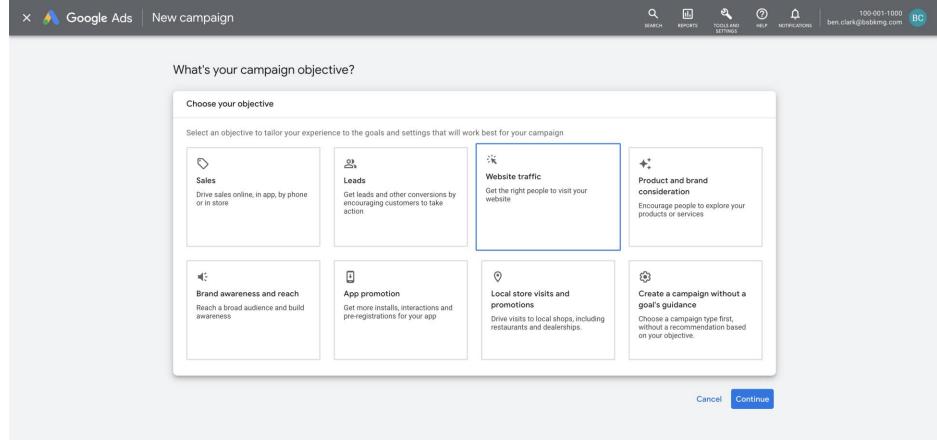# BSBKMG Google Ads Account

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

1. The campaign objective of website traffic was selected.

2. The search type of campaign was selected

Google Ads | New campaign

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

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

SEARCH   REPORTS   TOOLS AND SETTINGS   HELP   NOTIFICATIONS

100-001-1000
ben.clark@bsbkmg.com   BC

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 ⊙

🔗 https://www.bsbkmg.com

Start tracking your website traffic as website conversions

A conversion action is something valuable to your business that people do after interacting with your ads. To track your website traffic as conversion actions across your account, create a conversion action and then install the tracking code. Learn more

⊕ Create conversion action

Campaign name

BSBKMG Month Year

Cancel   Continue

Waiting for ads.google.com...

4. Only the search network selected.

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

× Google Ads | New campaign

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 ✕

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

© Google, 2022. Leave feedback

Your estimated performance is shown after you've entered

• Keywords

6. The location target audience was defined as Australia.

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

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

🔗 https://www.bsbkmg.com

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

Ads ⌃

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

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

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

Google Ads | New campaign

SEARCH · REPORTS · TOOLS AND SETTINGS · HELP · NOTIFICATIONS

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

Search

Campaign settings

Keywords and ads
    Keywords
    Ads

Extensions

Budget

Review

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

More ideas >

Simple performance management	
Required	29 / 30
People-centered performance	
Required	27 / 30
Start your 30-day Free Trial	
Required	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	
	0 / 30

+ Headline

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

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

Google Ads | New campaign

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

Search

✓ Campaign settings

✓ Keywords and ads
    Keywords
    Ads

○ Extensions

○ Budget

○ Review

‹ › 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

30 / 30
Grow your employees

19 / 30
Drive the organisation forward

30 / 30
New headline

0 / 30
+ Headline

Descriptions 4/4 ⓘ · View ideas

Create a fulfilling performance experience to grow your employees
Required · 65 / 90

Deploy a consistent performance process with your organisation values and objectives
Required · 84 / 90

We equip managers with the tools for modern coaching-style conversations
72 / 90

We enable managers to do their job more effectively so their teams can really thrive.
85 / 90

⌄ Ad URL options

Done · Cancel

Preview

‹ › ⏸ 📱 💻

○

Ad · bsbkmg.com/performance/management ⓘ

Grow your employees | HR Tailored experience | performance management tool

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

Next

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

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