, Ad group status: All' filter, and a 'Download' button. A summary table displays 'Clicks' (0), 'Impressions' (0), 'Avg. CPC' (\$0.00), and 'Cost' (\$0.00). Below the table is a line chart showing performance from 22 May 2022 to 4 Jun 2022. Two cards are visible: 'Google Marketing Live' with a video thumbnail for 'Google Marketing Live Keynote 2022', and 'Measure conversions' with a step-by-step guide to setting up conversion tracking.

Google Ads | All campaigns

SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP NOTIFICATIONS 100-001-1000 ben.clark@bsbkmkg.com BC

Overview Overview All time 22 May - 4 Jun 2022

Recommendations Campaign status: All, Ad group status: All Add filter

+ New campaign DOWNLOAD FEEDBACK

Clicks	Impressions	Avg. CPC	Cost
0	0	\$0.00	\$0.00

22 May 2022 4 Jun 2022

Google Marketing Live

Google Marketing Live Keynote 2022

Google Marketing Live Keynote 2022

1 Select the action that you'd like to track

A conversion action is something valuable to your business that people do after interacting with your ads.

Select

2 Add the tracking code to your website

Get the Google Ads mobile app

13. This is the view of the campaign before launch.

Google Ads | All campaigns

 SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP NOTIFICATIONS 100-001-1000 ben.clark@bsbkmg.com BC

Campaigns
All time 22 May - 4 Jun 2022

Clicks
None
CHART TYPE
EXPAND
ADJUST

Campaign status: Enabled, Paused
Add filter

Campaign	Budget	Status	Optimisation score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid strategy type
<input type="checkbox"/> BSBKMG Month Year	A\$333.00/day	Paused <small>All ads under review</small>	–	Search	0	0	–	–	A\$0.00	Maximise clicks
Total: All but removed campaigns										
Total: Account										

1 - 1 of 1

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+10:00) Eastern Australia Time. [Learn more](#)

Some inventory may be provided through third-party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Get the Google logo

Waiting for ads.google.com...