



WELCOME

DAY 79/100

DIGITAL MASTERY CHALLENGE

**DATE: OCTOBER 6, 2020, TUESDAY
TIME: 06:00 PM (AST)
LIVE FROM DOHA, QATAR**

MAJOR OFFPAGE ACTIVITIES



**REFER TO THE DAY 23 (JULY 27,
2020) DIGITAL MASTERY NOTES
AND RECORDINGS**

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g

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2. SOCIAL NETWORKING WEBSITES



**3. PRESENTATIONS
DOCS -
SLIDESHARE**



4

Quora

Q AND A

5.

NEWS

DIRECTORY SUBMISSION

6. DIRECTORY SUBMISSION



A close-up photograph of a person's hands holding a document. The document is slightly out of focus, showing some faint markings. Overlaid on the image is a large, bold, black serif font title. In the bottom left corner, there is a black rectangular box containing white text.

Classified Submissions

7. CLASSIFIED SUBMISSION



FORUMS

8. FORUMS

An illustration on a textured orange background. A woman in a black dress is running from left to right, holding a large magnifying glass. The magnifying glass is focused on a document with several red rectangular highlights. The text '9. REVIEW' is written in white on a black rectangular background within the magnifying glass's lens.

9. REVIEW

10. WHITE PAPER

OFF PAGE SEO TECHNIQUES



A close-up photograph of a desk setup. In the upper right, a portion of a black calculator is visible, showing keys for 'CE/C', '0', and '00'. Below the calculator, a silver metal clipboard is positioned diagonally. A white document is held in the clipboard, with the title 'Articles Submission' printed in a large, bold, black sans-serif font. The document is slightly out of focus below the title. To the left of the clipboard, a pair of glasses with a dark frame and clear lenses is partially visible. In the top left corner, there are some green leaves of a plant. The overall lighting is warm and soft, creating a professional and organized atmosphere.

Articles Submission

***Submit your articles in a
high PR article
submission directory.***

The background of the image shows a desk setup. In the upper right, there is a close-up of a computer keyboard with a calculator integrated into it. To the left, there are green leaves of a plant. In the lower part of the image, there is a blurred document with some text and a pen.

You can also give links to your website.

Make sure your content is unique and of high quality.

Low quality content and content that has more keyword stuffing might get rejected. Choose the correct category and give a good title to your content

YOU CAN USE THESE WEBSITES

S.No	Article Submission websites	DA	PA
1	http://hubpages.com/	91	70
2	http://ezinearticles.com	87	72
3	https://www.thefreelibrary.com/	76	65
4	http://www.brighthub.com/	76	60
5	http://www.magportal.com	43	52

BLOG DIRECTORY SUBMISSION



Directory Submission is constantly working to build quality back links.

***Choose an effective
directory and select a
proper category.***

It takes quite some time to deliver good results, but these results stand out over a longer time period.

YOU CAN USE THESE WEBSITES

S.No	Blog Directory Submission Sites	DA	PA
1	https://industrydirectory.mjbizdaily.com/	64	40
2	https://directory.entireweb.com/	53	46
3	http://www.elecdir.com	36	49
4	https://www.sitepromotiondirectory.com/	35	53
5	http://www.a1webdirectory.org/	34	54

**CONTRIBUTE
AS GUEST
AUTHOR**



There are a number of good and quality blogs that are open for guest post from various authors.

***Write an amazing
research piece and reach
them with the content for
guest post.***

***Don't focus on quantity
of links but rather focus
only on quality links.***

***Also don't keep posting
multiple times on the
same guest blog site.***



CREATING SHAREABLE CONTENT

*Amazing content is always
the **KING** in search engine
optimization.*

Creating amazing and shareable content is a smart way to generating more and more natural backlinks to our website or blog.

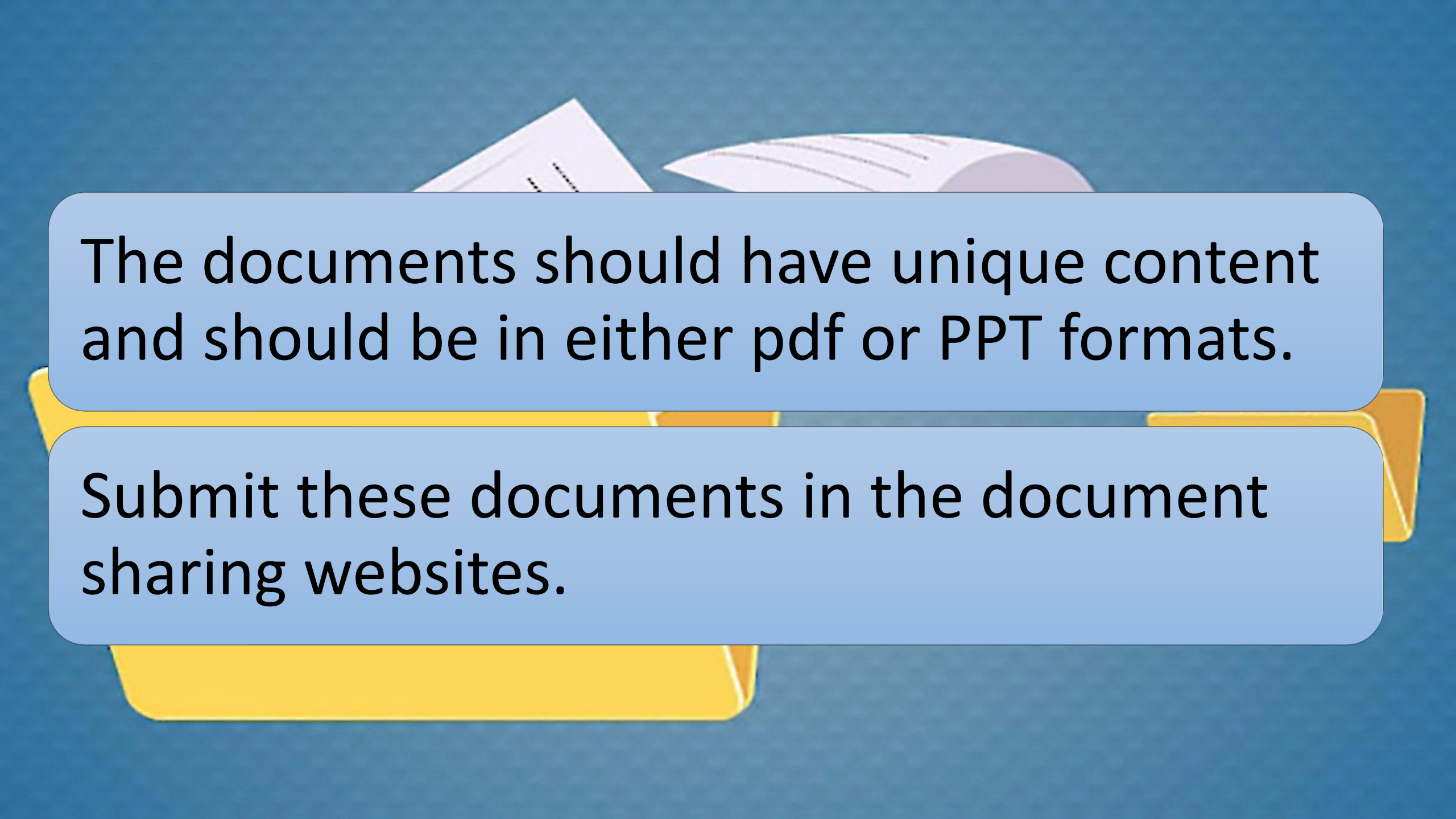
***Research often and keep
your content always fresh
and updated.***



DOCUMENT SHARING



***Create attractive
documents relating to
your business or blog.***

The background features a blue folder with several papers and a book. The papers are white with some faint lines, and the book is white with a purple cover. The folder is yellow and has a blue tab on the right side.

The documents should have unique content and should be in either pdf or PPT formats.

Submit these documents in the document sharing websites.

YOU CAN USE THESE WEBSITES

S.No	Document Sharing Websites	DA	PA
1	https://www.slideshare.net/	95	85
2	http://issuu.com/	94	82
3	https://www.scribd.com/	94	80
4	https://www.box.com/	93	73
5	http://en.calameo.com/	92	64



Forum Submission

***Participate in search forums
which are related to your
website and business and make
a connection with that
community.***

Reply to threads, answer people's questions and give your suggestions and advice.

YOU CAN USE THESE WEBSITES

S.No	Forum Submission Sites	DA	PA
1	https://www.flickr.com/help/forum/en-us/	92	72
2	https://www.addthis.com/forum	93	61
3	https://bbpress.org/forums/	62	54
4	https://www.careerbuilder.com	84	69
5	https://www.chronicle.com/forums	82	53



IMAGE SUBMISSION



***Share your photos on
popular image
submission websites.***

Before submitting your images please optimize them with the correct URL and title tag.

Before submitting your images, check if they have a proper title, description and tags.

YOU CAN USE THESE WEBSITES

S.No	Image Submission Sites	DA	PA
1	https://www.mediafire.com/	94	79
2	https://in.pinterest.com/	94	82
3	https://instagram.com/	93	100
4	https://www.flickr.com/	92	95
5	https://imgur.com/	92	82

INFLUENCER OUTREACH



If you have created any kind of content which is share worthy, then don't hesitate to reach out influencers in your industry.

***Tell them to check your
blog and ask for link
backs from their blog.***

***Make sure you get the
links from completely
relevant domains.***

INFOGRAPHICS SUBMISSION



***Make creative
infographics.***

***These days,
infographics are
getting popular on the
internet.***

***Submit your infographics
on infographics
submission websites and
give reference links to
your webpage or blog.***

***The image sizes differ
with different
websites.***

YOU CAN USE THESE WEBSITES

S.No	Infographics Submission Sites	DA	PA
1	http://www.reddit.com/r/Infographics	91	69
2	http://visual.ly/	78	70
3	http://www.infographicsarchive.com/	55	52
4	http://submitinfographics.com/	47	47
5	http://www.nerdgraph.com/	45	50

Press Release

News +++ Information +++ News +++ Information +++ News +++ Information +++ News +++ Information

Li Europan lingues es membres del sam familie.

Lor separat existentie es un myth. Por scientie, musica, sport etc, litot Europa usa li sam vocabular. Li lingues difere solmen in li grammatica, li pronunciation e li plu comun vocabules. Omnicos directe al desirabilite de un nov lingua franca: On refusa continue pagar custosi traductores. At solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles. Ma quando lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues. Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues. It va esser tam simplic quam Occidental in fact, it va esser Occidental. A un Angleso it va semblar un simplificat Angles, quam un skeptie Cambridge amico dit me que Occidental es. Li Europan lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, litot Europa usa li sam vocabular. Li lingues difere solmen in li grammatica, li pronunciation e li plu comun vocabules. Omnicos directe al desirabilite de un nov lingua franca: On refusa conti-

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INFO

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PRESS RELEASE



Do press release

YOU CAN USE THESE WEBSITES

S.No	Press Release Websites	DA	PA
1	https://www.prnewswire.com/	92	74
2	https://www.prlog.org/	82	67
3	https://www.openpr.com/	62	56
4	https://express-press-release.net/	46	48
5	https://www.issuewire.com/	39	43

QUESTION



AND ANSWER

***One of the best ways
you can get high
traffic is from question
and answer websites.***

Join high PR question and answer sites and search for questions related to your business, blog or website and give clear answers to these questions.

***Give a link to your
website which will help in
bringing you more
visibility.***

YOU CAN USE THESE WEBSITES

S.No	Question and Answer Sites	DA	PA
1	https://www.quora.com/	93	77
2	https://answers.yahoo.com/	92	72
3	http://www.ehow.com/	92	73
4	http://answerbag.com/	65	51
5	http://www.blurtit.com/	63	58

Social Bookmarking sites



Social bookmarking sites are one of the best platforms to promote your website.

***When you bookmark your
webpage or blog post on
popular social bookmarking
websites, you gain high traffic
to your webpage or blog.***

YOU CAN USE THESE WEBSITES

S.No	Social bookmarking sites	DA	PA
1	http://digg.com	90	90
2	http://slashdot.org	90	76
3	https://www.reddit.com	93	81
4	http://diigo.com	89	73
5	https://www.tumblr.com/	87	75

SOCIAL MEDIA ENGAGEMENT



***A major Off-page SEO
technique is social media
engagement.***

***If you want to make your
business, website or blog
popular, engage with
people on multiple social
media platforms.***

***Social media presence
will help grow your
business and also help
you get more back links.***

YOU CAN USE THESE WEBSITES

S.No	Social Networking Sites	DA	PA
1	http://www.linkedin.com/	97	97
2	https://www.facebook.com/	96	100
3	http://www.twitter.com/	94	100
4	https://www.pinterest.com/	94	82
5	https://www.instagram.com/	93	100

VIDEO SUBMISSION



***If you want to make your
videos popular, submit
to popular video
submission sites.***

***Give a proper title,
description, tags and
reference links.***

It is one of the more popular ways to get quality back links because all video submission websites have high PR.

YOU CAN USE THESE WEBSITES

S.No	Video Submission Sites	DA	PA
1	https://www.youtube.com/	99	100
2	https://vimeo.com/	97	96
3	https://www.dailymotion.com/in	96	67
4	https://vine.co/	90	71
5	https://www.metacafe.com/	88	76

WEB2.0 SUBMISSION

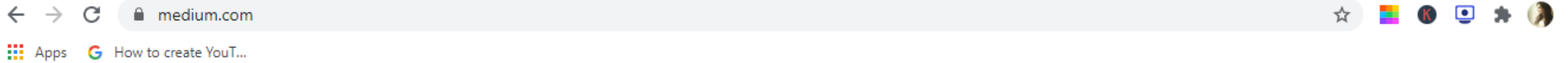


Web 2.0 submission sites are sites that give domain authority and quality backlink that is if you want to produce backlink on these given sites.

***In Web 2.0 you can
create your post and put
it as informative content.***

***It also enable increase
and traffic and alongside
with backlink on your
site.***

Example www.medium.com



Medium

Subscribe











Write

Sign in

Get started

Dive deeper on topics that matter to you.

Select what you're into. We'll help you find great things to read.

- # Future
-  OneZero
- # Technology
-  Elemental
- # Health
- # Science
-  GEN
- # Business
-  Marker
- # Work
- # Culture
-  ZORA
-  Tenderly
- # Food
-  Heated
- # Programming
- # Design
- # LGBTQIA
- # Neuroscience
-  LVL
- Level
- # Politics
- # Relationships
-  Human Parts
- # Self
- # Startups
- # Cryptocurrency
-  Forge
- Forge
- # Data Science
- # Productivity
- # Artificial Intelligence
- # Election 2020

www.tumblr.com

← → × 🔒 tumblr.com



Apps How to create YouT...



Search Tumblr

tumblr

Come for what you love.
Stay for what you discover.

Get Started

Log In

🔍 Here's what's trending

[Terms](#) [Privacy](#) [Jobs](#) [Support](#)

Posted by [gulden](#)

What is Tumblr?

www.blogger.com



SIGN IN

Publish your passions, your way

Create a unique and beautiful blog. It's easy and free.

CREATE YOUR BLOG

My cooking blog

Thursday, 16 January

Delicious dessert recipe



BEST TIPS FOR WEB2.0:

Keep sharing
the great
content

Update the
site regularly

Build backlink
for published
article



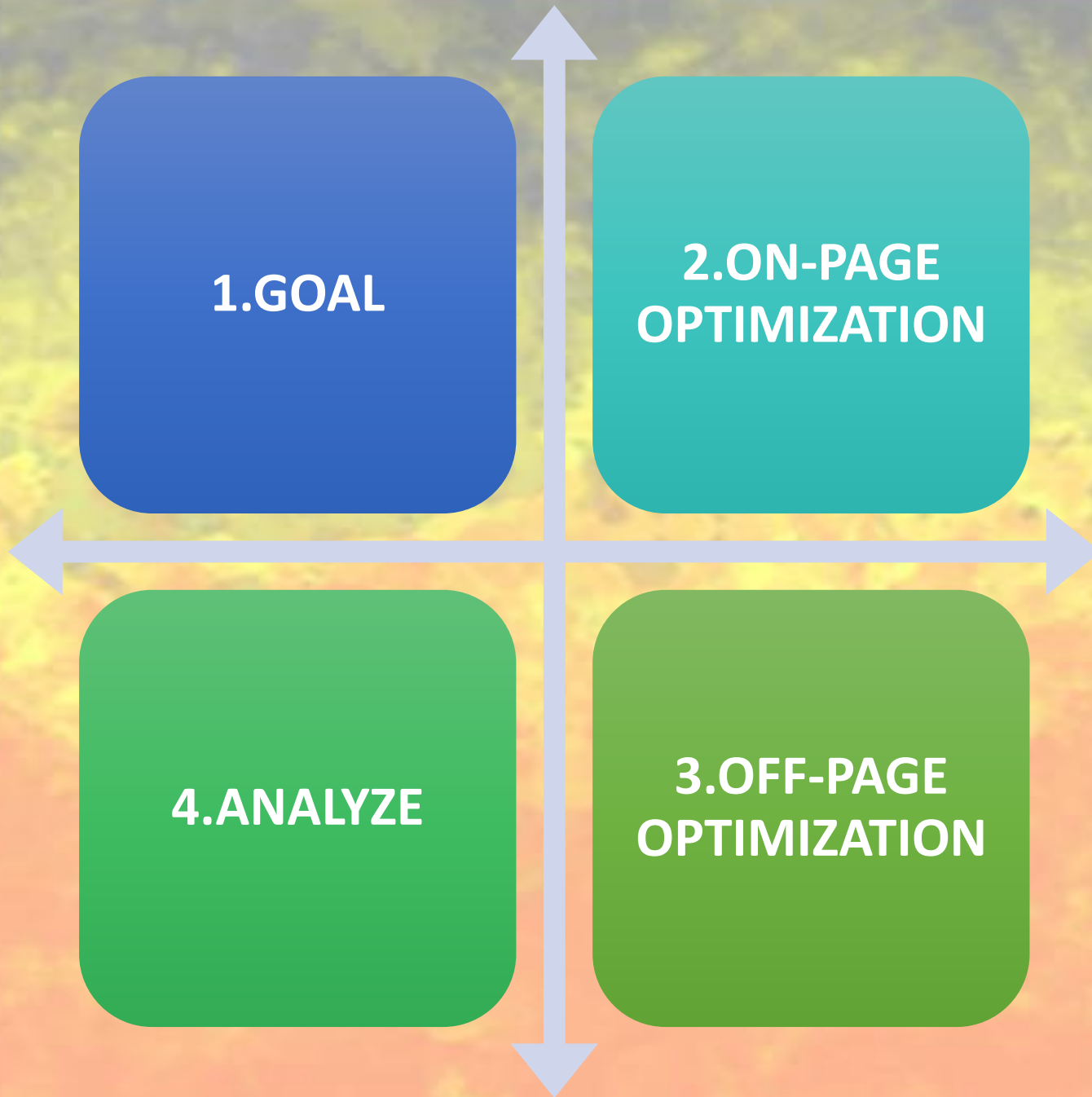
PHASE 4:

ANALYZE

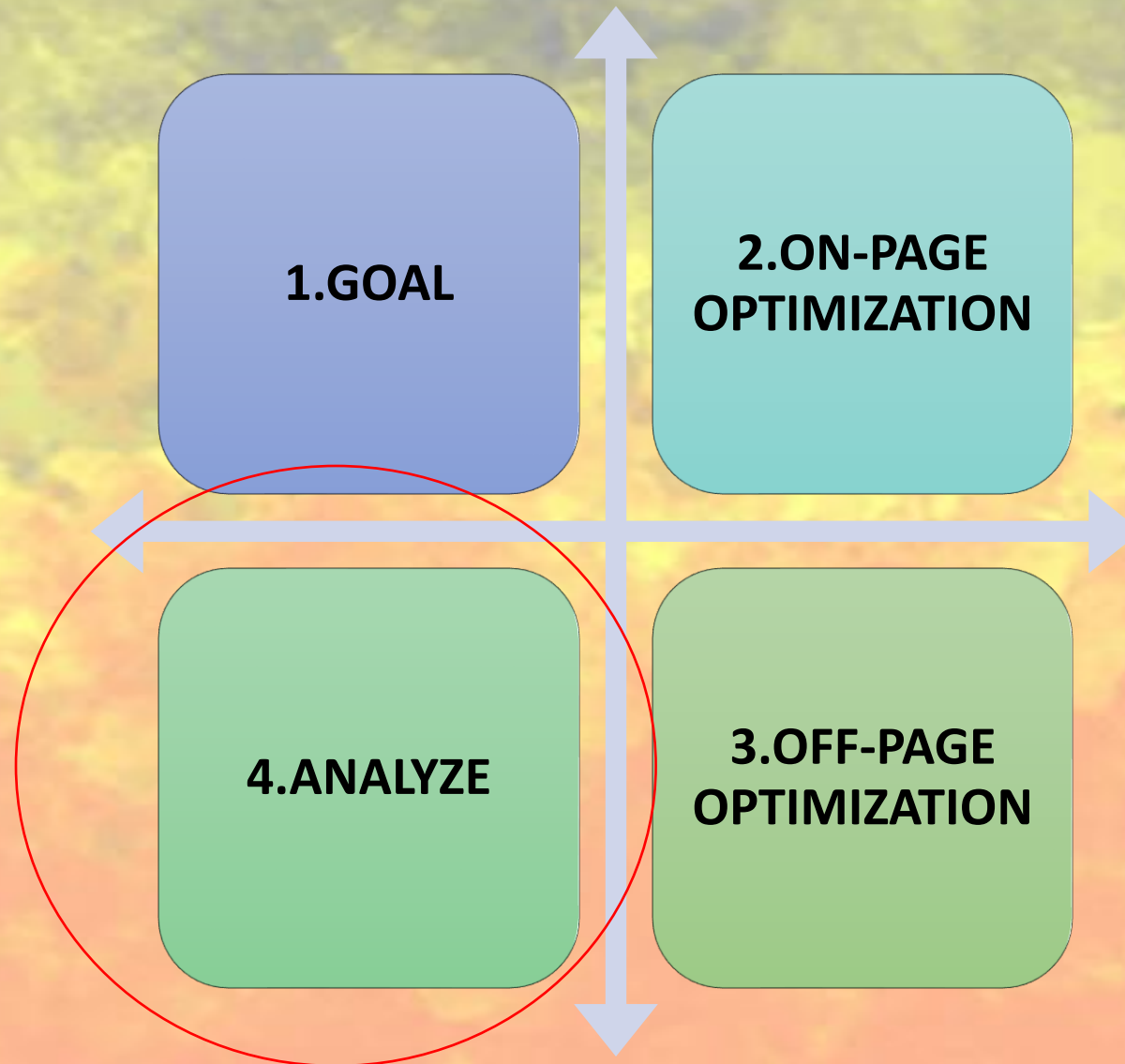
By this stage your website should be fully optimized, yielding lots of organic traffic with conversions to match!

Remember in the first stage of the SEO process you set well-defined goals?

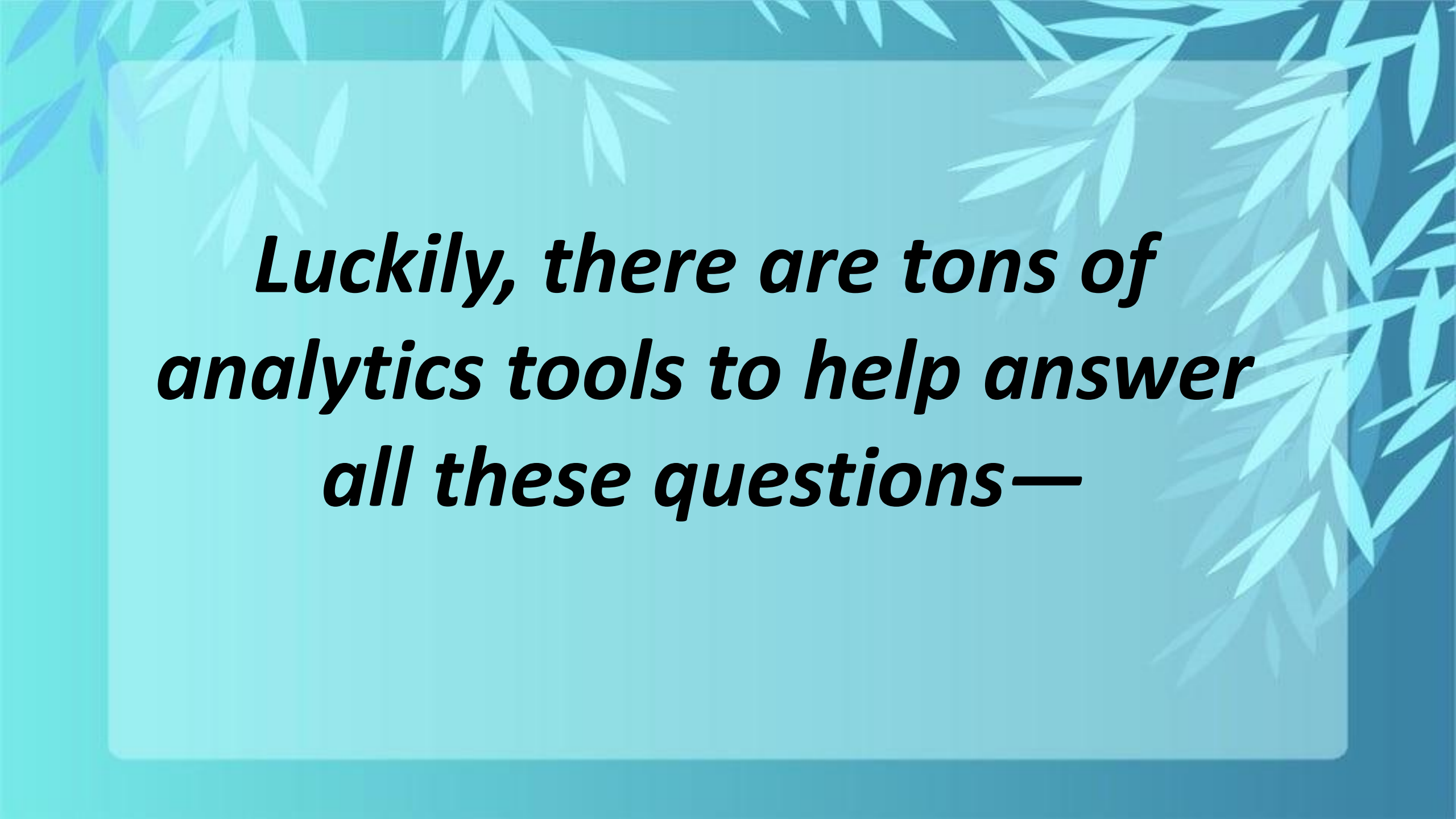
Now is the time to analyze and review your performance against these goals so that when you start this process again, informed changes can be made to them.v



Focus on the forth Stage in the SEO Process



At this stage you need to be aware of the volume of traffic coming into your site, where it's coming from, what the users are doing there, what keywords or content is bringing them in, and what pages are driving or expelling conversions.



Luckily, there are tons of analytics tools to help answer all these questions—

***Moz and HubSpot are great,
but Google Analytics is
definitely the most highly
regarded.***

***Answer these questions and
you'll be guiding yourself in
the right direction towards
improving your SEO efforts
and understanding your
customers:***

The background features a light-colored surface with scattered brown and grey speckles. A prominent feature is a large, double-lined triangle in a golden-yellow color, pointing upwards. The text is centered within a dark grey rounded rectangle.

Can your website be found?

The background features a light-colored surface with scattered brown and grey speckles. A prominent feature is a large, double-lined triangle in a golden-yellow color, pointing downwards. The text is centered within a dark red rounded rectangle.

How visible is it?

What position are you in SERPs?

Is your on-page technical SEO complete?

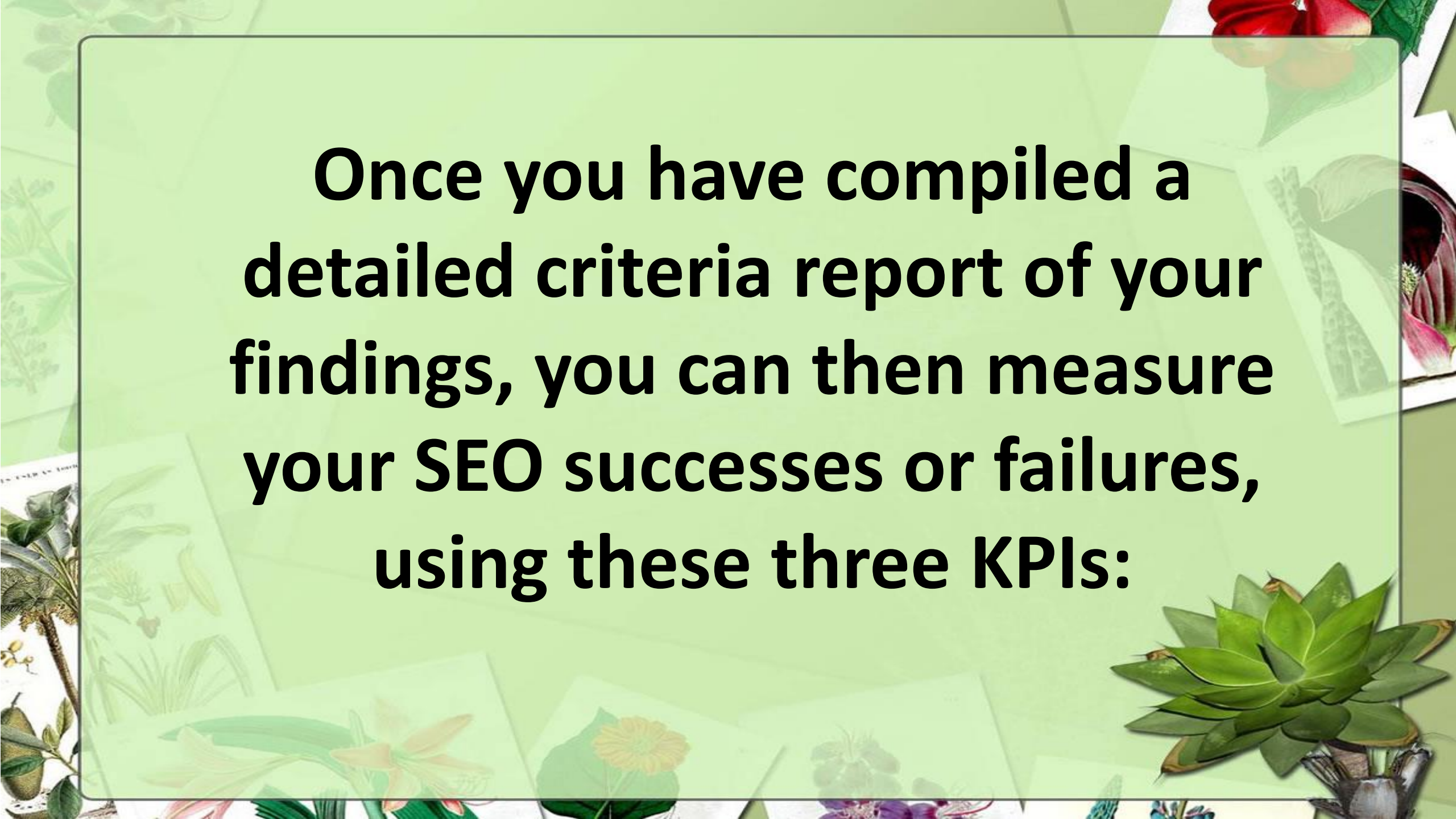
Which sites rank above yours?

How many web pages are indexed?

Which traffic is coming in via general keywords and which via more targeted keywords?

How many conversions come from each keyword?

Recording your performance is the only way of rating your own SEO activities, so compile all this data and create a report on your findings



Once you have compiled a detailed criteria report of your findings, you can then measure your SEO successes or failures, using these three KPIs:

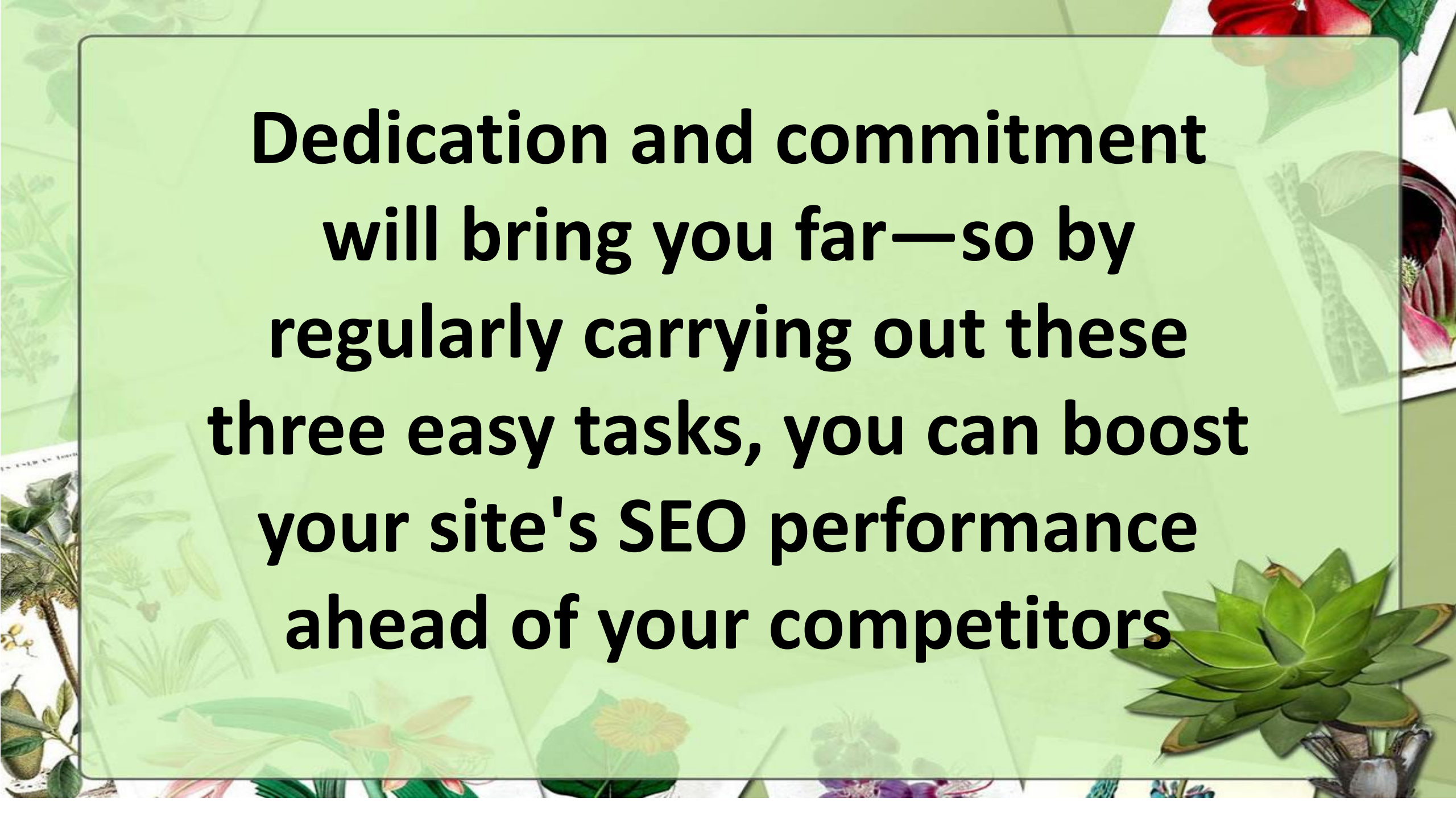
Position

Traffic

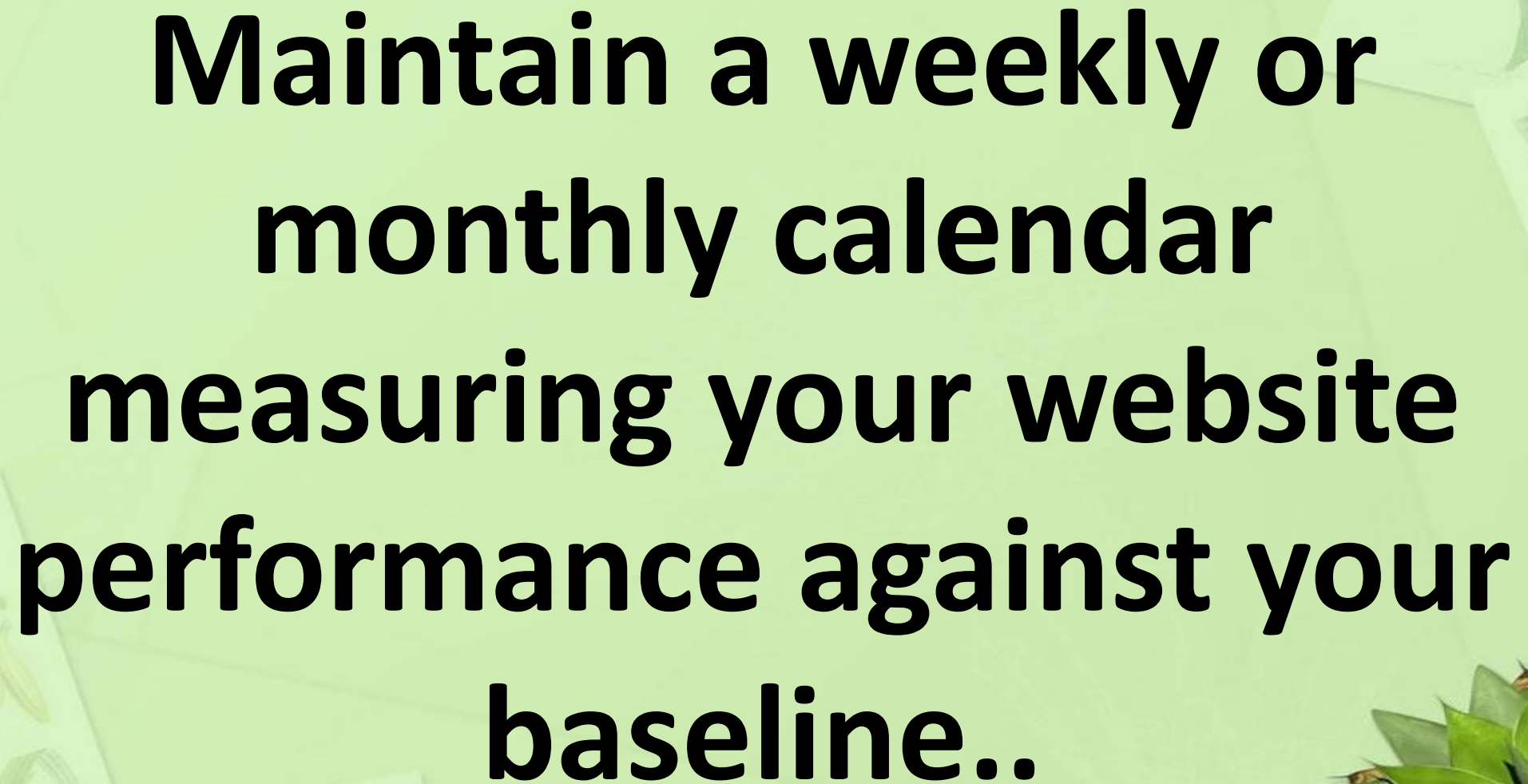
Conversion

A hand is shown holding a pink sticky note, positioned next to a central blue octagon in a flowchart. The flowchart consists of various colorful geometric shapes (squares, octagons, circles, triangles) connected by yellow lines. The background is a plain white surface. A light blue banner with a drop shadow is overlaid across the middle of the image, containing the text 'AN ONGOING PROCESS' in bold black letters.

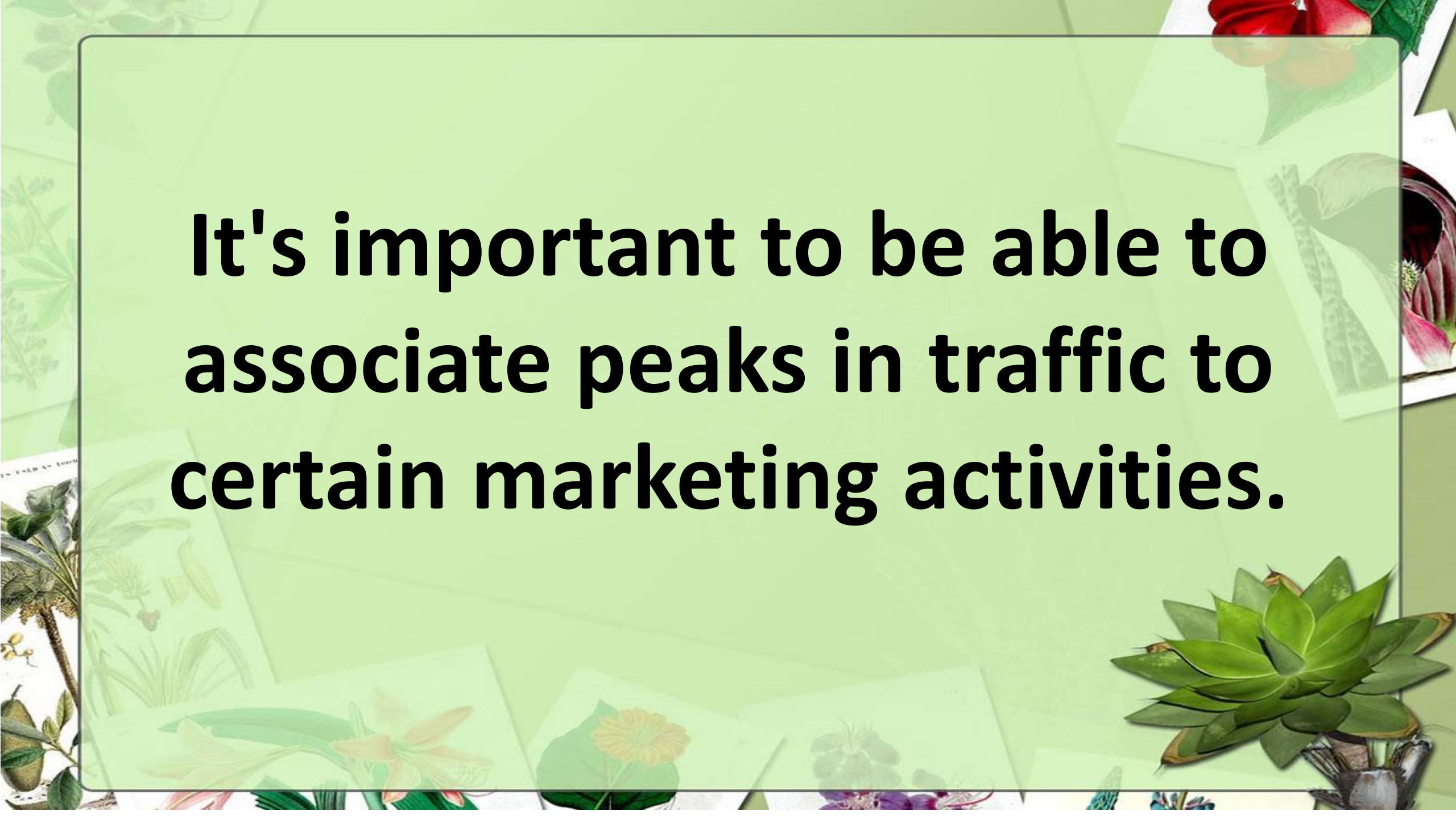
AN ONGOING PROCESS



**Dedication and commitment
will bring you far—so by
regularly carrying out these
three easy tasks, you can boost
your site's SEO performance
ahead of your competitors**



**Maintain a weekly or
monthly calendar
measuring your website
performance against your
baseline..**



It's important to be able to associate peaks in traffic to certain marketing activities.

Customer retention is the key to conversion, so bounce rates should be minimized at all costs.

If your Google Analytics(GA) dashboard shows a high bounce rate, don't panic—investigate! Find which pages, keywords, and traffic sources are causing the bounce rate and make the appropriate changes.

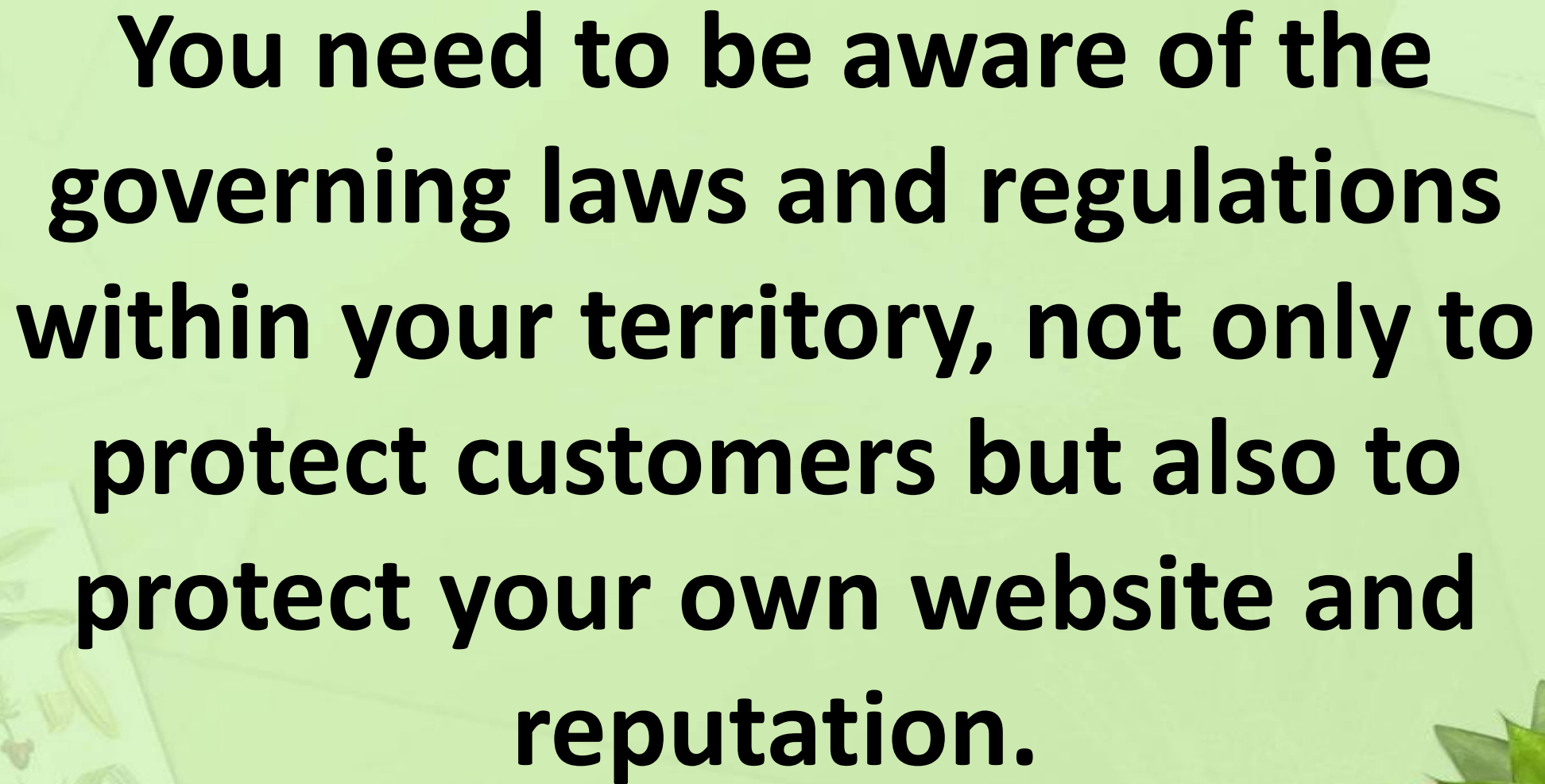
A SERP will display the appropriate page for someone looking for your opening times.

The user will visit it, check the information, and leave.

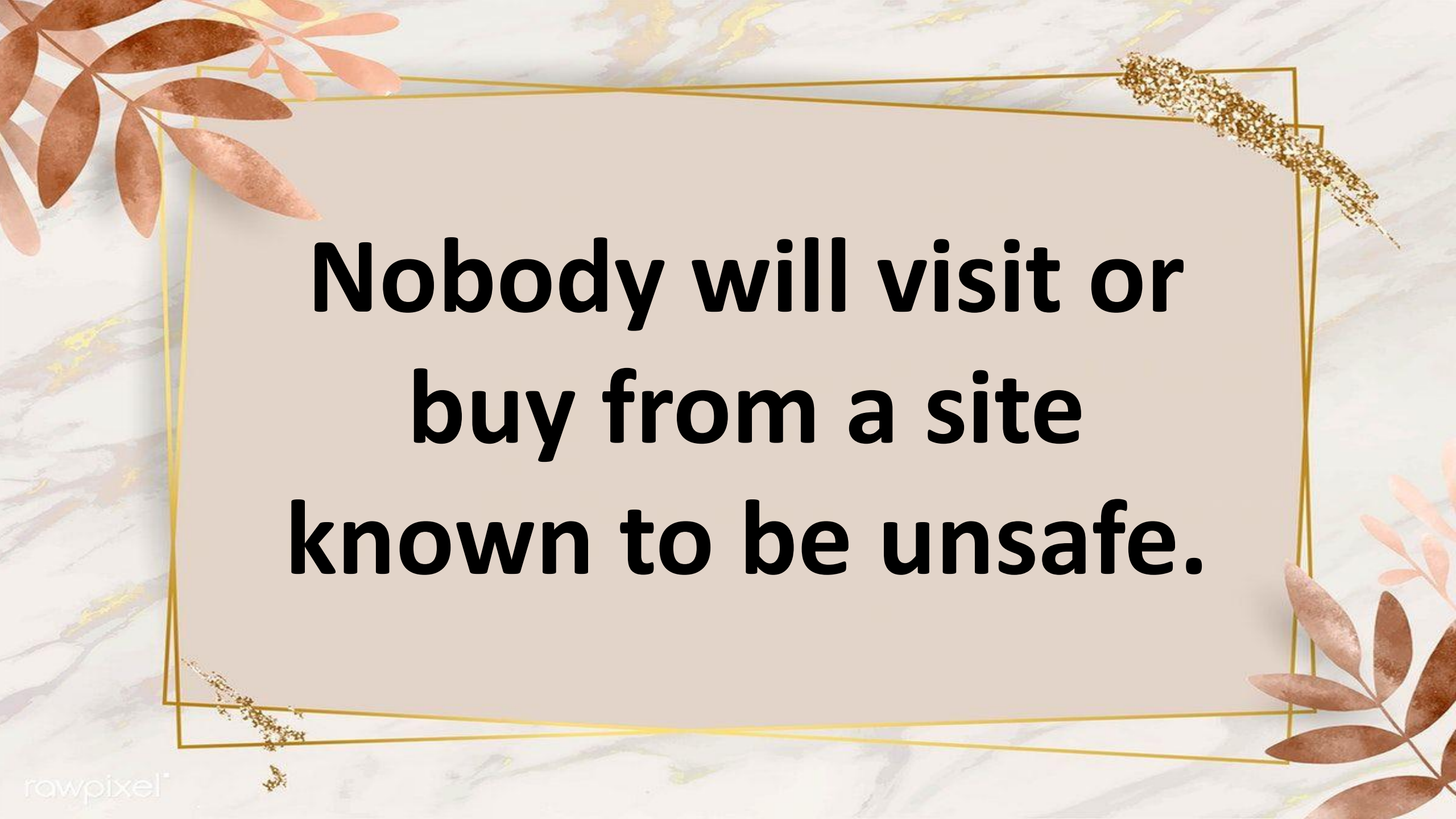
This will be classified as a bounce, so spend time getting to know and understand your GA dashboard



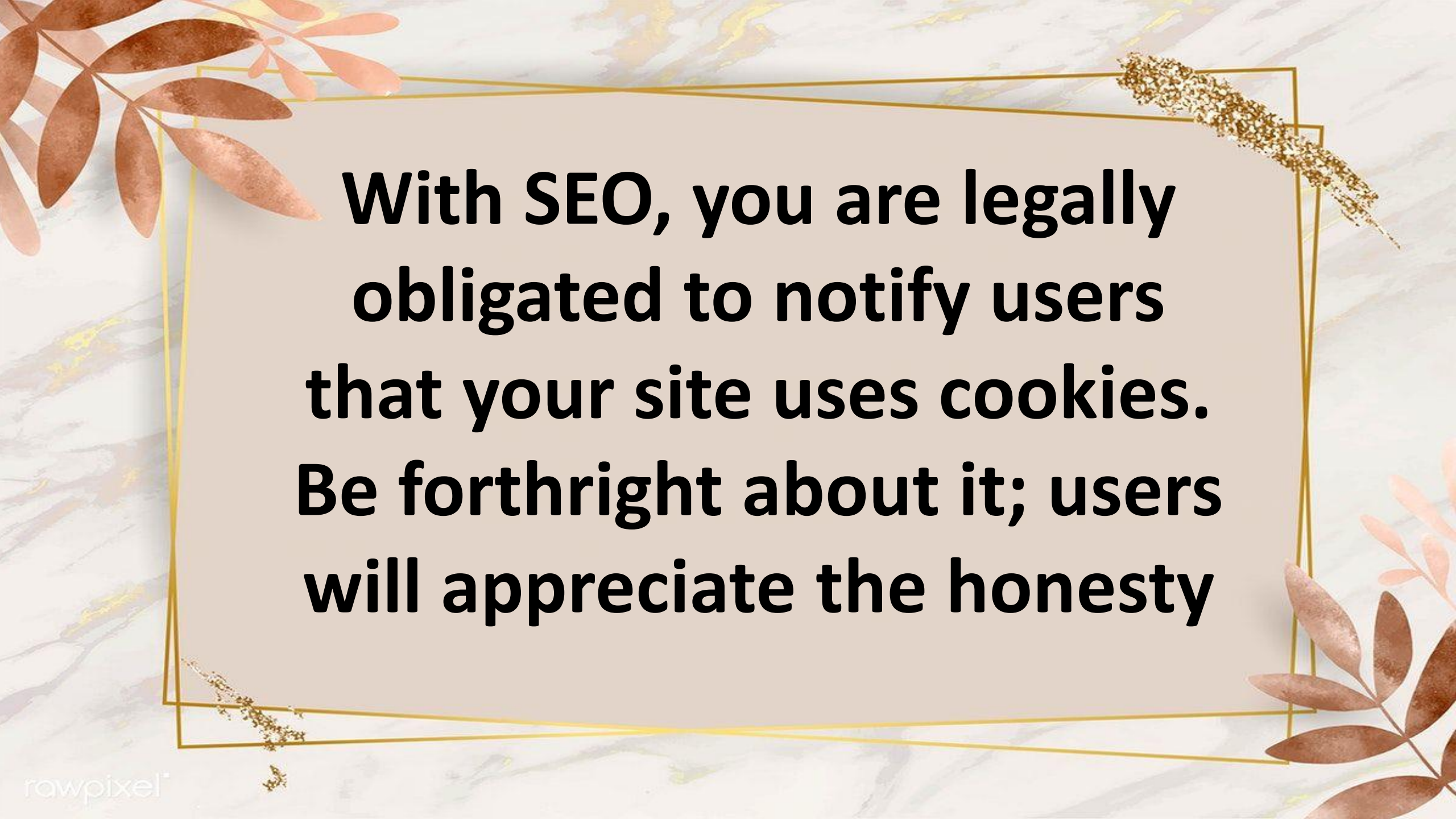
LAW AND ORDER: SEO




You need to be aware of the governing laws and regulations within your territory, not only to protect customers but also to protect your own website and reputation.



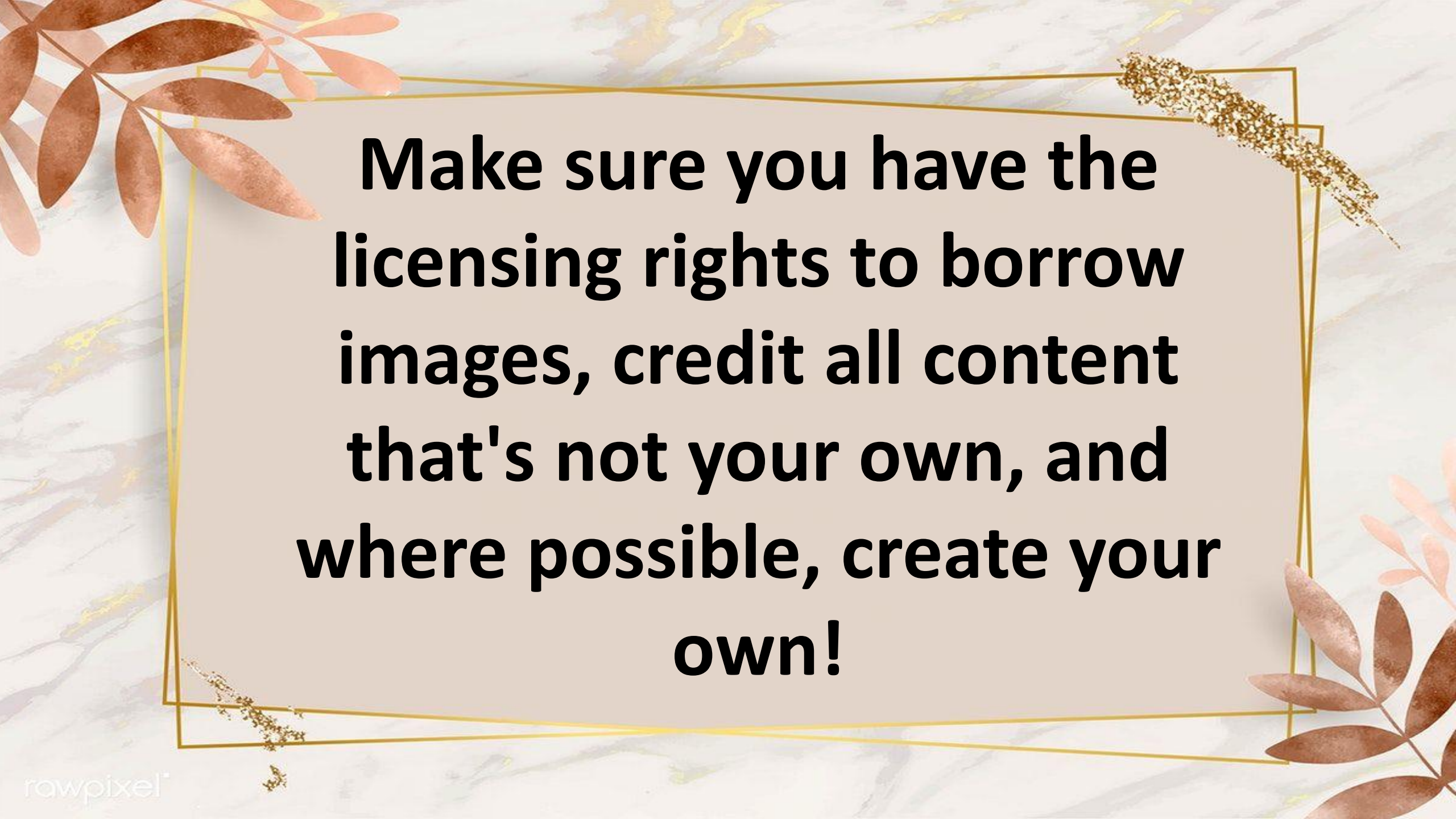
**Nobody will visit or
buy from a site
known to be unsafe.**



With SEO, you are legally obligated to notify users that your site uses cookies. Be forthright about it; users will appreciate the honesty



**Do your utmost to
steer clear of any
and all copyright
issues**



**Make sure you have the
licensing rights to borrow
images, credit all content
that's not your own, and
where possible, create your
own!**

YOU CAN DO ONSITE SEO

Dashboard > Add SEO details >

Admin

Dashboard

Affiliates

Manage Website

Onsite SEO

Home Page

About Us Page

Contact Page

Blog Page

News Page

Testimonial Page

Offers Page

FAQ Page

About us

SEO Title

SEO Keyword

SEO Description

Submit

YOU CAN SET HOME PAGE SEO



BLOG PAGE SEO

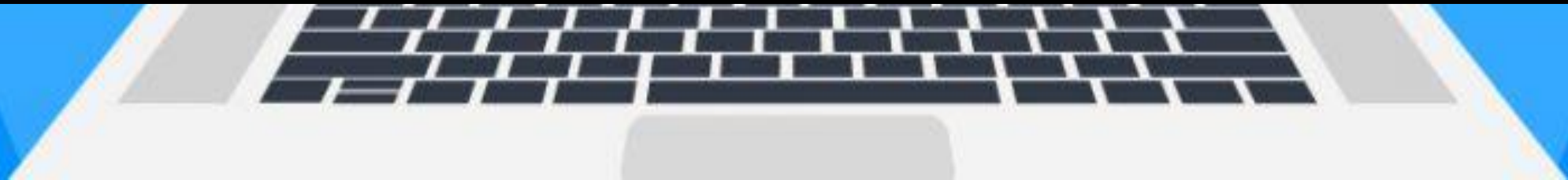




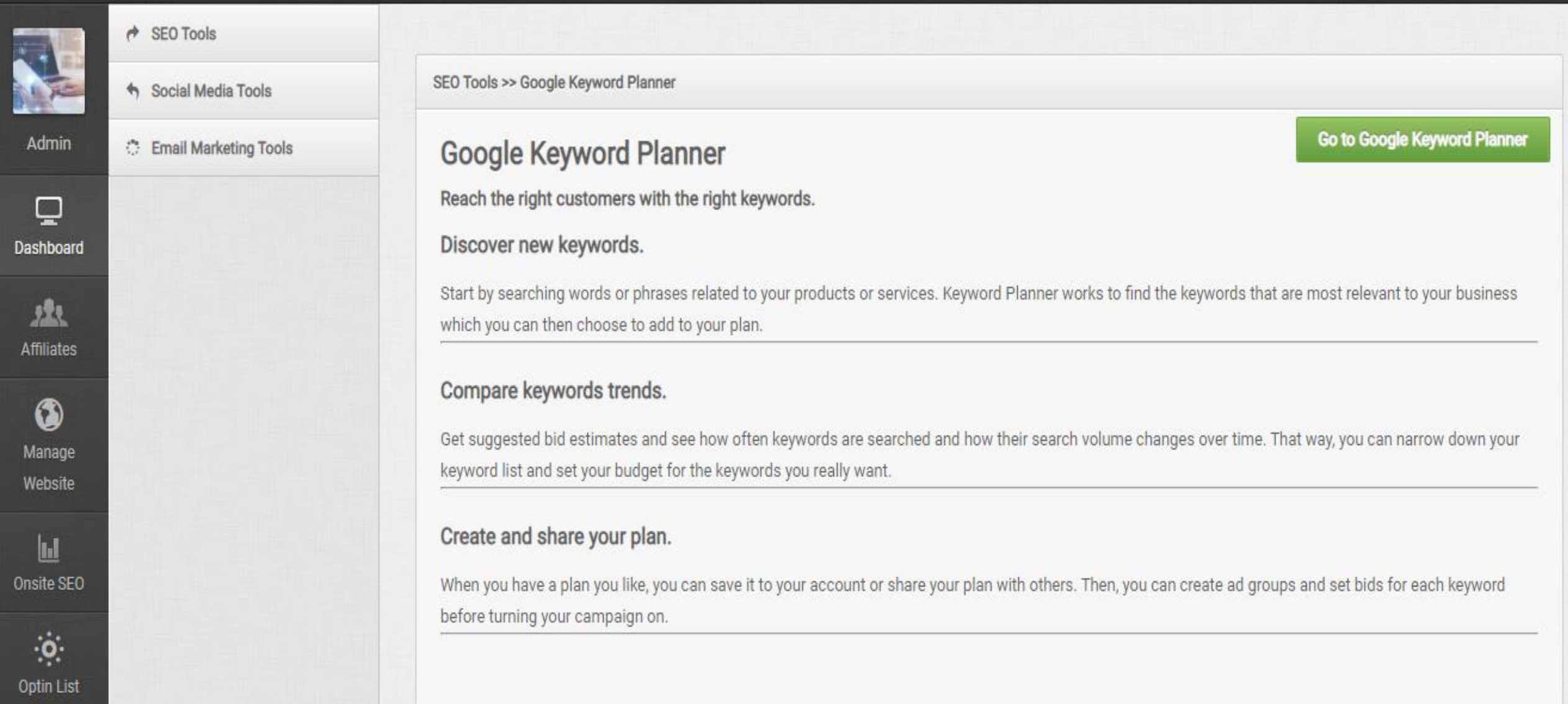
NEWS PAGE SEO



TESTIMONIAL PAGE SEO



YOU CAN USE MANY TOOLS FOR FREE



The image shows a dashboard interface with a sidebar on the left and a main content area on the right. The sidebar contains several menu items: Admin, Dashboard, Affiliates, Manage Website, Onsite SEO, and Optin List. The main content area is titled 'SEO Tools >> Google Keyword Planner' and features a green button labeled 'Go to Google Keyword Planner'. Below the button, there is a section for 'Google Keyword Planner' with a sub-header 'Reach the right customers with the right keywords.' and a sub-section 'Discover new keywords.' followed by a paragraph of text. Below this, there is a section for 'Compare keywords trends.' followed by another paragraph of text. Finally, there is a section for 'Create and share your plan.' followed by a third paragraph of text.

Admin

Dashboard

Affiliates

Manage Website

Onsite SEO

Optin List

SEO Tools

Social Media Tools

Email Marketing Tools

SEO Tools >> Google Keyword Planner

[Go to Google Keyword Planner](#)

Google Keyword Planner

Reach the right customers with the right keywords.

Discover new keywords.

Start by searching words or phrases related to your products or services. Keyword Planner works to find the keywords that are most relevant to your business which you can then choose to add to your plan.

Compare keywords trends.

Get suggested bid estimates and see how often keywords are searched and how their search volume changes over time. That way, you can narrow down your keyword list and set your budget for the keywords you really want.

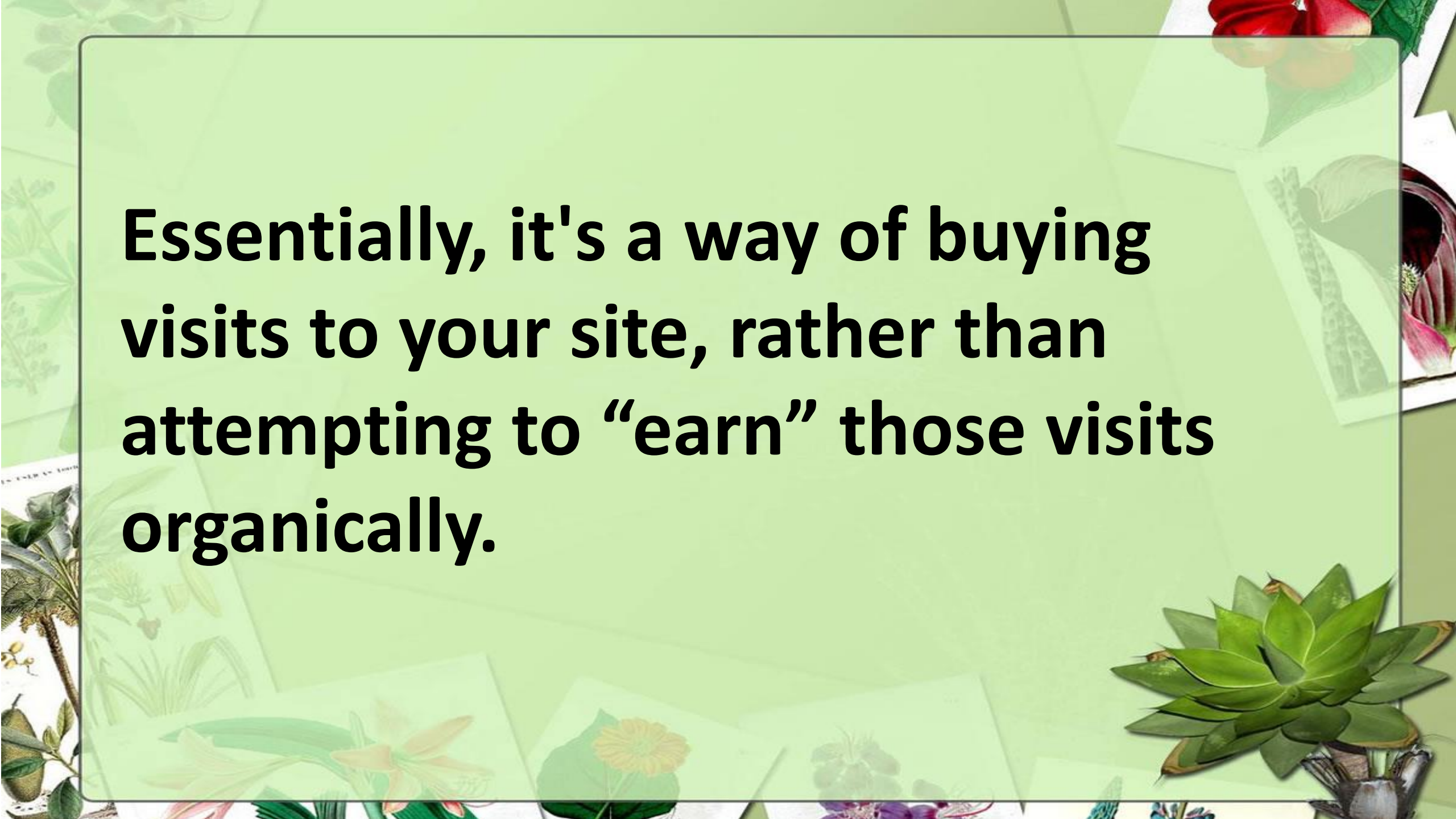
Create and share your plan.

When you have a plan you like, you can save it to your account or share your plan with others. Then, you can create ad groups and set bids for each keyword before turning your campaign on.

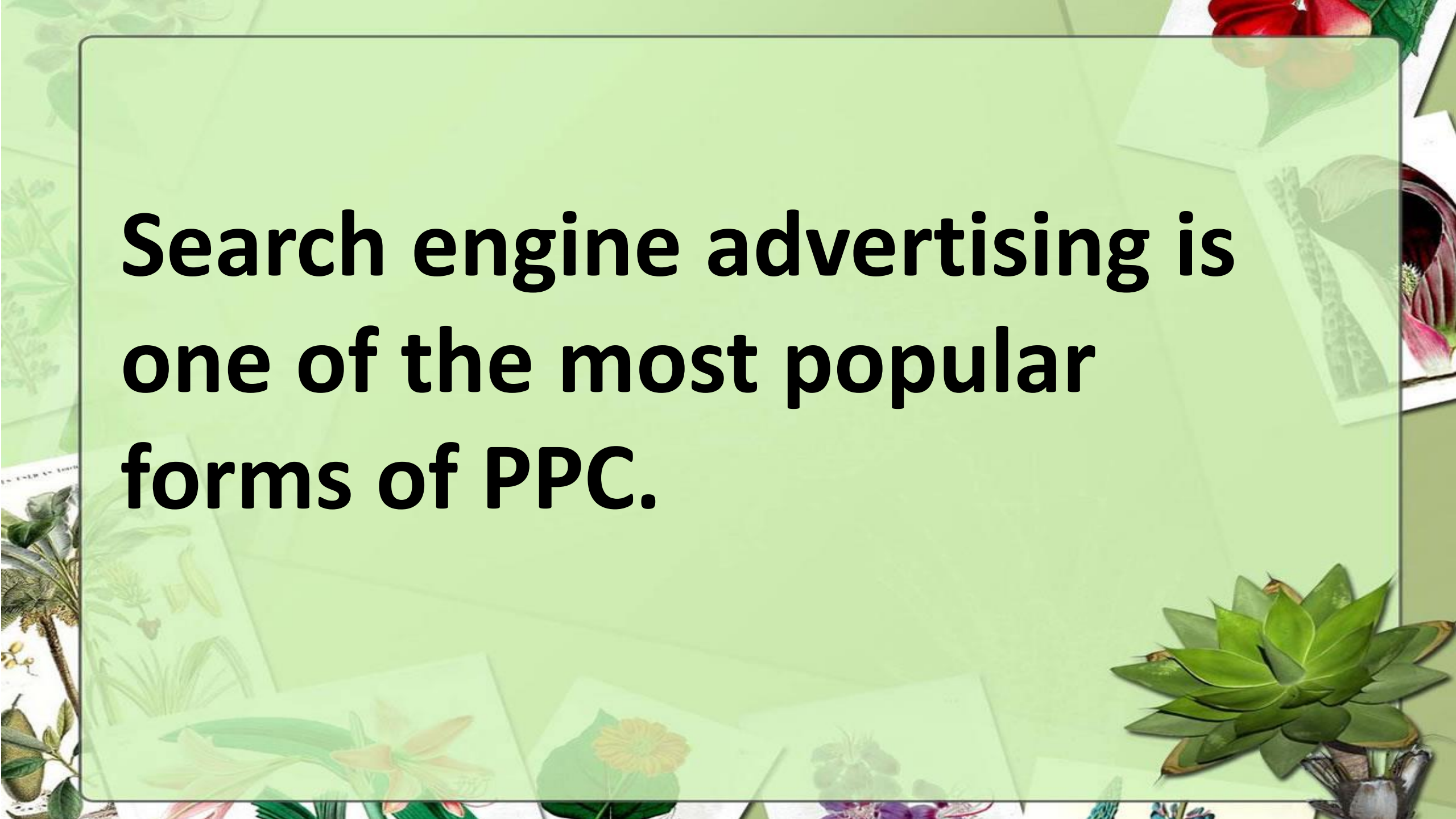
PAY PER
CLICK



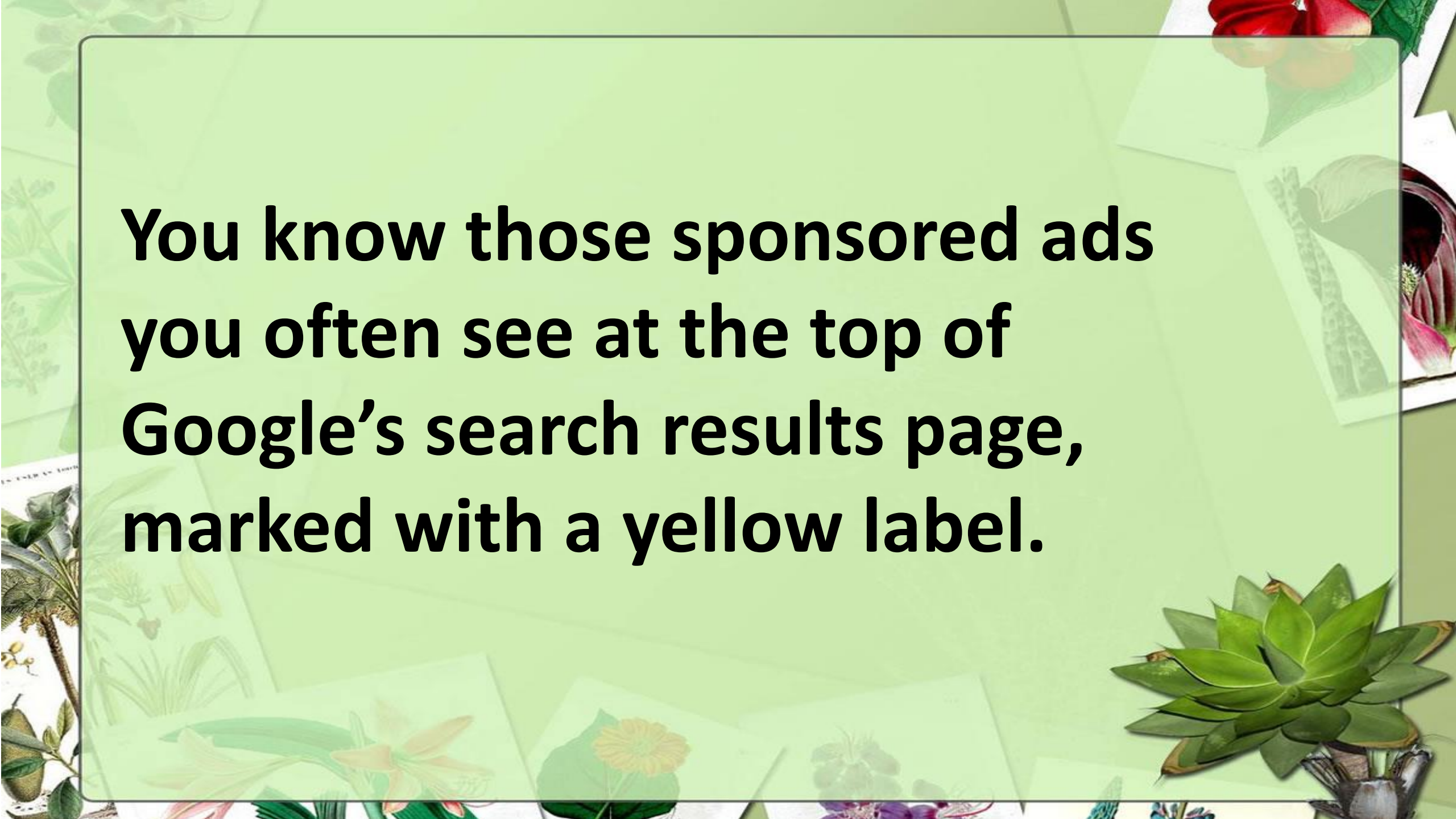
Pay-per-click is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked.



Essentially, it's a way of buying visits to your site, rather than attempting to “earn” those visits organically.



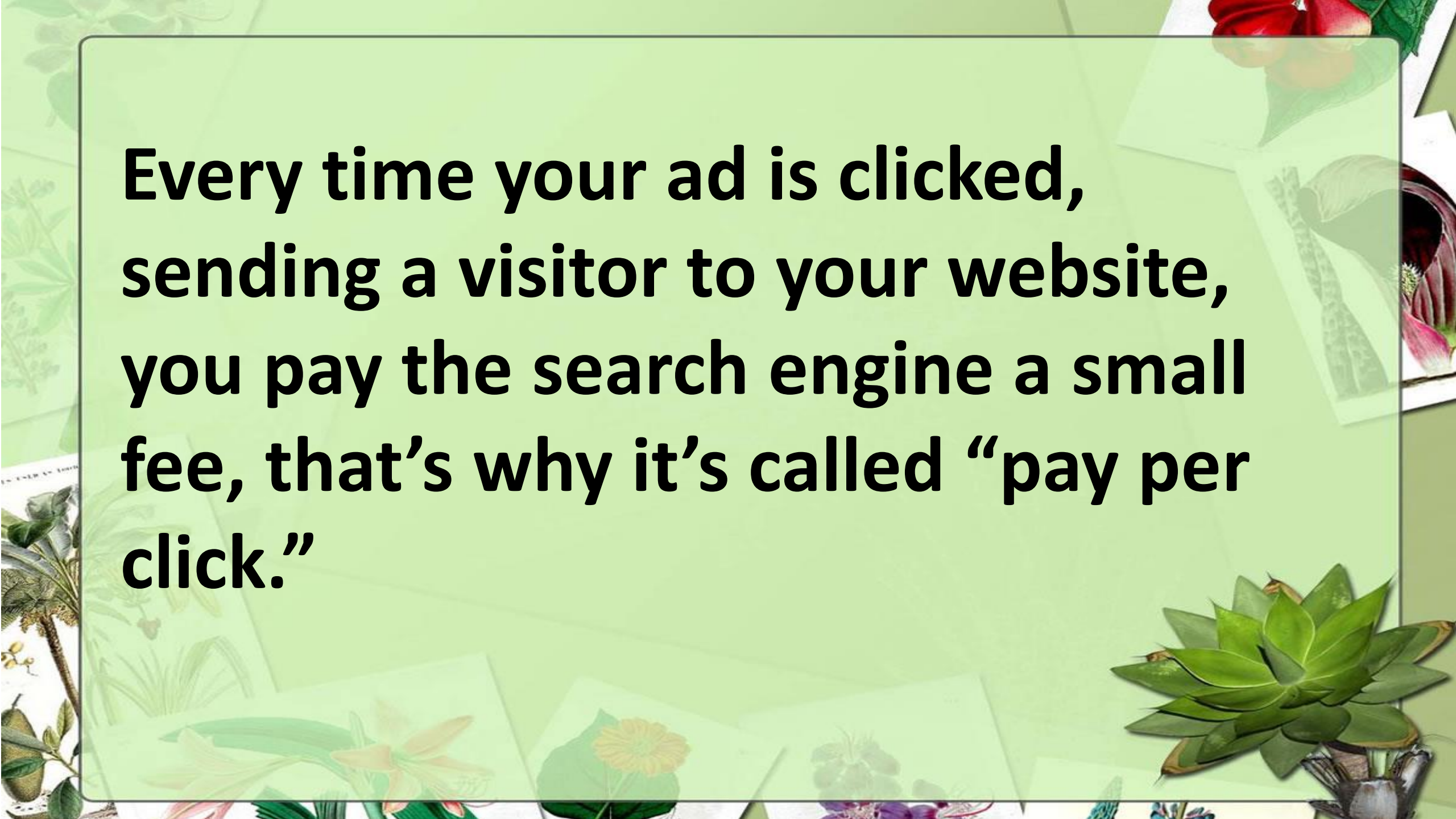
Search engine advertising is one of the most popular forms of PPC.



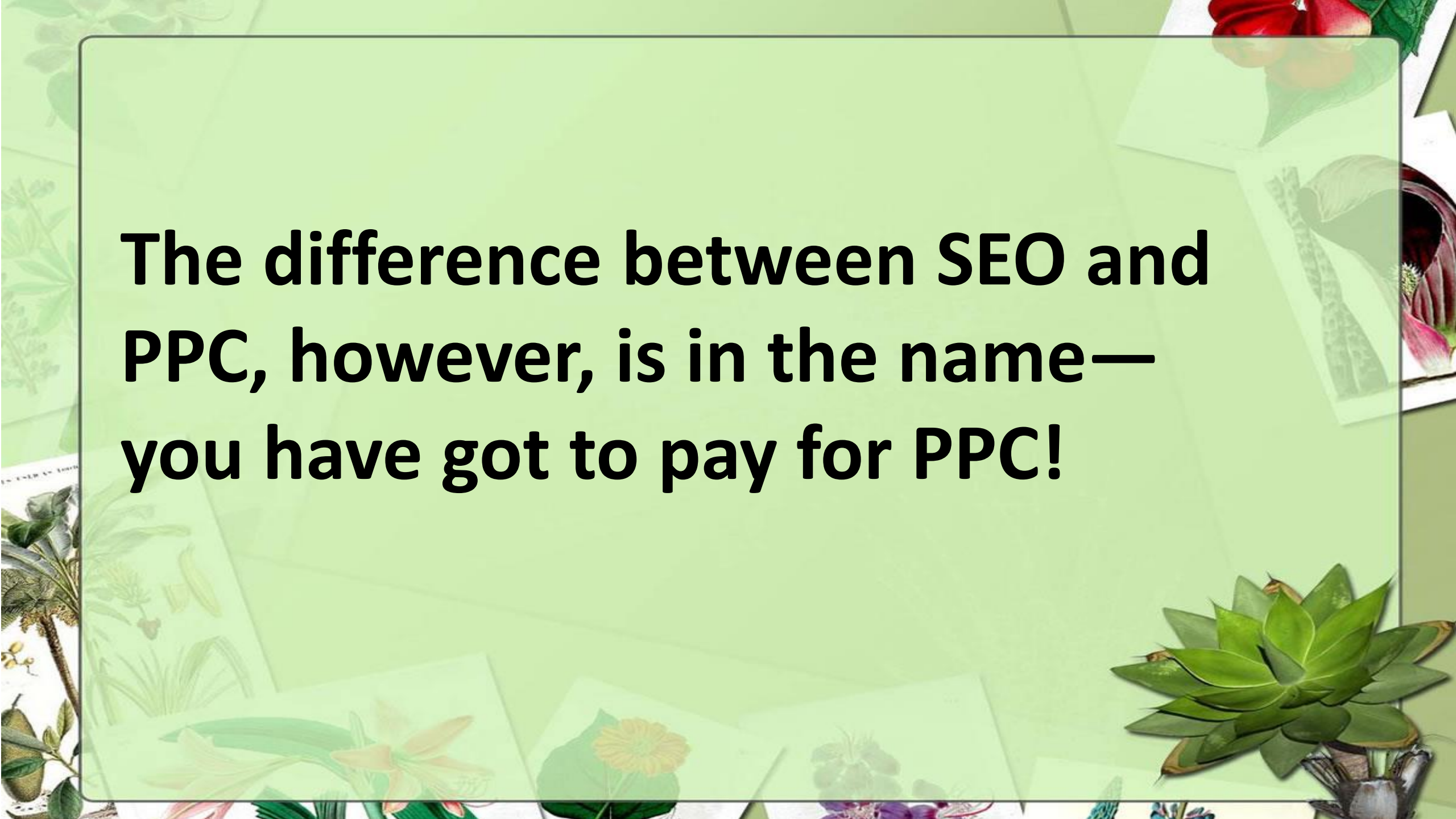
**You know those sponsored ads
you often see at the top of
Google's search results page,
marked with a yellow label.**

An illustration on a teal background featuring a hand in a dark suit sleeve clicking a laptop screen. The screen displays a webpage with a yellow button. Several green dollar bills are floating around the laptop, and light blue dollar symbols are scattered across the background. A semi-transparent white box is centered over the laptop screen.

**THAT'S PAY-PER-CLICK
ADVERTISING**

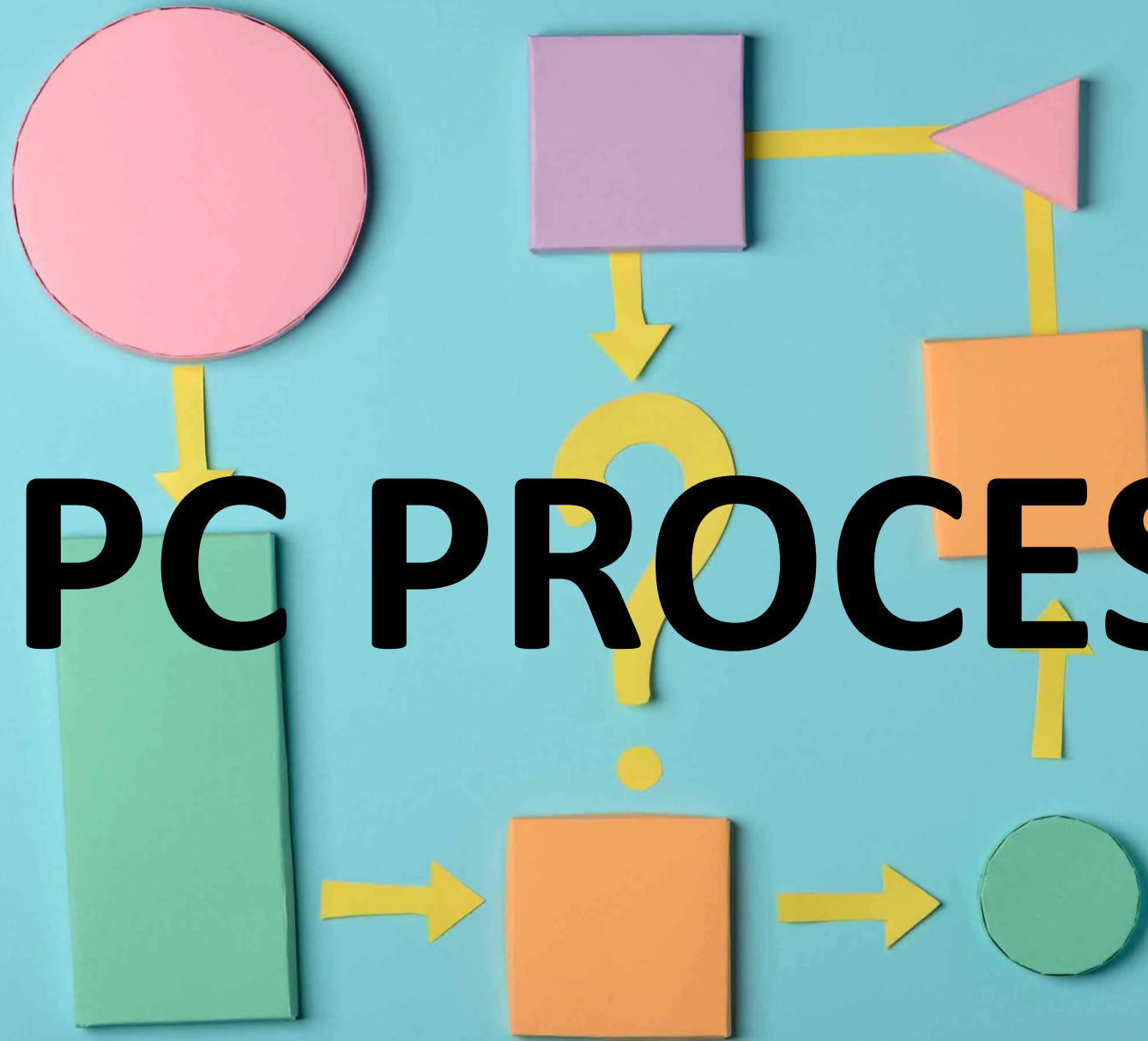


**Every time your ad is clicked,
sending a visitor to your website,
you pay the search engine a small
fee, that's why it's called "pay per
click."**



The difference between SEO and PPC, however, is in the name—you have got to pay for PPC!

PPC PROCESS



**Just like SEO, PPC has its own
four-stage iterative process**

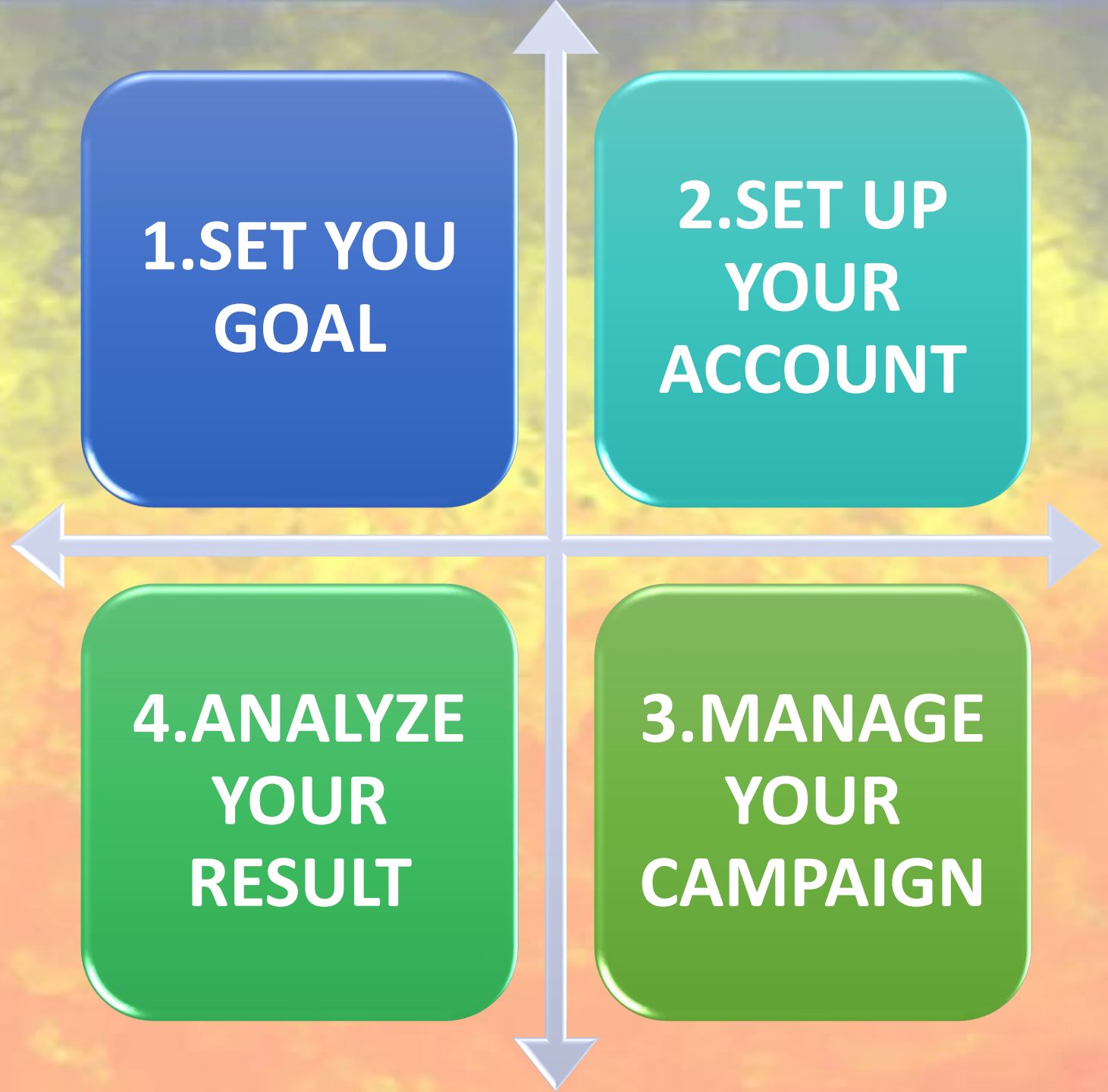
PPC PROCESS

1.SET YOU
GOAL

2.SET UP
YOUR
ACCOUNT

4.ANALYZE
YOUR
RESULT

3.MANAGE
YOUR
CAMPAIGN





STAGE 1: GOALS

As with SEO, the importance of defining and setting goals for paid search

PPC PROCESS





**SO, FIRST
YOU NEED
TO SET
GOALS**

GOALS:

1.

POINTS TO

CONSIDER WHILE

2.

SETTING YOUR

3.

GOAL

RELEVANCE



Delivering answers to the multitude of questions searched for on a daily basis is not feasibly possible and fortunately isn't necessary either.

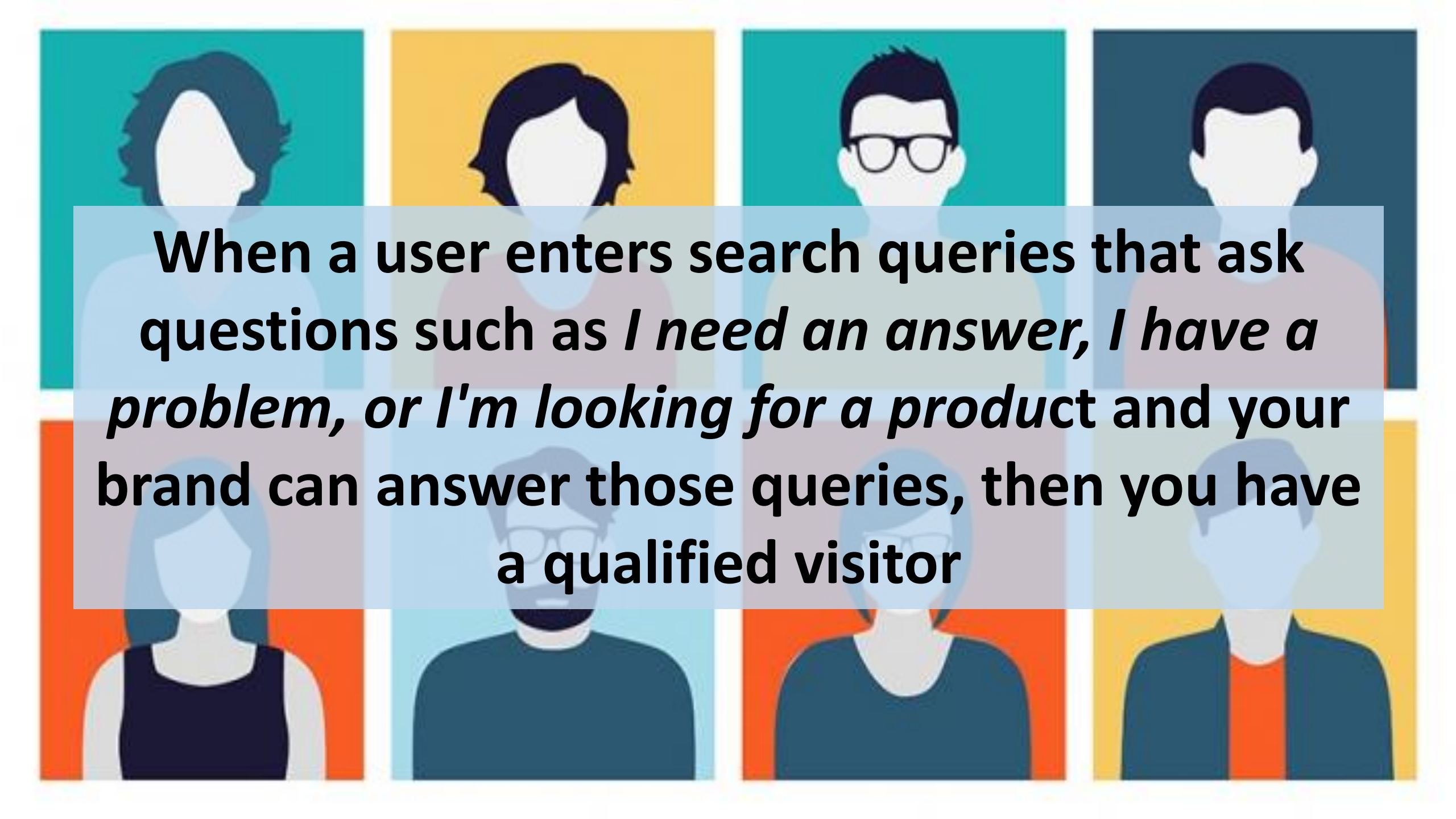
TIMING



Paid search lets us reach users at exactly the right time, which is essential.



SELF-QUALIFYING USERS



When a user enters search queries that ask questions such as *I need an answer, I have a problem, or I'm looking for a product* and your brand can answer those queries, then you have a qualified visitor

COST EFFECTIVENESS

**Those of you
who are
frugal-minded
marketers can
take solace in
knowing**



**that your
budget will be
hit only when
a user clicks
your ad.**



CONTROL

Ultimately, the power to control every aspect of your ad campaign is the biggest benefit paid search can offer.

YOU CAN MAKE DECISIONS SUCH AS

How much to spend and bid

What you wish to show for the campaign

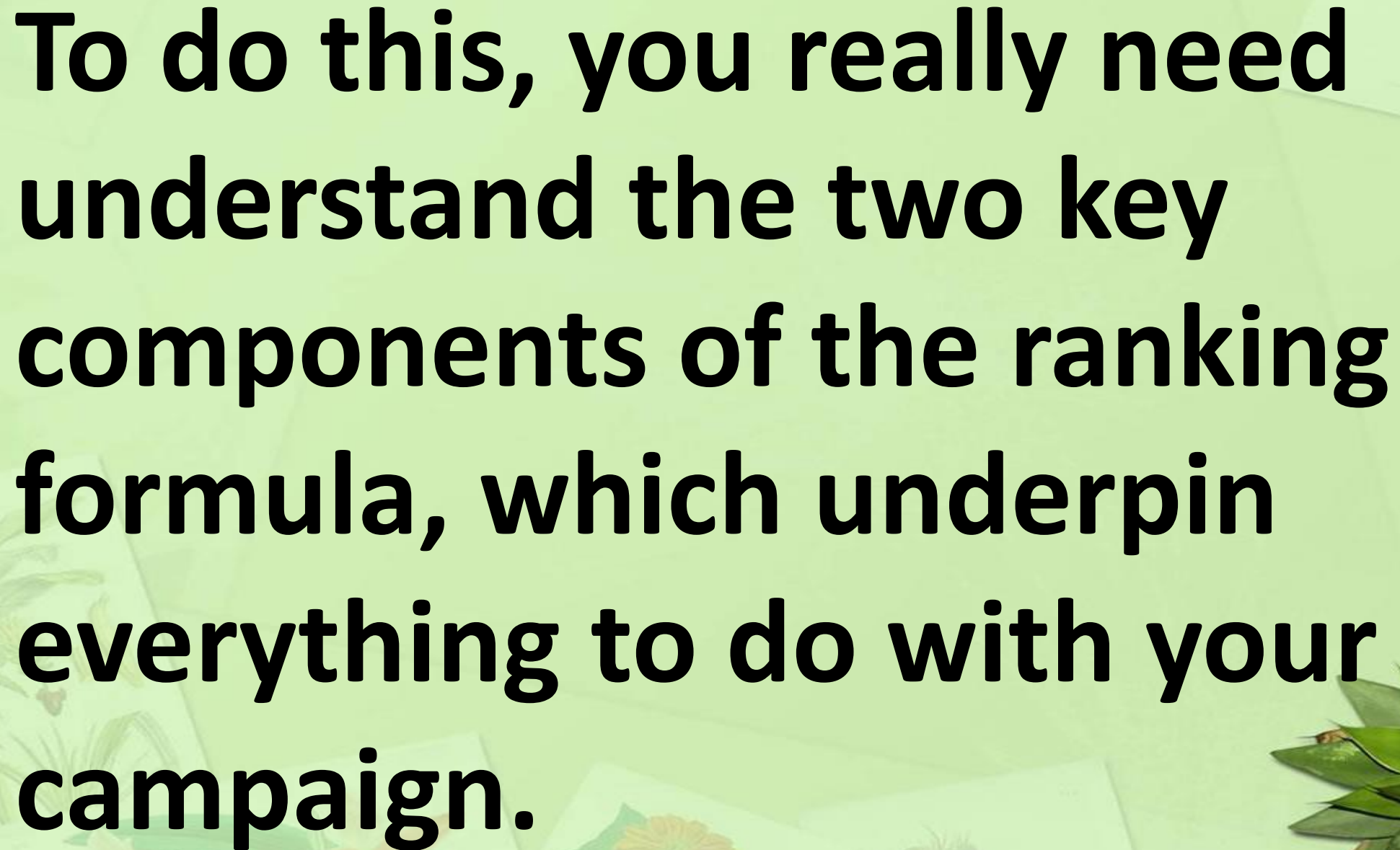
How often and at what times of the day your ad appears



*The **Not-So-Secret** Formula*

The Google AdWords ranking formula decides where your ad is displayed in a SERP.

Your goal as an advertiser is to appear first—or at least within the top three ad results displayed at the top of the page



To do this, you really need understand the two key components of the ranking formula, which underpin everything to do with your campaign.



Cost per
click (CPC).

Quality score

Cost per click (CPC). Uncannily similar to an auction, you place a bid on the maximum amount of money you are willing to pay when someone clicks on your ad.

Quality score. With every keyword you create, a relevancy/quality score of 1 to 10 is assigned—1 being the highest. This score is then multiplied by your maximum cost-per-click bid to calculate your ranking—it's easy!

Maximum
CPC willing
to pay



Keyword
quality
score



Rank



Ad copy

Landing page

Account
Structure

Page load time

CTR

Account
History

Other undisclosed factors

There are also a number of other factors to consider that contribute towards your quality score, such as:

CTR



LANDING PAGE

The background is a white surface decorated with various paper-related elements. At the top left, there is a strip of brown paper with vertical lines and a torn edge. At the top center, two circular gold punch holes are visible. At the top right, there is a piece of dark grey, crumpled paper with a torn edge. In the center, a large, empty rectangular frame with a gold border is positioned. The text 'AD COPY' is centered within this frame. To the right of the frame, there is a vertical strip of gold, textured paper. At the bottom left, there is a piece of dark grey, crumpled paper with a torn edge and a small gold paperclip. At the bottom center, there is a gold ring. At the bottom right, there is a piece of dark grey paper with a torn edge and a small gold paperclip. The overall aesthetic is clean and modern, with a focus on paper textures and gold accents.

AD COPY



ACCOUNT PERFORMANCE

HOW TO SET GOALS



DEFINE YOUR BUSINESS OBJECTIVES



If you haven't defined any business objectives, now is the time to decide what they are.

They may entail generating more revenue, increasing brand awareness, or retaining existing customers.

DEVELOP GOALS

Next you need to develop goals for each business objective.

For example, if your business objective is to increase brand awareness, you may decide the corresponding goal is to increase traffic to your site.

IDENTIFY YOUR KPIS

With your business objectives set and their corresponding goals assigned, you can then start identifying KPIs to track your success.

IDENTIFY YOUR TARGETS

The final step involves identifying targets.

These are numerical values you have predetermined as indicators of success or failure.

For example, by Q2 you want 250,000 visitors to your site

STEP 1

What are your business objectives?



STEP 2

Develop goals for each business objective



STEP 3

Identify your KPIs



STEP 4

Identify targets

D
U
M
B

Doable


Understandable

Manageable

Beneficial

**DUMB
DEFINES**

Don't fool yourself. Saying you want to increase revenue by \$300,000 a month when you know you have only ever made \$100,000 a month is not realistic. Set yourself achievable goals that contribute to the value of your business.



**Business goals feed into
KPIs which can be
broken down into the
following three areas:**

DIRECT RESPONSE

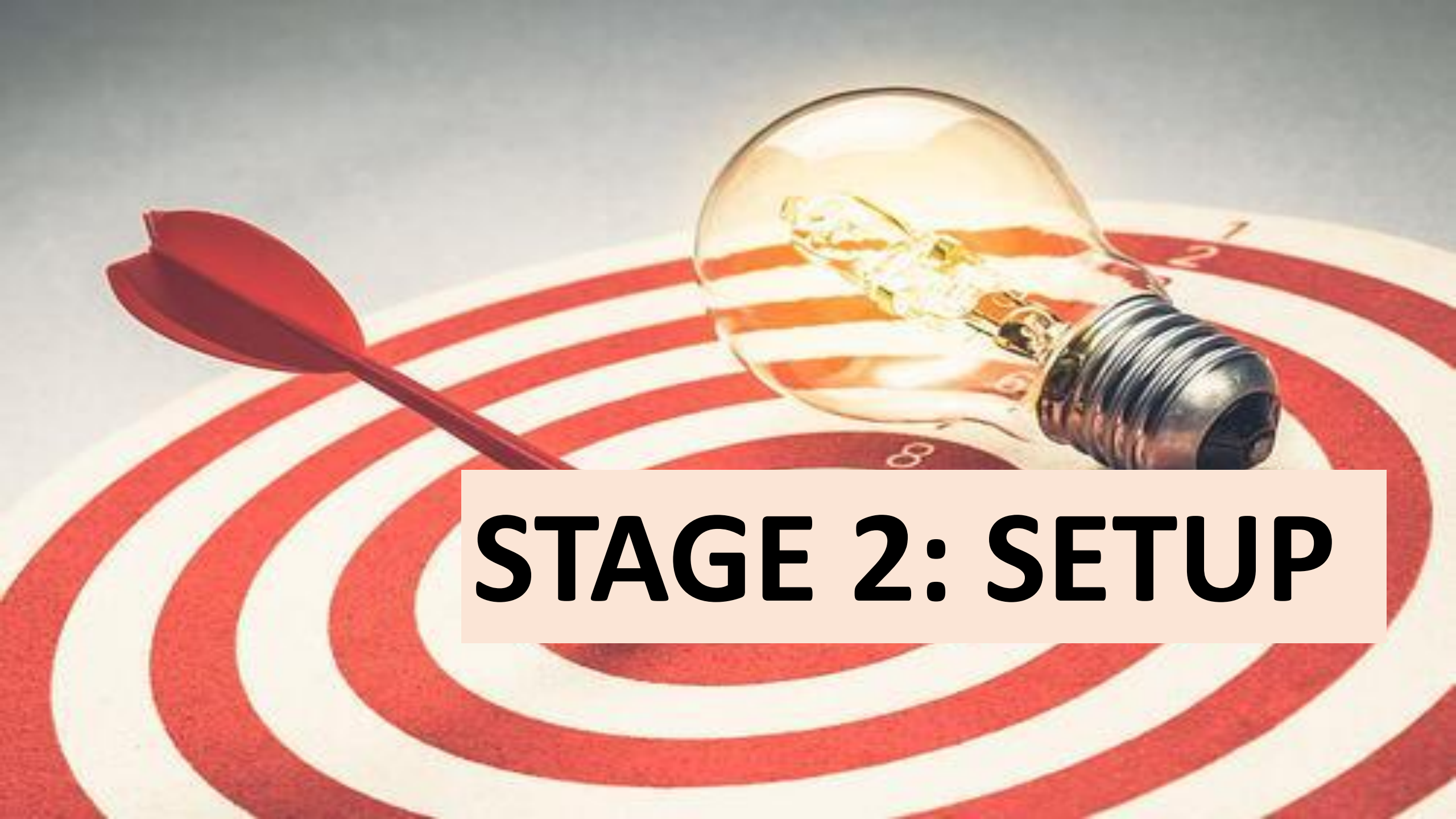


BRANDING AND AWARENESS CAMPAIGNS



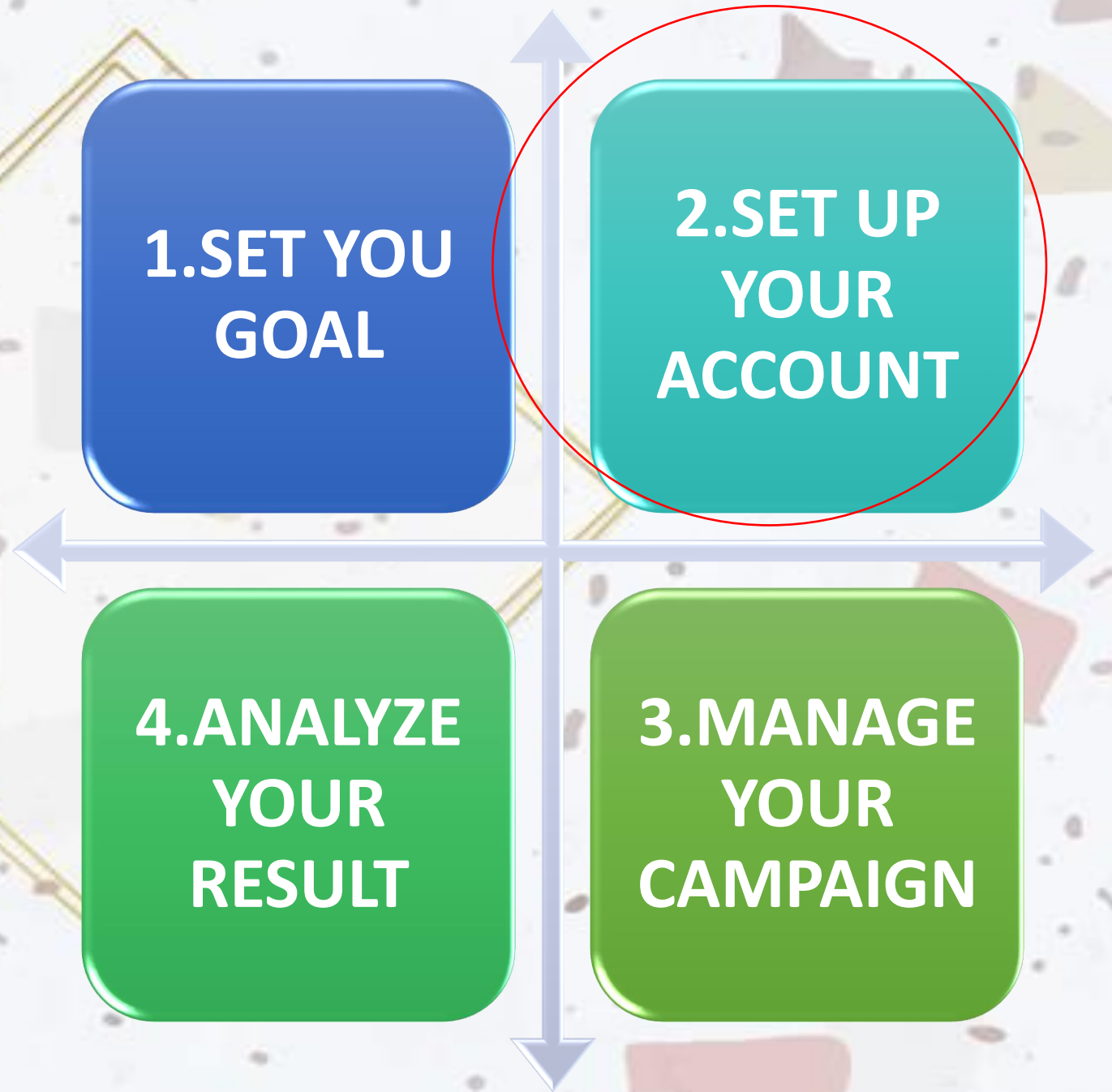
ENGAGEMENT CAMPAIGNS





STAGE 2: SETUP

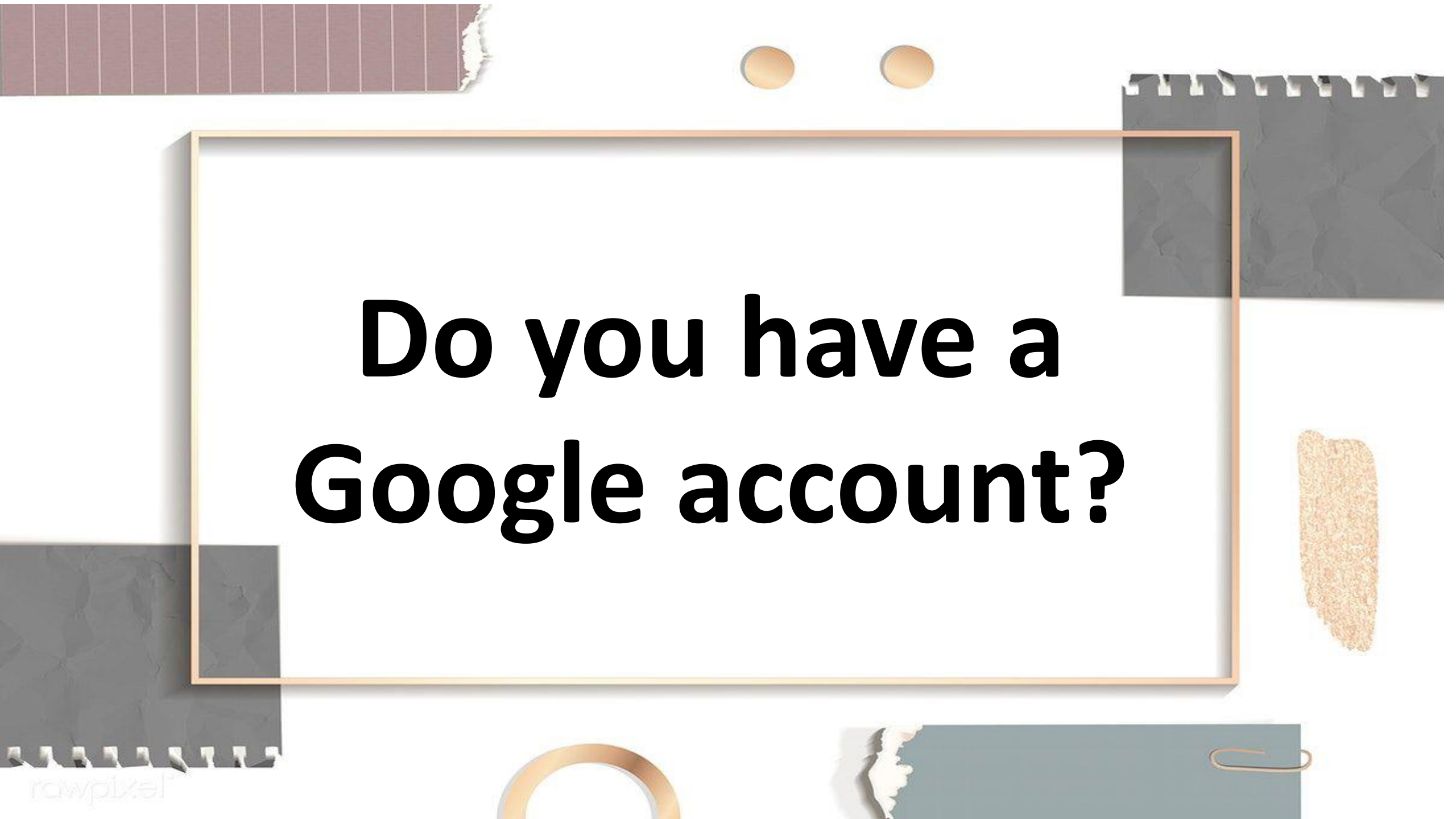
PPC PROCESS



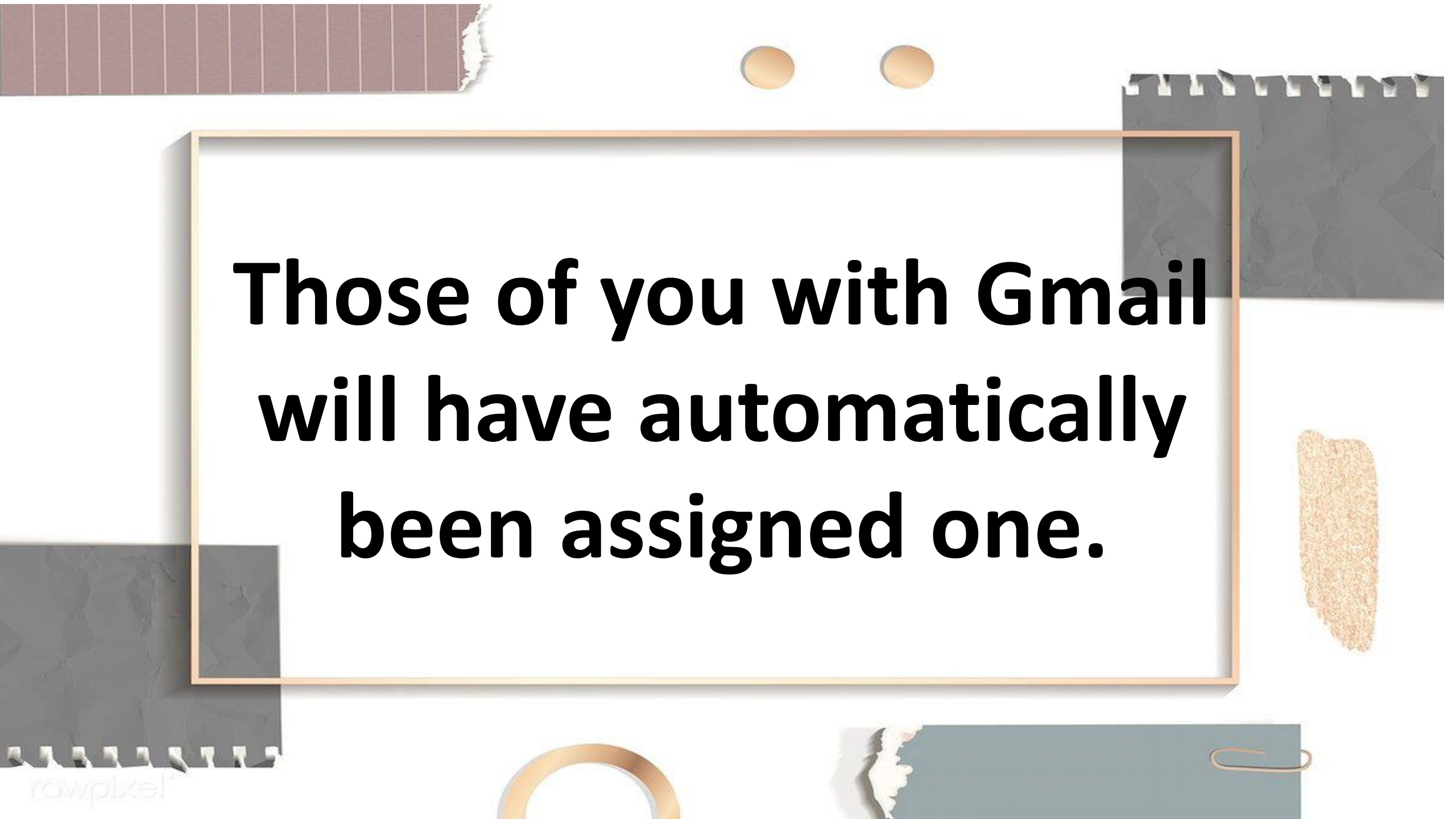
CREATING A GOOGLE ADWORDS ACCOUNT




Google
AdWords



**Do you have a
Google account?**



**Those of you with Gmail
will have automatically
been assigned one.**



**If you don't have one, sign up
for Gmail—it's the easiest
way to get a Google account,
which is required to create an
AdWords account**

STEPS TO SET UP

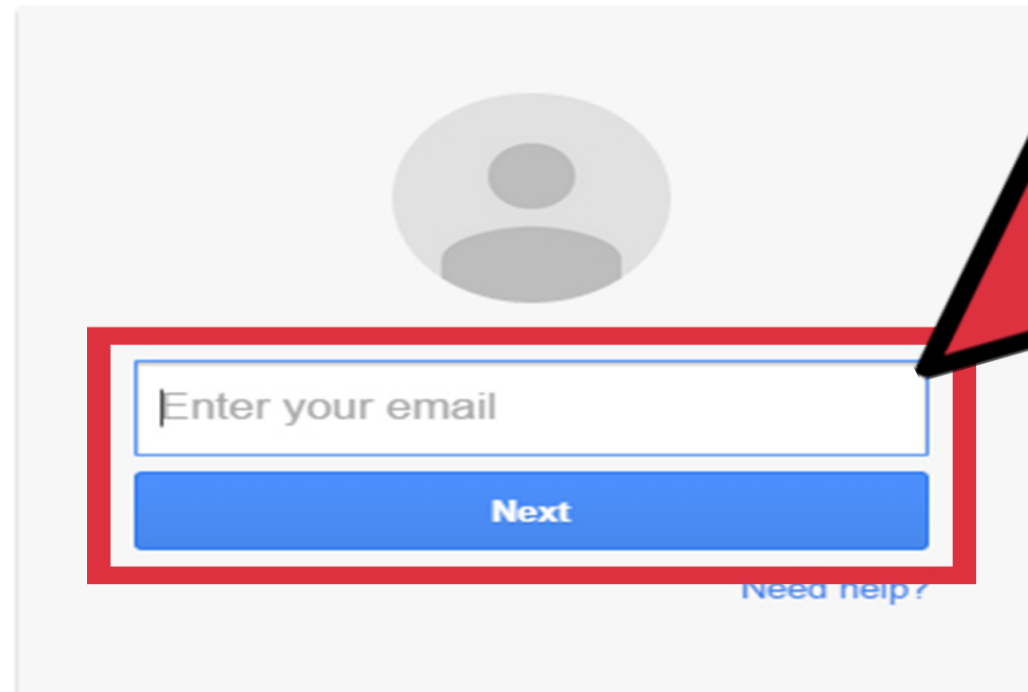


**GOOGLE
ADWORD ACCOUNT**



One account. All of Google

Sign in with your Google Account



The image shows a sign-in form with a grey profile icon placeholder at the top. Below it is a text input field containing the placeholder text "Enter your email". Underneath the input field is a blue button labeled "Next". A red star with a black outline is positioned to the right of the form, pointing towards the email input field. A red rectangular border highlights the input field and the "Next" button. At the bottom right of the form, there is a link that says "Need help?".

Step 1: Sign Up for Google account



STEP 2: GO TO ADS.GOOGLE.COM

COVID-19: Resources to help your business manage through uncertainty. ×
[Learn more](#)

Google Ads Sign in Get started

Grow your business with Google Ads

Be seen by customers at the very moment they're searching on Google for the things you offer. Also, you can get your spend matched up to Rs.2,000 in promotional credit.**

[Start and get Rs.2000 in ad credit**](#)

Copy

online workout classes

Ad · example-business.com

[Online Workout Classes - Get Fit at Home](#)

Yoga, Body Combat, Zumba, and more. Try a free class on us.

Activate Windows
Go to Settings to activate Windows.

STEP 3: CLICK ON GET STARTED

COVID-19: Resources to help your business manage through uncertainty. Learn more ×


Google Ads Sign in Get started

Grow your business with Google Ads

Be seen by customers at the very moment they're searching on Google for the things you offer. Also, you can get your spend matched up to Rs.2,000 in promotional credit.**

[Start and get Rs.2000 in ad credit**](#)

Copy

online workout classes 

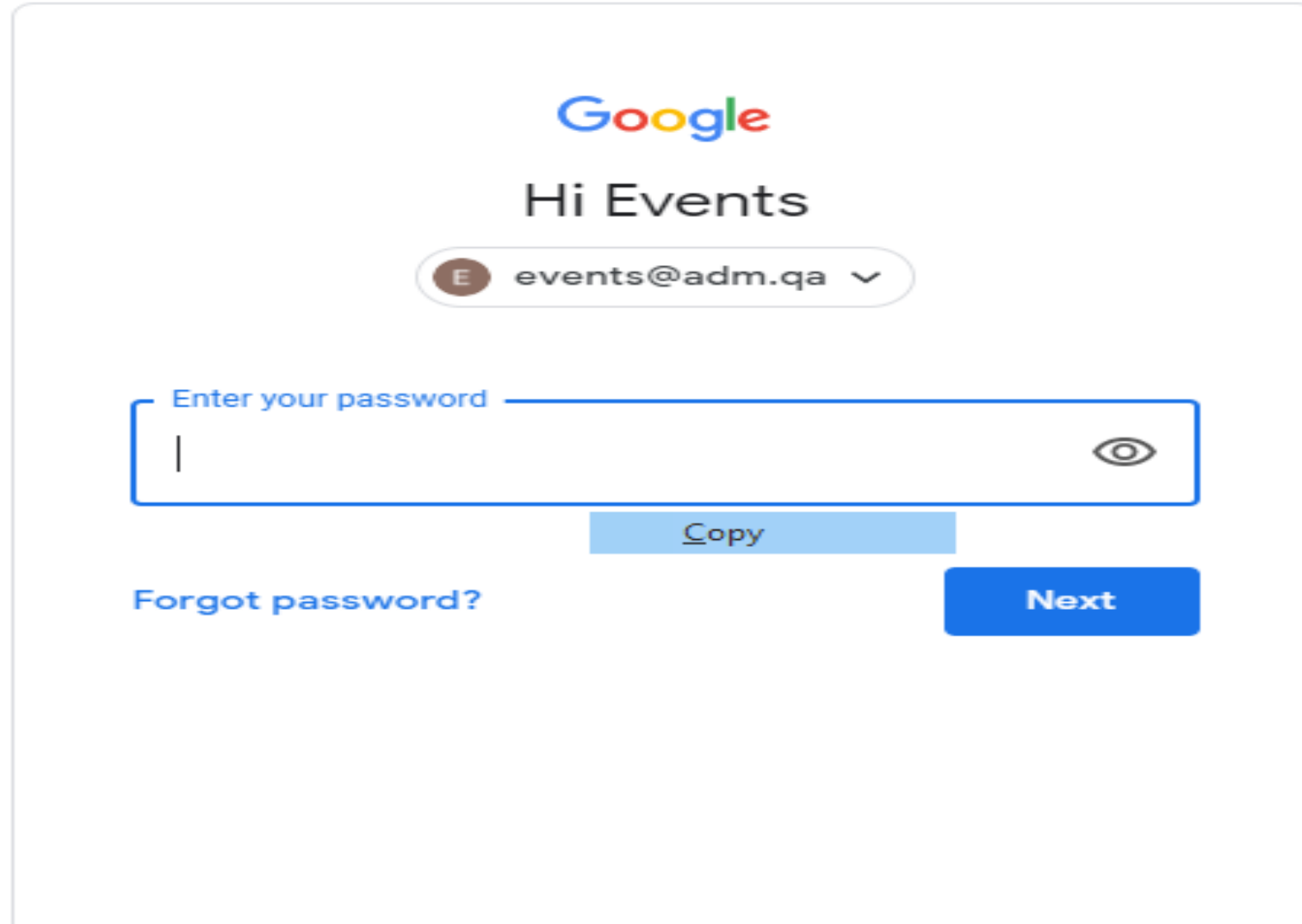
Ad · example-business.com

[Online Workout Classes - Get Fit at Home](#)

Yoga, Body Combat, Zumba, and more. Try a free class on us.

Activate Windows
Go to Settings to activate Windows.

STEP 4: SELECT YOUR GOOGLE ACCOUNT



The image shows a Google login interface. At the top, the Google logo is displayed in its multi-colored font. Below it, the text "Hi Events" is centered. Underneath, there is a dropdown menu for account selection, currently showing "events@adm.qa" with a small downward arrow. Below the account selection is a password input field with the placeholder text "Enter your password" and a vertical cursor. To the right of the password field is an eye icon for toggling visibility. Below the password field is a light blue button labeled "Copy". At the bottom left, there is a link that says "Forgot password?". At the bottom right, there is a solid blue button labeled "Next".

Google

Hi Events

events@adm.qa

Enter your password

Copy

Forgot password?

Next

Click new google ads account

You do not have any Google Ads accounts. Would you like to create a new one?



NEW GOOGLE ADS ACCOUNT

SWITCH GOOGLE ACCOUNT

STEP 5: SET ADVERTISING GOAL

What's your main advertising goal?



Get more calls




Get more website sales or sign-ups



Get more visits to your physical location

STEP 6: BUSINESS NAME



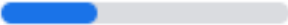
OK, give us your business name

Your business name

This helps us show your ad when people search for you by name

[BACK](#) [NEXT](#)

STEP 6: WEBSITE NAME



Tell us where people go after they click your ad

Your website

Consider what you're advertising, and enter the most relevant page of your website. This might be your homepage, or a more specific page.

[BACK](#) [NEXT](#)

Thanks! People come here after they click your ad

MOBILE

DESKTOP



Ac
Go

**IF LANDING PAGE IS
CORRECT CLICK PROCEED**

STEP 7: CREATE YOUR CAMPAIGN

Now it's time to write your ad

Headline 1
Grow Your Business Now
22 / 30

Headline 2
India Marketing
15 / 30

Headline 3
Your Friendly Marketers
23 / 30

Description 1
All Businesses Have Different Marketing Needs. Tell Us Yours and We Ca
88 / 90

Description 2
You Deserve to Enjoy More Returns from Your Business. Market with Us
75 / 90

Show a call button in your ad

India Phone number

Copy

Ad · www.adm.qa
Grow Your Business Now | India Marketing | Your Friendly Marketers
All Businesses Have Different Marketing Needs. Tell Us Yours and We Can Help Right Away! You Deserve to Enjoy More Returns from Your Business. Market with Us Today.
Call business

Active
Go to S

**There are a series of fields you
need to complete, so let's go
through each of them:**

GIVE A HEADLINE EG:SEE THE PICTURE

Headline 1

Grow Your Business Now

22 / 30

Headline 2

India Marketing

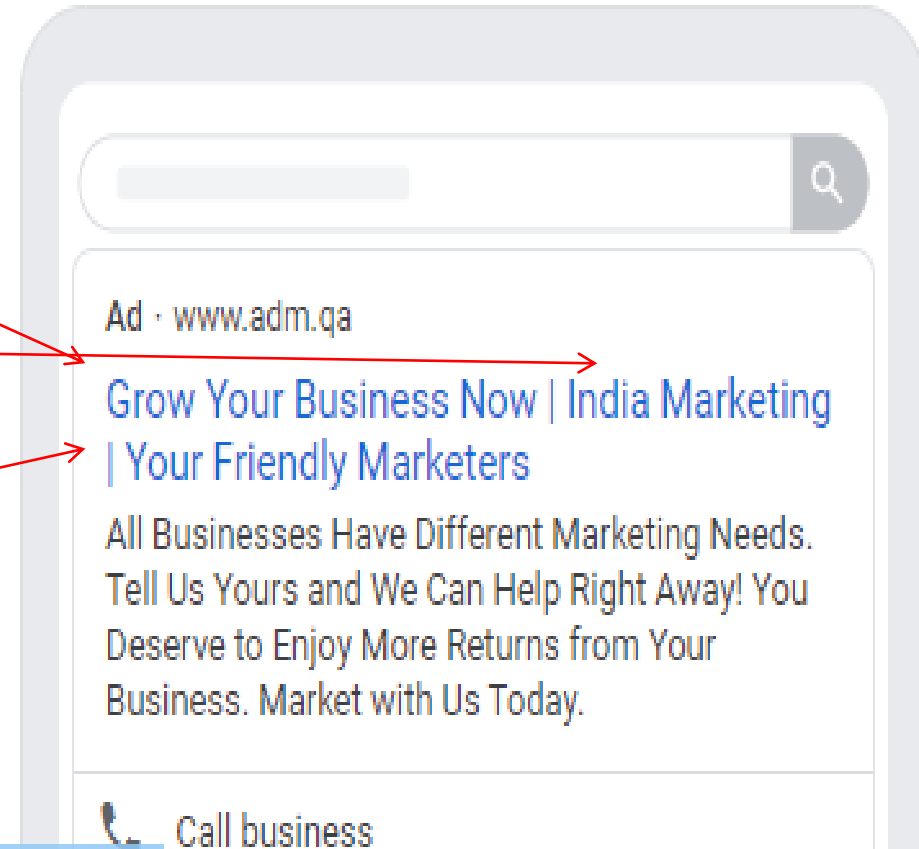
15 / 30

Headline 3

Your Friendly Marketers

23 / 30

Description 1



INCLUDE

Keywords..



KEYWORDS



**SELECT
REGION/LOCATION**

HOW MUCH YOU SPEND



BID

Enter \$0.01 for the time being. This field is asking you to set your maximum bid. Budgets vary from business to business, but a recommended maximum bid of \$1.50 will suffice.

Google AdWords will let you know if your bid is too high or too low, allowing you to then adjust your maximum bid accordingly.



About your business



Your first campaign



Billing



Review

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget €1.00 per day

2. Choose a target audience

Locations Ireland

Networks Search Network

Keywords

test

3. Set your bid

Bid €1.00

4. Write your ad

Text ad

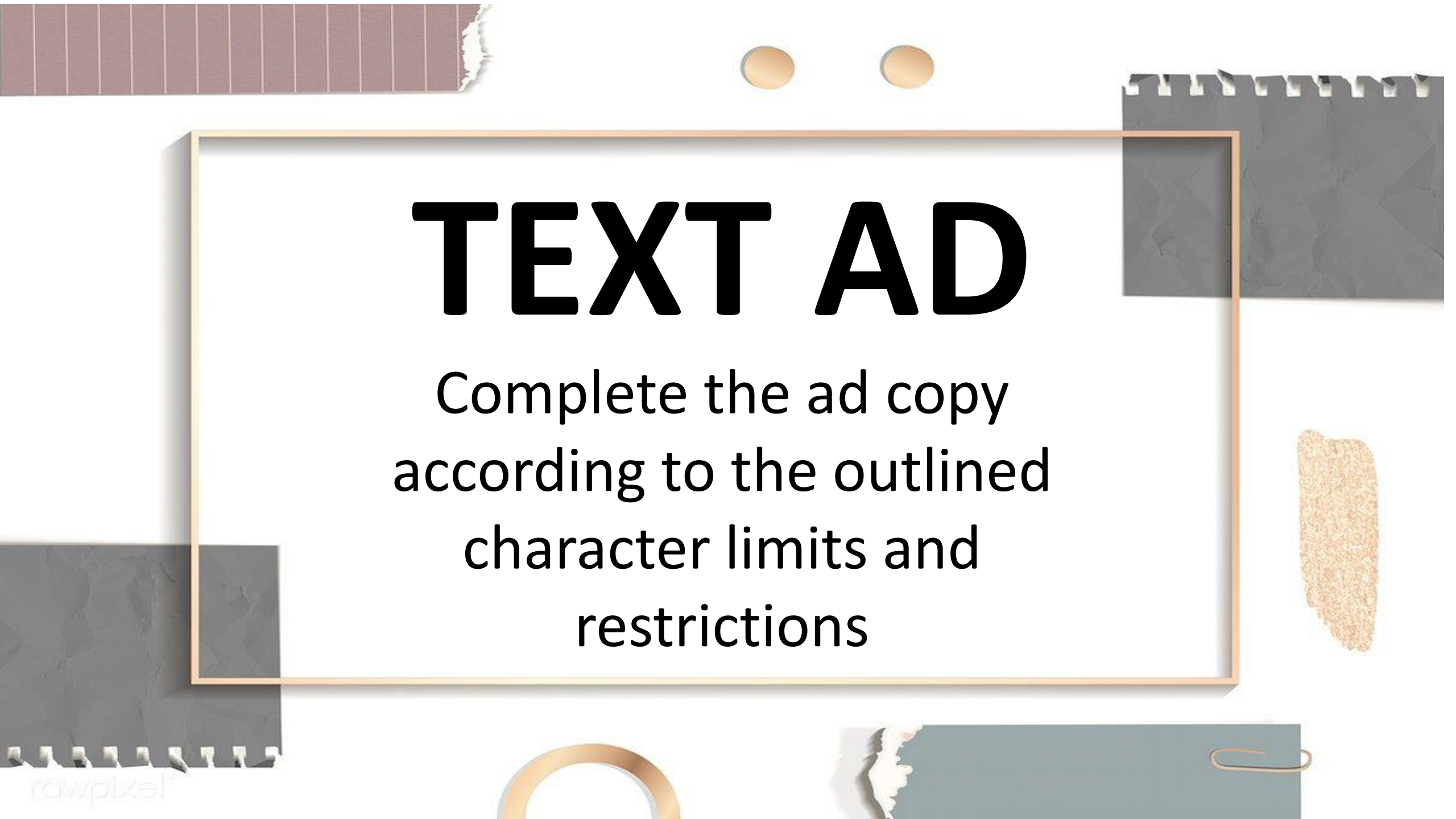
Headline
this-digital-life.blogspot.ie
This is a test ad
This is a test ad

Daily potential reach
Search Network only

0 clicks
1000+ impressions

Copy

Save and continue



TEXT AD

Complete the ad copy
according to the outlined
character limits and
restrictions



**You then need to
decide how you
want to pay:**

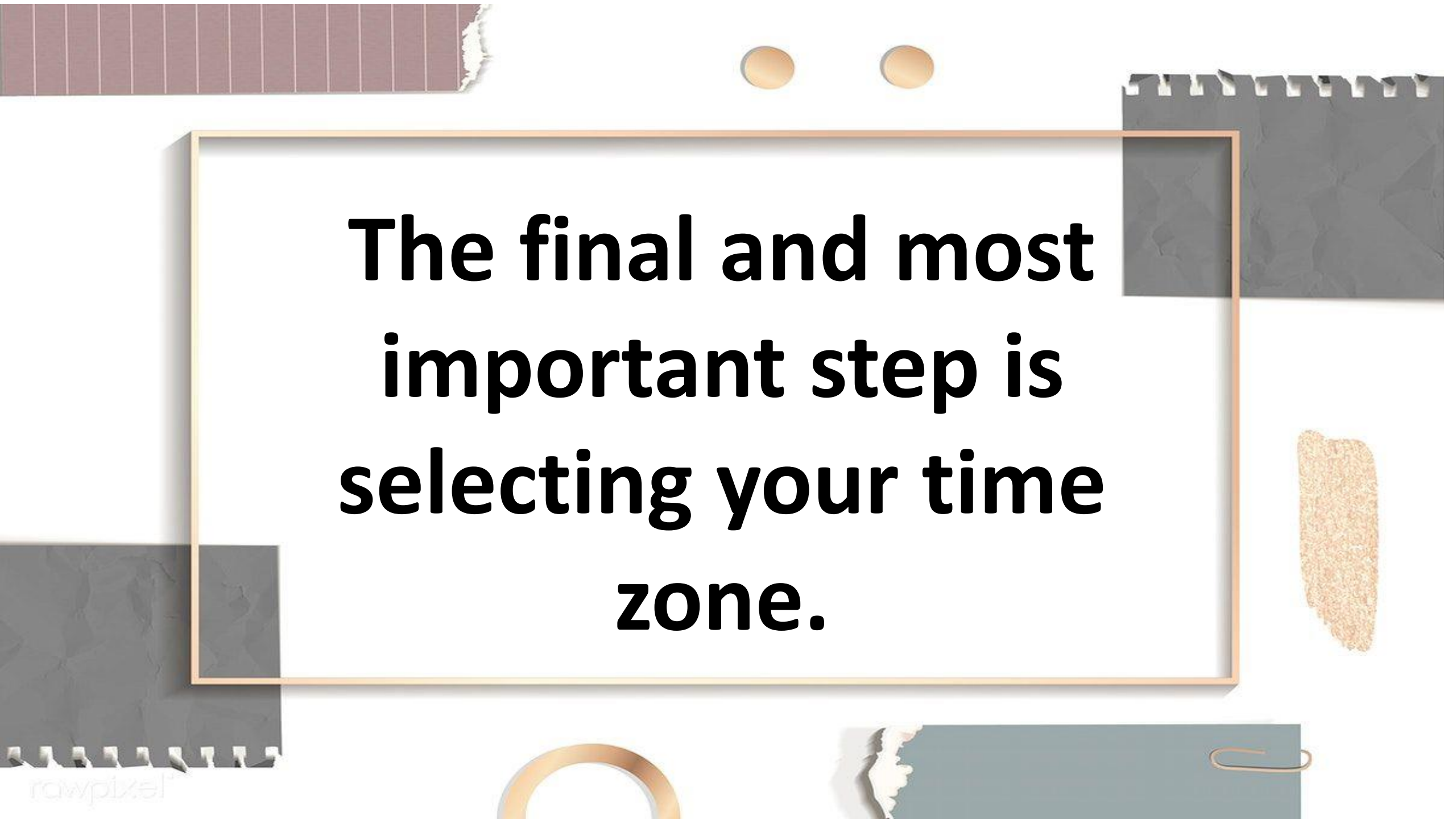


AUTOMATIC PAYMENTS

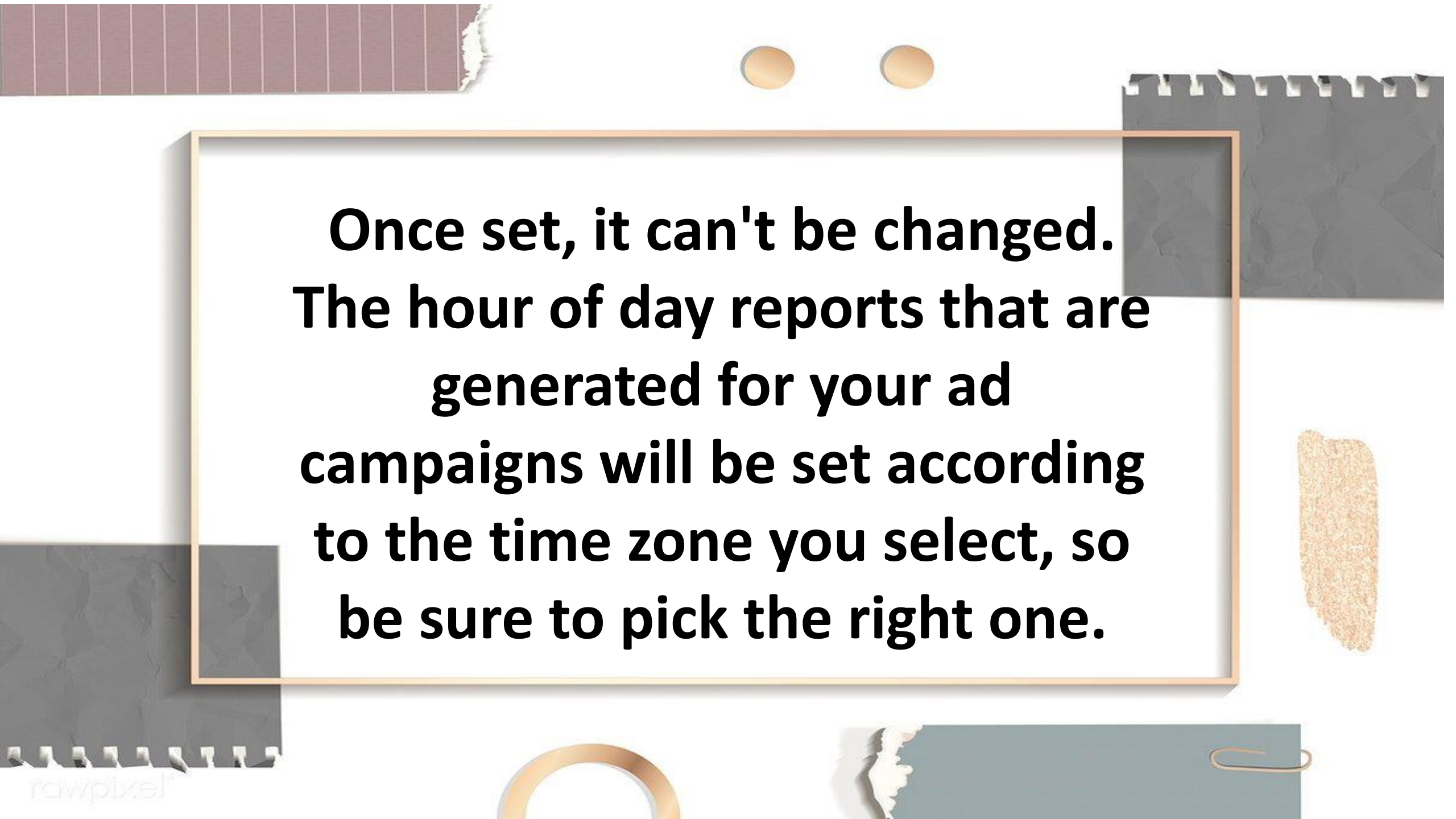
This option works by automatically taking money out of your account when you reach a certain threshold, or after 30 days—whichever comes first.

MANUAL PAYMENTS

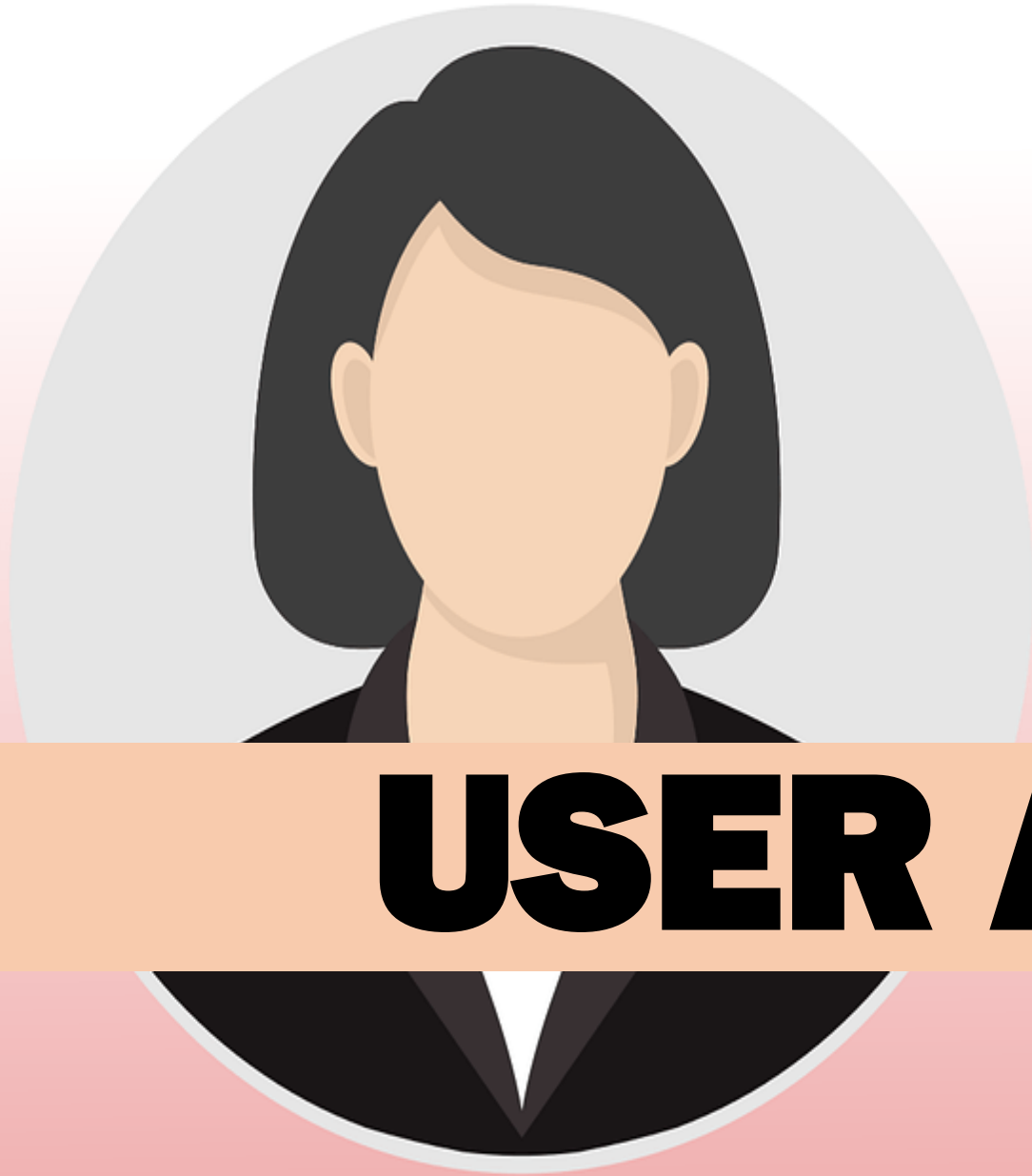
Here, you manually add your budget up front and Google will deduct from it every time somebody clicks on your ad. When the budget runs dry, your ads will stop

The background is a white surface decorated with various paper-related items. At the top left, there is a strip of brown paper with vertical lines. At the top center, two circular punch holes are visible. On the right side, there is a dark grey spiral-bound notebook. On the left side, there is another dark grey spiral-bound notebook. At the bottom left, there is a small white paperclip. At the bottom center, there is a gold-colored ring. At the bottom right, there is a piece of light blue paper with a gold-colored paperclip. A vertical strip of gold-colored paper is also visible on the right side.

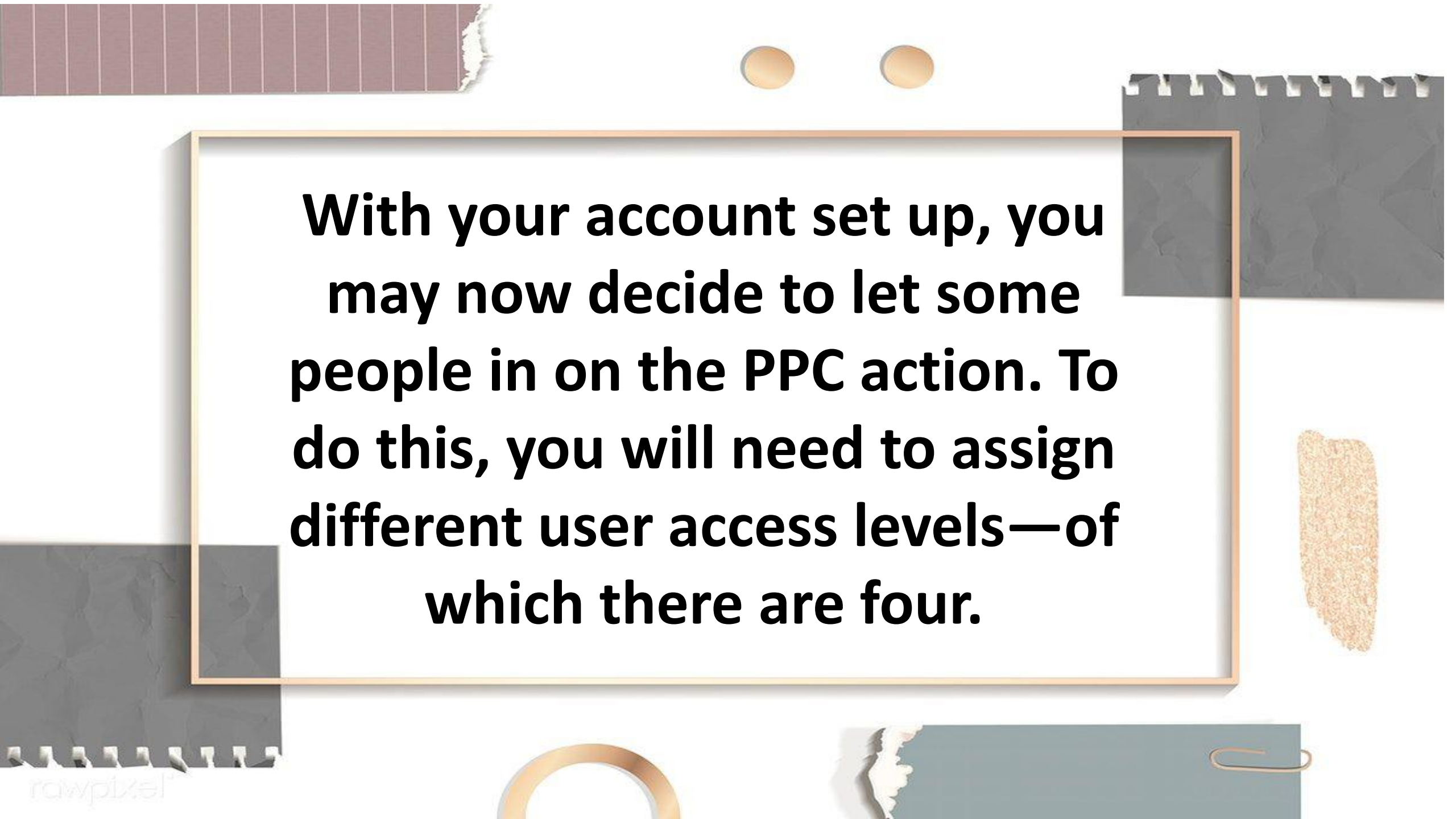
**The final and most
important step is
selecting your time
zone.**



**Once set, it can't be changed.
The hour of day reports that are
generated for your ad
campaigns will be set according
to the time zone you select, so
be sure to pick the right one.**



USER ACCESS




With your account set up, you may now decide to let some people in on the PPC action. To do this, you will need to assign different user access levels—of which there are four.

Account Access level	Email-only	Read-only	Standard	Administrative	Managed - Standard	Managed - Read-only
Can receive notification emails and reports	✓	✓	✓	✓	✓	✓
Can sign in and run reports		✓	✓	✓	✓	✓
Can browse the Campaigns, Opportunities, and Tools tabs		✓	✓	✓	✓	✓
Can unlink manager accounts			✓	✓	✓	✓
Can view and edit any part of an account and its campaigns, including Billing			✓	✓	✓	
Can give account access, change access levels, and can cancel invitations from other users				✓		

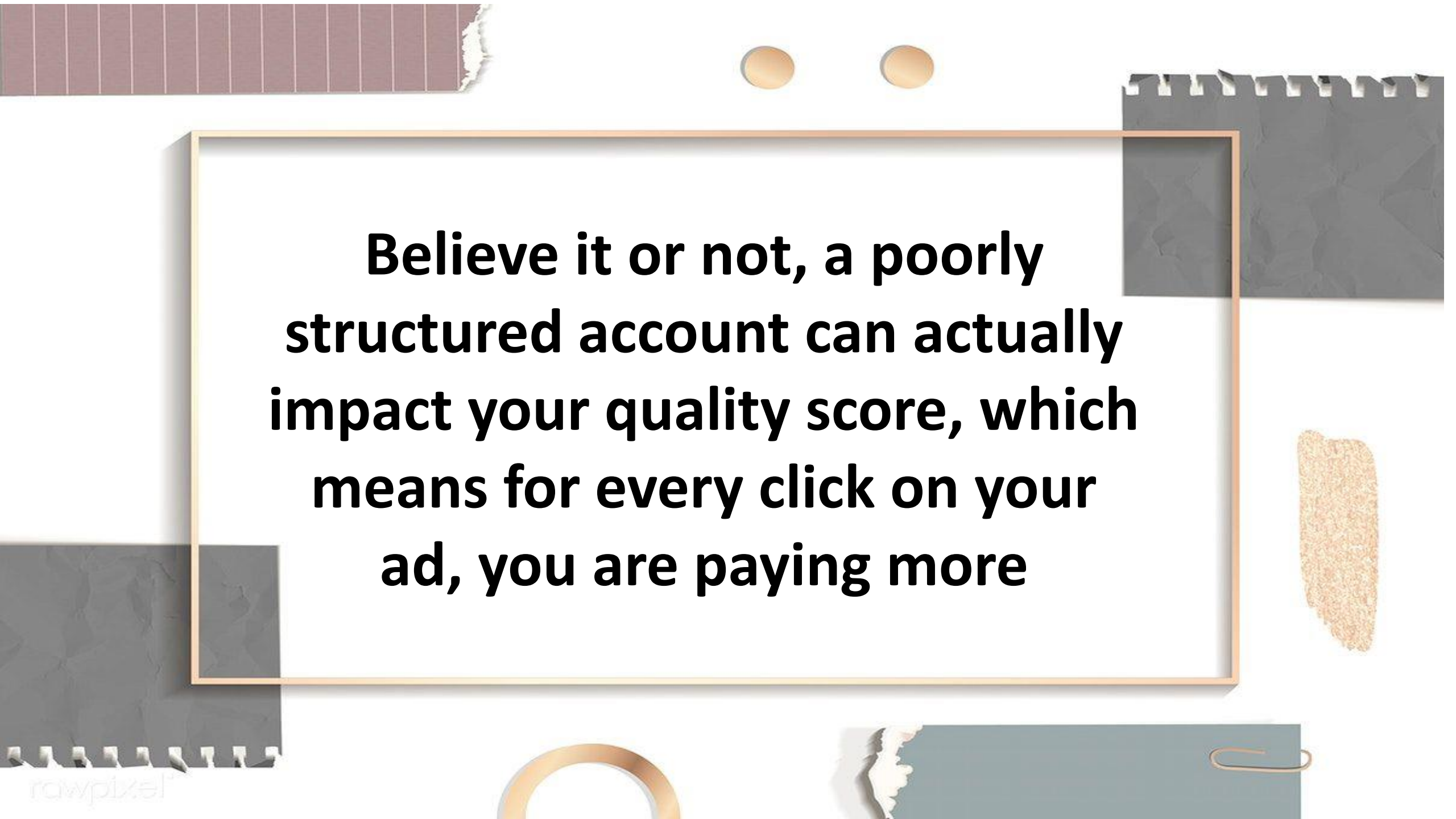
Copy



CAMPAIGN ARCHITECTURE

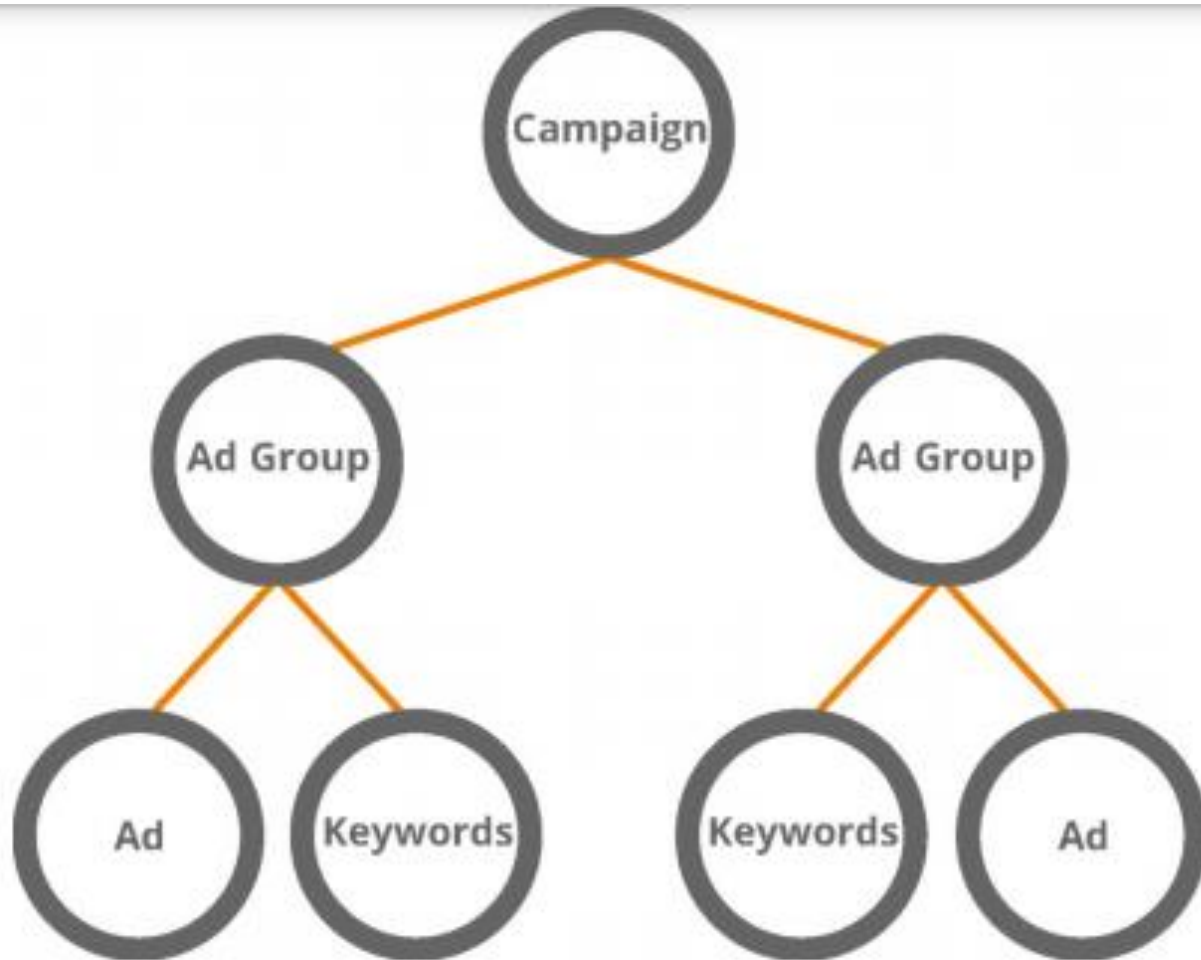


Establishing a well-structured, consistent architecture at the very beginning of any campaign is of the utmost importance!



Believe it or not, a poorly structured account can actually impact your quality score, which means for every click on your ad, you are paying more

ADWORD ACCOUNT STRUCTURE



CAMPAIGN

Configure language, geographic targeting, and budget
Campaigns contain multiple ad groups

AD GROUP

Group Ads for quality and/or subject
Configure CPC for groups

AD & KEYWORDS

Ad groups contain their own keywords and ads
CPC set at ad group or keyword level

TOP LEVEL

Campaigns appear at the top level and all budgeting is done here. You can configure language, target locations, and set your daily spend here too.



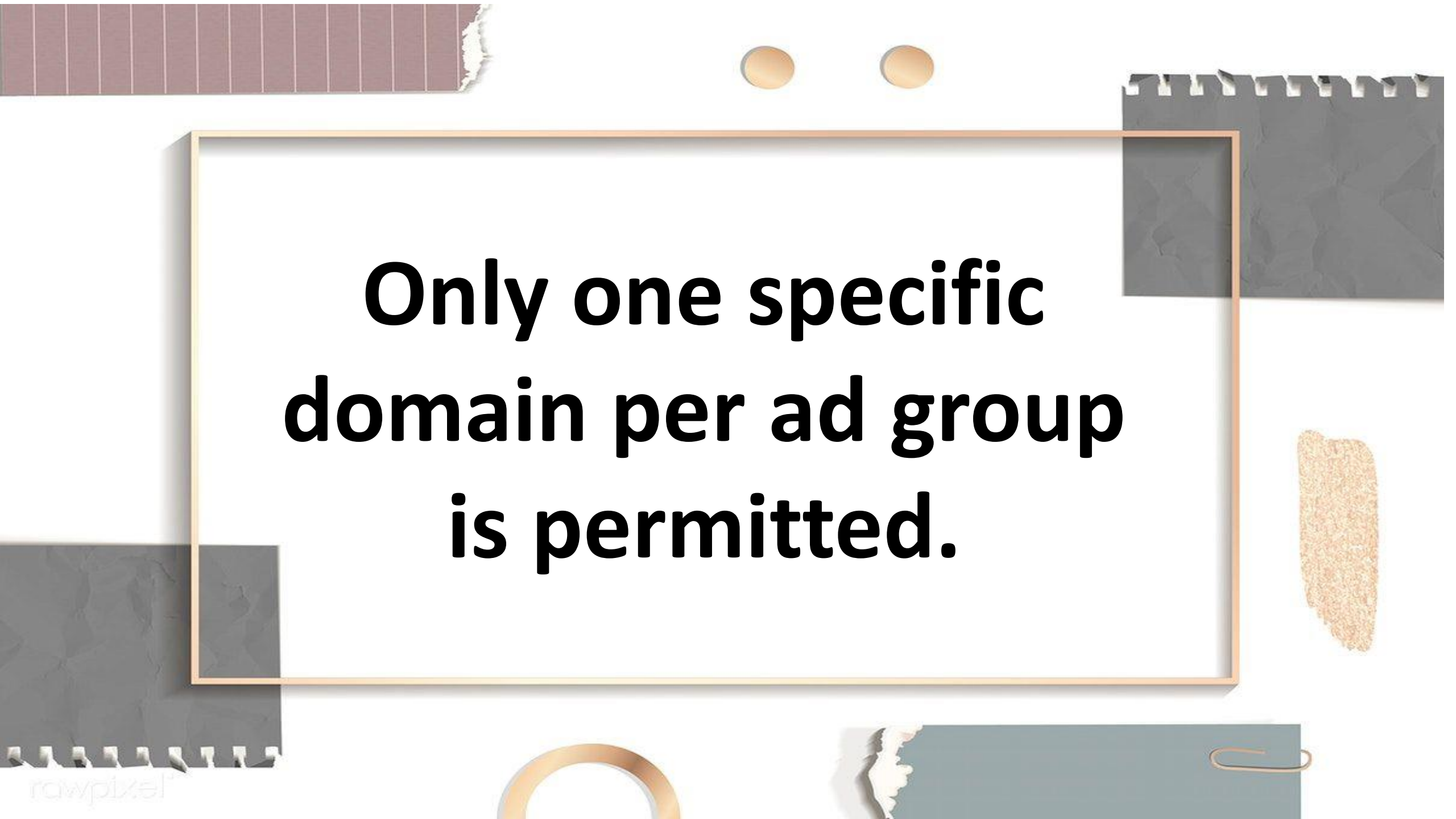
MIDDLE LEVEL

Within each campaign you have ad groups. These house all the keywords and ads that you are going to target users with, and they should always be defined by a single theme.




BOTTOM LEVEL

The keywords within the ad group should specifically relate to the theme



**Only one specific
domain per ad group
is permitted.**



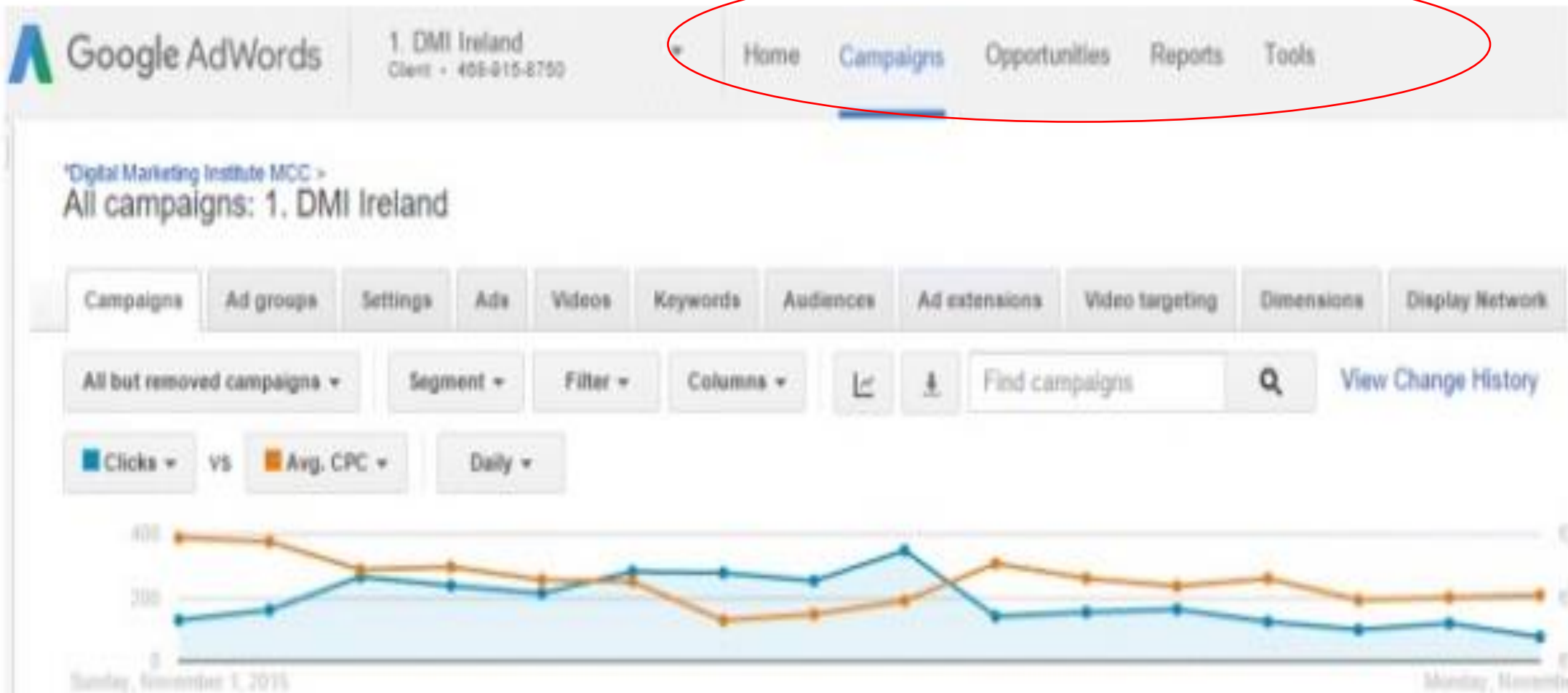
This means if you have the domain www.example.com assigned to one ad group, you cannot also assign www.example.co.uk to the same ad group.



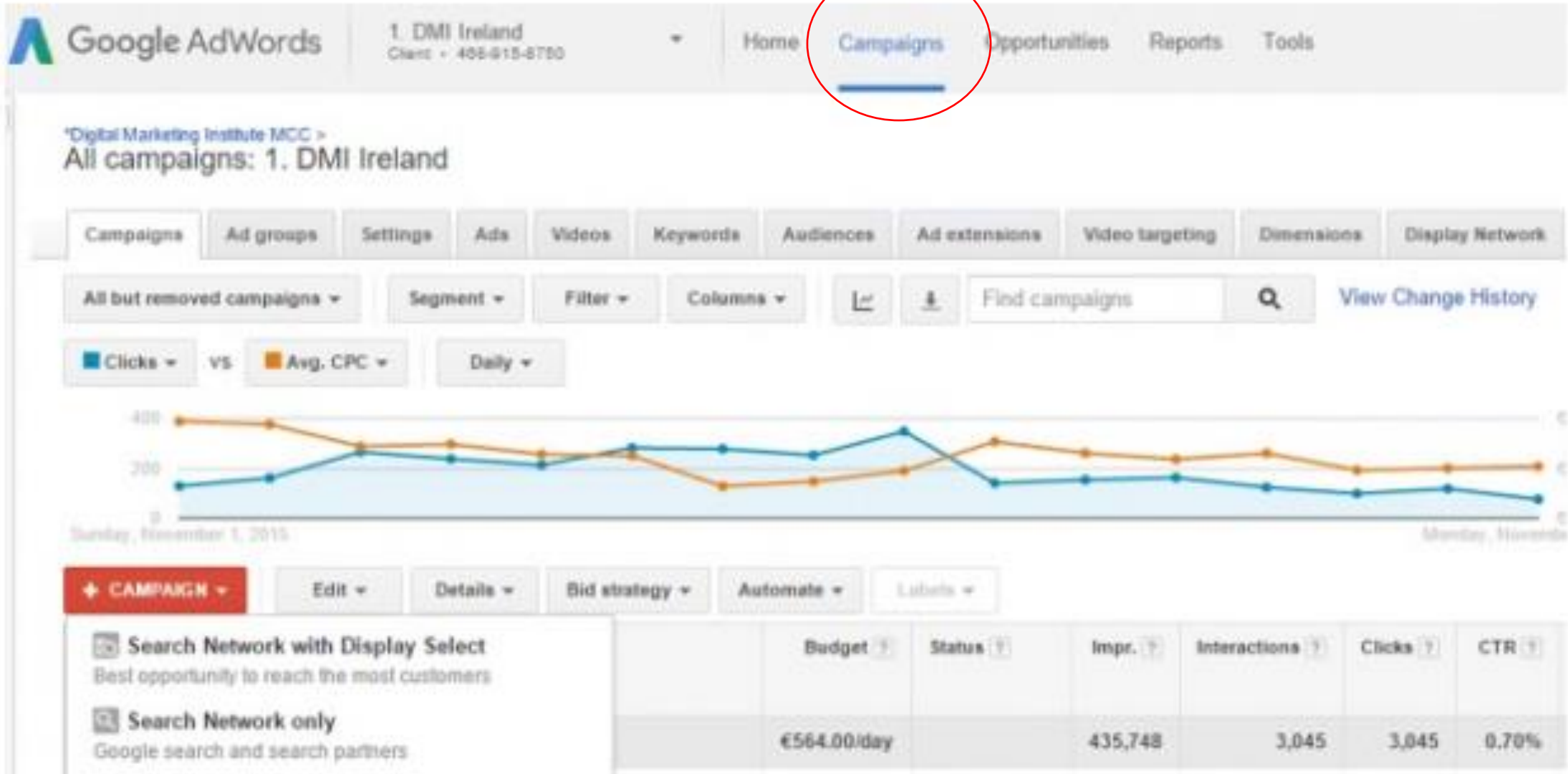
CAMPAIGN SETUP

Let's now take a look at how to create a campaign within the Google AdWords interface

As you can see from, the tabs available are Home, Campaigns, Opportunities, Reports, and Tools.



Step 1: Click on campaign



The screenshot shows the Google AdWords interface for account '1. DMI Ireland'. The 'Campaigns' tab is highlighted in the top navigation bar. Below the navigation bar, there are tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Videos', 'Keywords', 'Audiences', 'Ad extensions', 'Video targeting', 'Dimensions', and 'Display Network'. A search bar and 'View Change History' link are also visible. A line chart displays 'Clicks' (blue line) and 'Avg. CPC' (orange line) over time. Below the chart, a table lists campaign details for 'Search Network with Display Select' and 'Search Network only'.

	Budget	Status	Impr.	Interactions	Clicks	CTR
Search Network with Display Select Best opportunity to reach the most customers						
Search Network only Google search and search partners	€564.00/day		435,748	3,045	3,045	0.70%

Step 2: Click on red campaign button

All campaigns: 1. DMI Ireland

Campaigns Ad groups Settings Ads Videos Keywords Audiences Ad extensions Video targeting Dimensions Display Network

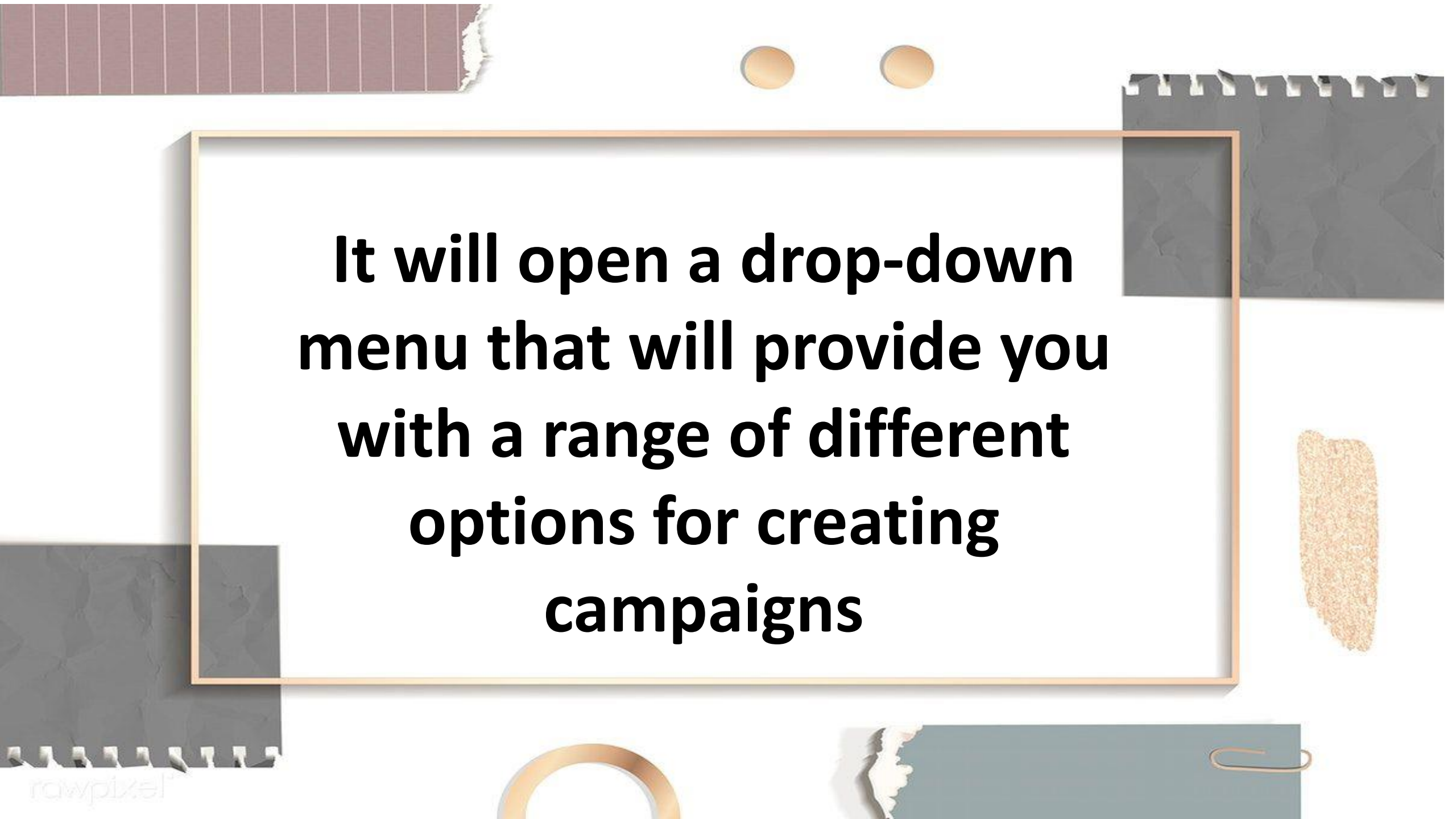
All but removed campaigns Segment Filter Columns Find campaigns View Change History

Clicks vs Avg. CPC Daily

Sunday, November 1, 2015 Monday, November 2, 2015

+ CAMPAIGN Edit Details Bid strategy Automate Labels

	Budget	Status	Impr.	Interactions	Clicks	CTR
<input checked="" type="checkbox"/> Search Network with Display Select Best opportunity to reach the most customers						
<input checked="" type="checkbox"/> Search Network only Google search and search partners	€564.00/day		435,748	3,045	3,045	0.70%
<input type="checkbox"/> Display Network only Google's network of partner websites	€20.00/day	Limited by budget	395,202	2,491 clicks	2,491	0.63%
<input type="checkbox"/> Shopping Best way to create Product Listing Ads	€51.00/day	Eligible	621	65 clicks	65	10.47%
<input type="checkbox"/> Video						



**It will open a drop-down
menu that will provide you
with a range of different
options for creating
campaigns**

+ CAMPAIGN -

Edit -

Details -

Bid strategy -

Automate -

List

Search Network with Display Select

Best opportunity to reach the most customers

Search Network only

Google search and search partners

Display Network only

Google's network of partner websites

Shopping

Best way to create Product Listing Ads

Video

Video ads on YouTube and across the web

Universal app campaign

Promote your app across Search, Display and YouTube

Budget ?

€564.00/day

Marketing - Free

€20.00/day

Marketing - Broad MM

€51.00/day

Marketing - Top

€100.00/day

Marketing - Top

€100.00/day



IRL - Search - Digital Marketing Awards

€17.00/day



IRL - Search - Digital Marketing Institute - Top Conversion - Broad MM

€50.00/day

If you plan to ever run a Display campaign, make sure your Display and Search campaigns run independently of each other so that you can monitor the performance of each one separately

A staircase of white steps on a yellow background, ascending from the bottom left towards the top right. The steps are rectangular and have a slight 3D effect with shadows.

STEP 3

**Click on Search
Network Only**

***You will then be brought
to the campaign setup
screen***



Select campaign settings



Create an ad group

Type: Search Network only - Standard

Campaign name

Campaign #1

Type [?](#)Search Network only [v](#)

- Standard** - Keyword-targeted text ads showing on Google search results [?](#)
- All features** - All the features and options available for the Search Network [?](#)

- Mobile app installs** - Ads encouraging people to download your app [?](#)
- Mobile app engagement** - Ads that encourage actions within your app [?](#)
- Dynamic Search Ads** - Ads targeted based on your website content [?](#)
- Call-only** - Ads that encourage people to call your business [?](#)

[Learn more about campaign types](#)or load settings from [?](#)Existing campaigns [v](#)


Next you need to choose whether you want your campaign to have Standard or All features.

You can also choose to incorporate a CTA (call to action) button




STEP 4

Targeting



**Did you know you
can choose the
device you want to
target?**



**Your campaigns should
be running in line with
the types of devices
you want to reach.**

**In the targeting section
you will notice you have
been automatically opted
in to target all devices.**

Targeting by location is one of the best and most detailed features AdWords has to offer.



**IT CAN BE DONE
IN TWO WAYS:**

IP ADDRESS TARGETING

Selecting this option will direct Google to look at the IP address of users to see where they are based.

So if you are targeting QATAR, then users with an IP address in that area will be served, whereas users in Bahrain, Saudi Arabia, and India will not.

QUERY PARSING

This option directs Google to focus on what was typed in users' search queries.

If they type a location into their search queries then the ad can also come up.



**There are three
options for you
to target your
campaigns by
location**

All countries
and territories

Your country

Let me choose

Here you will be presented with the following four target options:





SEARCH

This is simply another method of entering your target city or country, as before.



RADIUS TARGETING

Here you can type in a location and target a specific radius around it.



LOCATION GROUPS

Here you can target multiple locations for a particular campaign.



BULK LOCATIONS

While it is not recommended, if you want to target multiple countries, use this option.

1 Select campaign settings

2 Create an ad group

Locations Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
- Ireland
- Let me choose...

Targeted locations	Reach	Remove all
United States - country	100,000,000	Remove Ready

Advanced search

For example, a country, city, region, or postal code

Location options (advanced)

Based on your targeted locations, you may want to target pages that use these interface languages:

- English

Target suggested languages

Languages Choose the language of the sites that you'd like your ads to appear on. Be sure to write your ads in the language that you target, since AdWords doesn't translate ads or keywords.

 All languages

Arabic	Greek	Portuguese
Bulgarian	Hebrew	Romanian
Catalan	Hindi	Russian
Chinese (simplified)	Hungarian	Serbian
Chinese (traditional)	Icelandic	Slovak
Croatian	Indonesian	Slovenian
Czech	Italian	Spanish
Danish	Japanese	Swedish
Dutch	Korean	Thai
English	Latvian	Turkish
Estonian	Lithuanian	Ukrainian
Filipino	Malay	Urdu
Finnish	Norwegian	Vietnamese
French	Persian	
German	Polish	

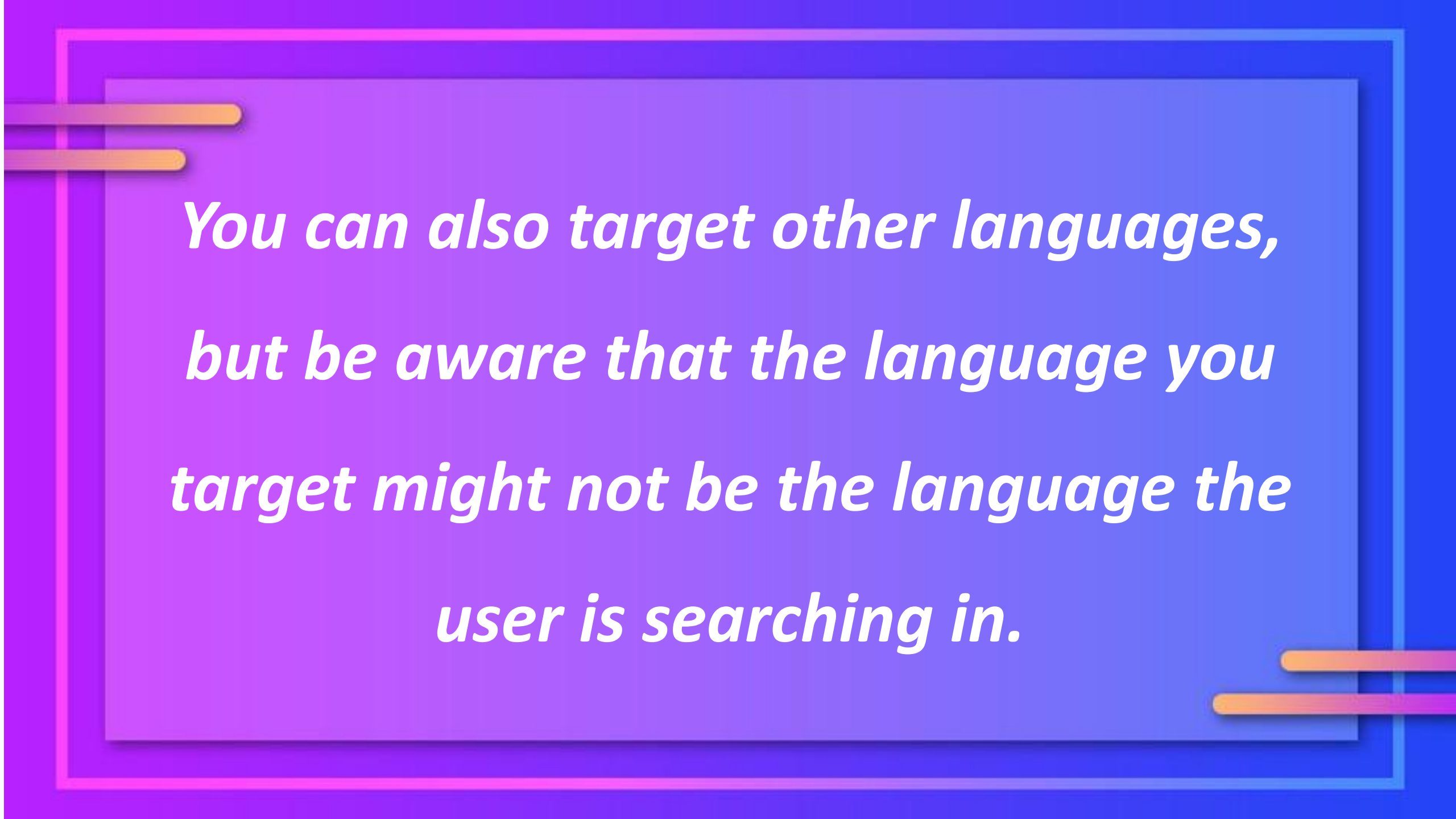
STEP 5:

The final element within the targeting setup is to choose and customize your language.





By default, the campaign will be set to target the language in which your account was set up.



*You can also target other languages,
but be aware that the language you
target might not be the language the
user is searching in.*

You should also be aware that when targeting other languages AdWords does not translate your ads. If you choose to target Arabic speakers and your ad is in English, these users will still see an ad in English.

A person in a dark suit and tie is shown from the chest up. Their hands are clasped in front of them. Overlaid on the image are glowing blue network graphics consisting of circles and lines. One hand is pointing at a glowing circle. At the bottom, a glowing blue map of the United States is visible. The overall lighting is dark with blue highlights from the graphics.

BID STRATEGY



**LET'S KICK OFF BY CHOOSING
A BIDDING STRATEGY**

**As you've just been
introduced to the world of
Google AdWords, for now
stick to either of the two
options**



Option 1: **MANUAL BIDDING**

This option allows you to control all bidding and essentially works the same as the setting for your payment method.

Option 2:

AUTOMATIC BIDDING

A happy medium between these two lies in the ability to set a so-called ceiling bid.

Always bid between \$1.50 and \$2.00, because once you have gone through the campaign creation process, the system will tell you if you are below the minimum price it costs

Next up: setting your daily budget.

You can figure this out by determining how much you are going to spend and dividing it by the number of days the ad will run.



DELIVERY

How quickly you want your ad to be served is dependent on the delivery method you select, and there are two options to choose from



STANDARD DELIVERY

It will space out how often your ads are displayed, giving you a fairly even delivery.

When the time comes to optimize your campaigns, this option will give you a good idea of what times of the day your ad performs well.

ACCELERATED DELIVERY



If your budget is in any way limited, steer clear of this option!

Here your ad will be displayed each and every time someone searches—in line with the ad rank formula, of course

So if your quality score and bid are good enough, your ad will display when someone searches.

If your quality score and ad rank as a whole are too low, the ad will not display—even if it's set to accelerated delivery

Bid strategy [?](#) Basic options | Advanced options

I'll manually set my bids for clicks

You'll set your maximum CPC bids in the next step.

AdWords will set my bids to help maximize clicks within my target budget

Default bid [?](#) €

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget [?](#) € per day

Actual daily spend may vary. [?](#)

Delivery method (advanced)

Delivery method [?](#) Standard: Optimize delivery of ads, spending budget evenly over time (Recommended)

Accelerated: Do not optimize delivery of ads, spending budget more quickly. This may cause your budget to run out early.

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

Location [?](#) Extend my ads with location information

Sitelinks [?](#) Extend my ads with links to sections of my site

Call [?](#) Extend my ads with a phone number

App [?](#) Extend my ads with a link to a mobile/tablet app

Reviews [?](#) Extend my ads with reviews

Callouts [?](#) Extend my ads with additional descriptive text

Structured snippets [?](#) Extend my ads with structured snippets



STEP 6: AD SCHEDULING

Firstly, choose your start and end date. If you want the ad to run for the foreseeable future, simply leave the end date out,

Advanced settings

[-] Schedule: Start date, end date, ad scheduling

Start date

Nov 16, 2019

End date

None

Ad scheduling [?](#)

Monday	12 AM	:	00	to	12 AM	:	00	X
Tuesday	12 AM	:	00	to	12 AM	:	00	X
Wednesday	12 AM	:	00	to	12 AM	:	00	X
Thursday	12 AM	:	00	to	12 AM	:	00	X

KEYWORD



SELECTION

**Your campaign is now set up
and the next element
involves selecting your
keywords**

This is the starting point for every campaign and is probably the most important part, because it decides which keywords your ads will be shown for.

keyword selection is important because your ad copy, landing page, bids, and the like are going to be defined by the keywords you choose.

If you don't choose the right keywords, your ad will be shown for the wrong search terms, you will be irrelevant to your users, and you will be spending money on an audience that is not going to convert.

KEYWORD RESEARCH TOOLS



**PPC keyword research can
be tough if you are not
equipped with the tools for
the task**

**2 Tools
will help
you**



Google Trends



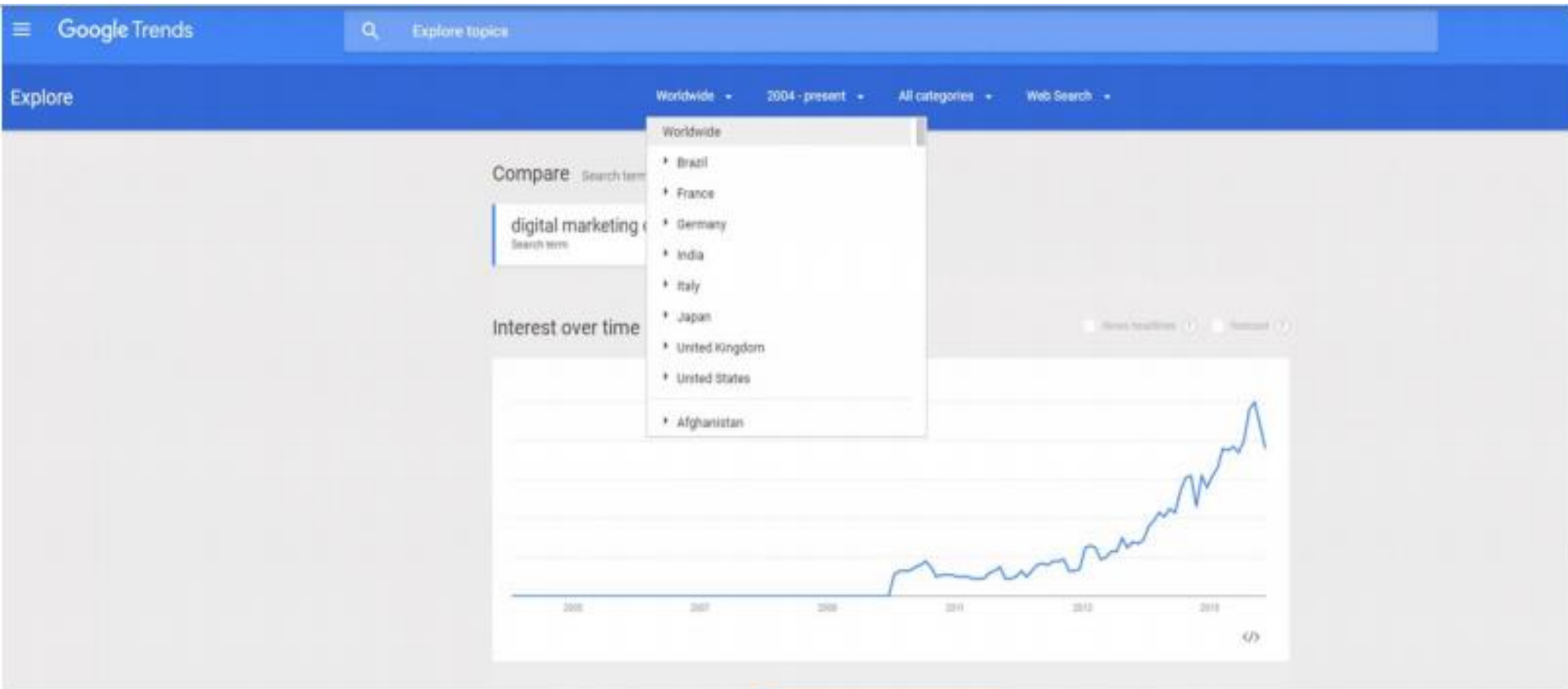
Google Trends allows you to see historical search trends for a particular keyword or category.

While it does not give specific search volumes, it does give a nice overview of how popular particular search terms or categories have been over the years and is great for campaign research, planning, and insight.

Probably one of the best reasons to use Google Trends is for competitive research.

For example, by entering Samsung, Huawei, and Apple, you can see which is the most popular brand just by looking at the peaks and troughs in the search terms.

GOOGLE TRENDS BASED ON COUNTRY



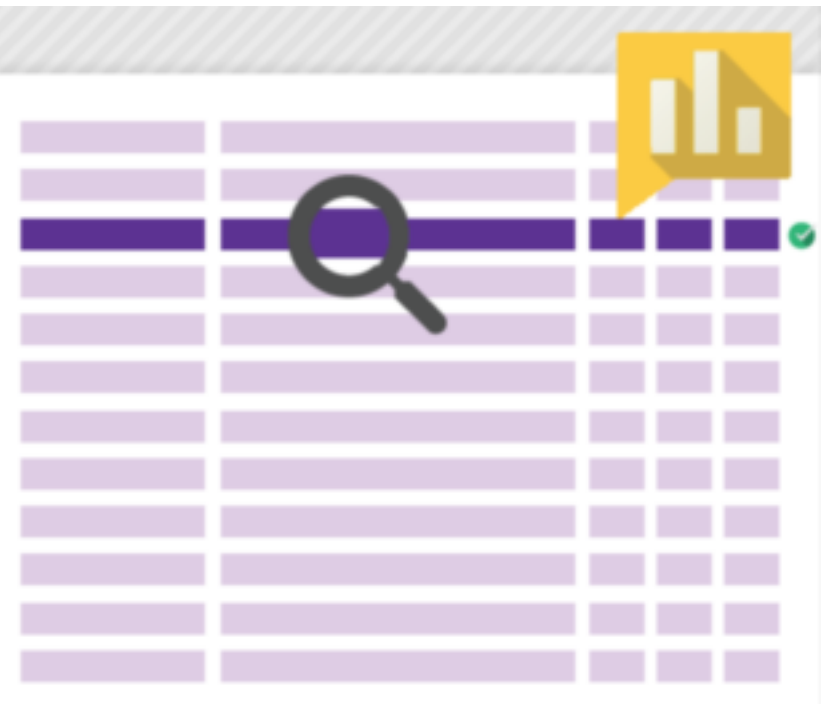



The great thing about Google Trends is it includes news stories when relevant

KEYWORD PLANNER

Google

Keyword Planner

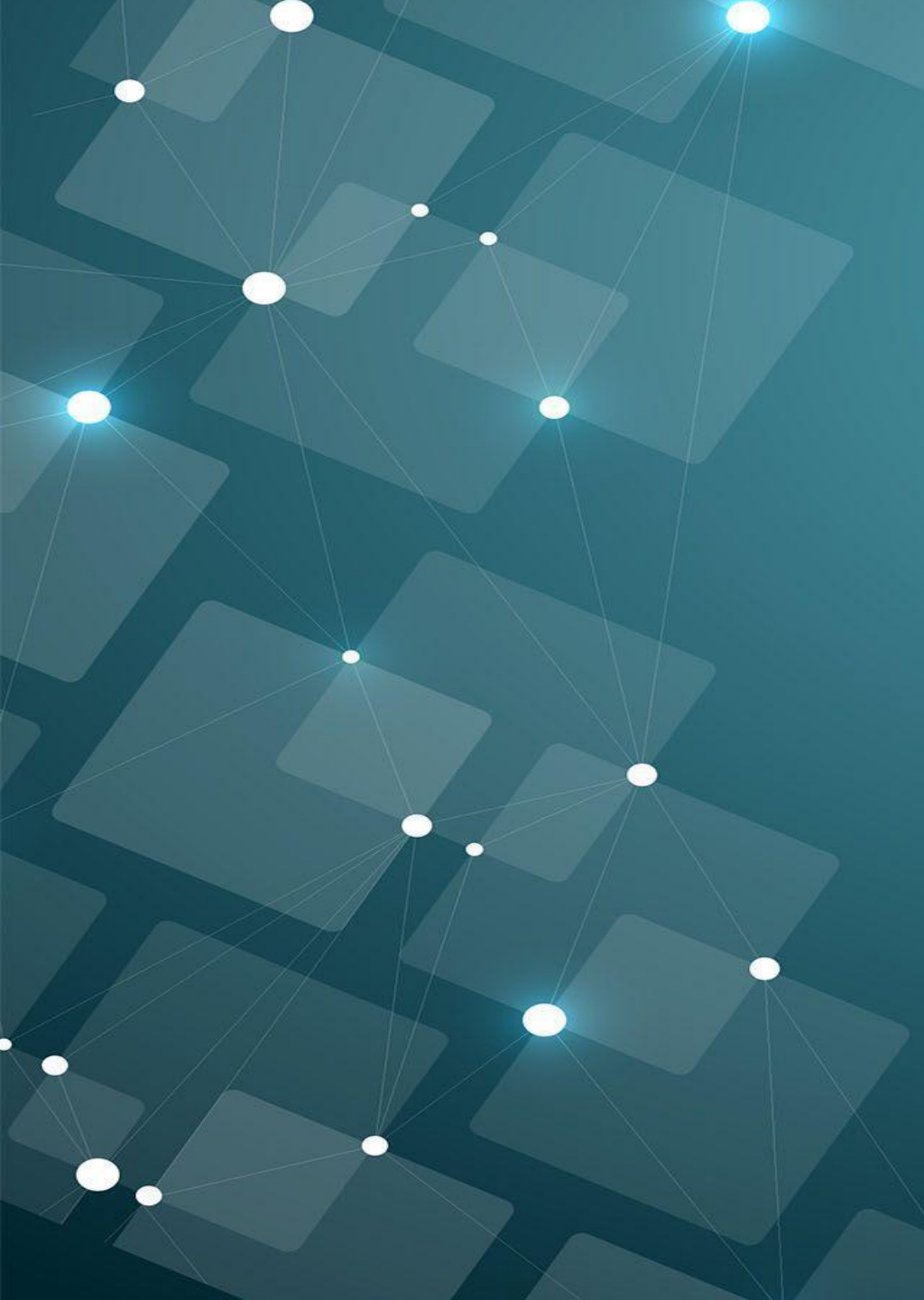





**This is an immediate to short-term
tool, providing you with search
volumes on specific keywords, over
the past 12 months**



Unlike Google Trends, it will suggest new keywords for you



Keyword Planner also gives you suggestions for new keywords, a suggested bid, and the total search volume for the keyword—great for calculating how much it would cost you per click.



Keyword Planner also shows you the level of competition, or how many people are bidding on those keywords, by stating whether it is high, medium, or low

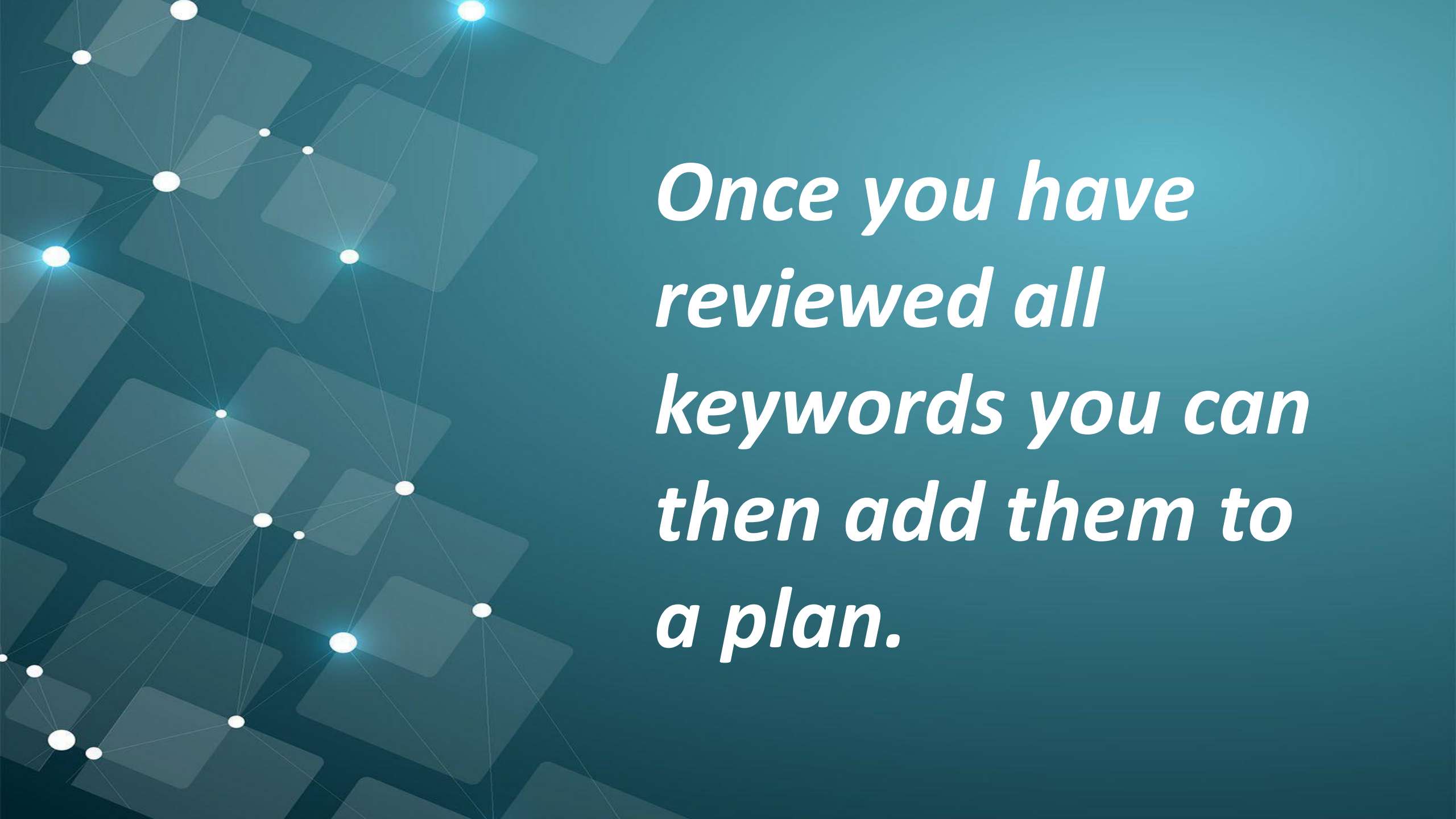
If the competition is high, the bid will be higher because there's a lot more advertisers vying for that top spot.




COMPETITION

The diagram consists of two rectangular boxes, one orange on the left and one green on the right. A red arrow points upwards from the top of the orange box to the top of the green box. Another red arrow points upwards from the top of the green box. The background is a warm, yellowish-gold bokeh pattern.

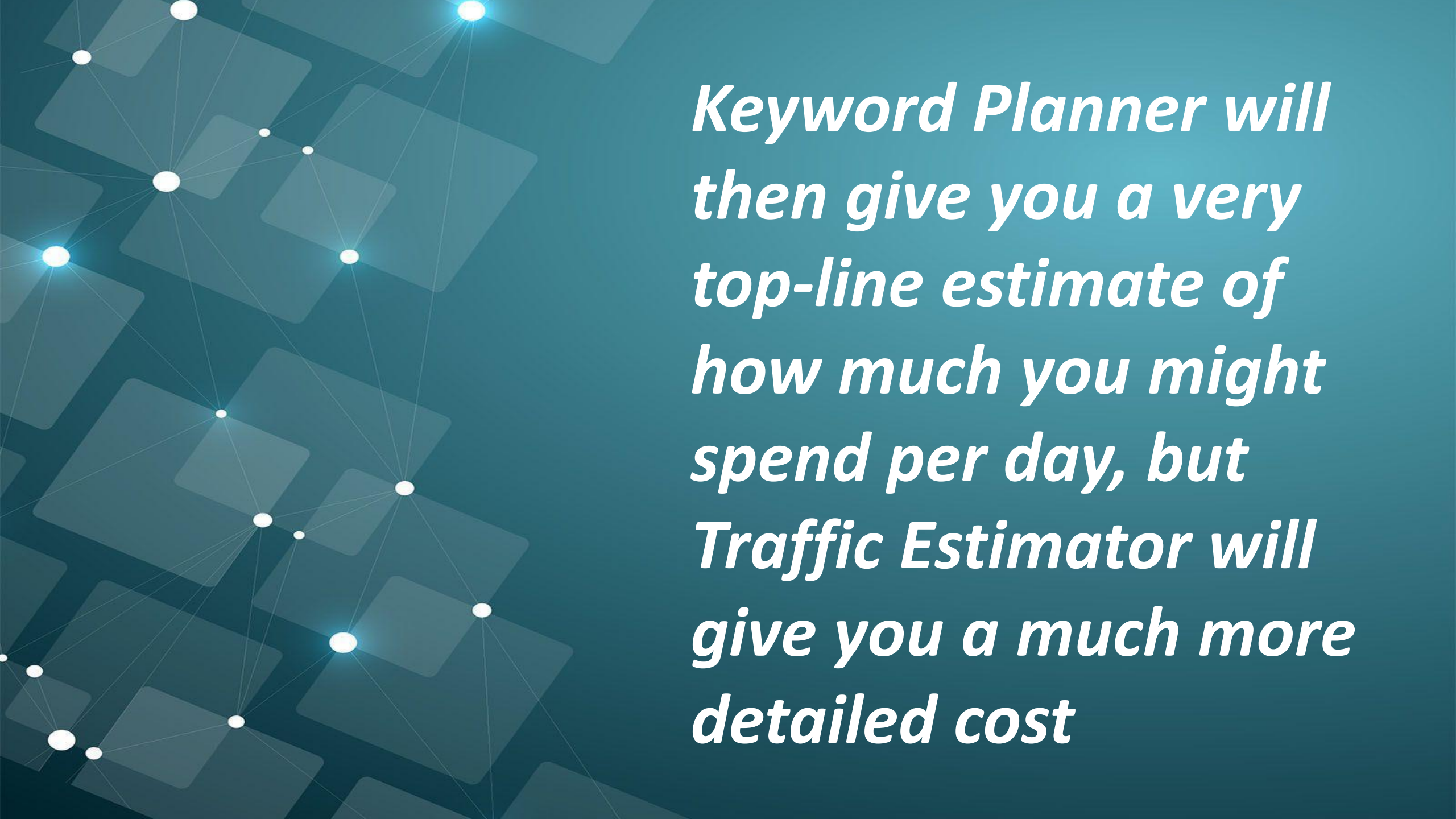
BID

The background features a network diagram with several glowing white nodes connected by thin white lines. The nodes are scattered across the left and bottom-left portions of the frame. The overall background is a solid teal color with a subtle pattern of overlapping, semi-transparent teal squares.


Once you have reviewed all keywords you can then add them to a plan.



*When you have reviewed all the keywords within the ad group, you can then click **Add All to Plan.***



Keyword Planner will then give you a very top-line estimate of how much you might spend per day, but Traffic Estimator will give you a much more detailed cost



After this You can either download all your keywords from the different ad groups into an Excel spreadsheet or you can advance on to Traffic Estimator.

GOOGLE KEYWORD PLANNER

Your product or service

digital marketing course, learn digital marketing

Get ideas

Modify search

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
digital marketing courses	8,100	High	€7.20	-	+
digital marketing training	1,900	High	€5.68	-	+
digital marketing training courses	200	High	€8.94	-	+
digital marketing courses online	590	High	€7.95	-	+
digital marketing certificate	880	High	€12.07	-	+
online digital marketing courses	1,000	High	€7.04	-	+
digital marketing degree	590	High	€35.18	-	+
digital marketing course online	590	High	€5.71	-	+
digital marketing	110,000	High	€4.35	-	+
digital marketing online course	590	High	€5.79	-	+

Your plan
Saved until Jan 31, 2016

Bid range (€)
€0.00 – €27.92

Ad groups: 1

Marketing Dublin (m)

[Review plan](#)

The background features a light blue sky with a large, bright green sun in the upper right, partially obscured by a white circular shadow. On the left, there are stylized, 3D-looking buildings in shades of blue and green. The foreground consists of rolling green hills. A semi-transparent white rectangular box is centered in the middle of the image, containing the text.

KEYWORD MATCH TYPES

With your keywords well and truly chosen, you can now decide upon the match types that you are going to use.

When bidding on a keyword, you need to choose a keyword match type that tells Google AdWords how precisely you want it to match your ad to the keyword searches.

When bidding on a keyword, you need to choose a keyword match type that tells Google AdWords how precisely you want it to match your ad to the keyword searches.



**Let's go
through each
of the five
match types**

***Using the example of a user
searching for cheap hotels
in Qatar***

EXACT MATCH

This is the most specific match type, and in order for the ad to show for the keyword cheap hotels in Qatar, the user needs to write exactly that.

***You can choose Exact Match
by typing two square
brackets on either side of
the keyword; for example,
[cheap hotels in Qatar].***

***By doing so, it means the ad
will only show when a user
types in cheap hotels in
Qatar.***

Nothing less, nothing more.

Hotels | Qatar

About these results

Sat, 31 Oct

Sun, 1 Nov

2

Budget options

Top-rated

Luxury stays

For tonight



La Villa Palace Hotel
3.6 (567)

- Spa
- Free Wi-Fi

₹1,929



Chairmen Hotel Doha
3.9 (798)

- Free Wi-Fi
- Free parking

₹2,339



Horizon Manor Hotel
4.0 (1,977)

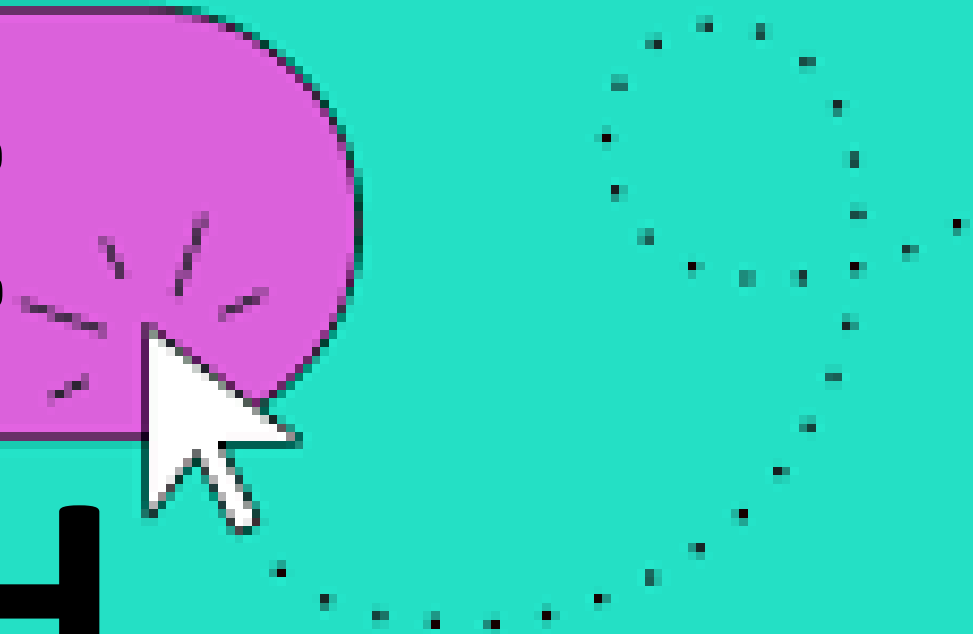
- Outdoor pool
- Spa

₹2,376



PHRASE

MATCH



This match type is of the broader variety, in that you can capture a lot more social queries while remaining relatively targeted.

It's chosen by typing inverted commas on either side of the keyword; for example, 'cheap hotels.'

The good thing about Phrase Match is that your ad will still show if the user types words before or after the keyword you've placed within the inverted commas.



MODIFIED BROAD MATCH



When starting a new campaign, this is probably the best match type to choose.

The targeting is broader, but you are able to define the words within a search query that the user types in.

To choose this match type, type a plus sign in front of the words that the user must include in the search query for your ad to show; for example, +hotels near +Qatar

***You may notice there
are only plus signs in
front of hotels and
Qatar.***

This means that those words must be included in the user search query for your ad to appear.

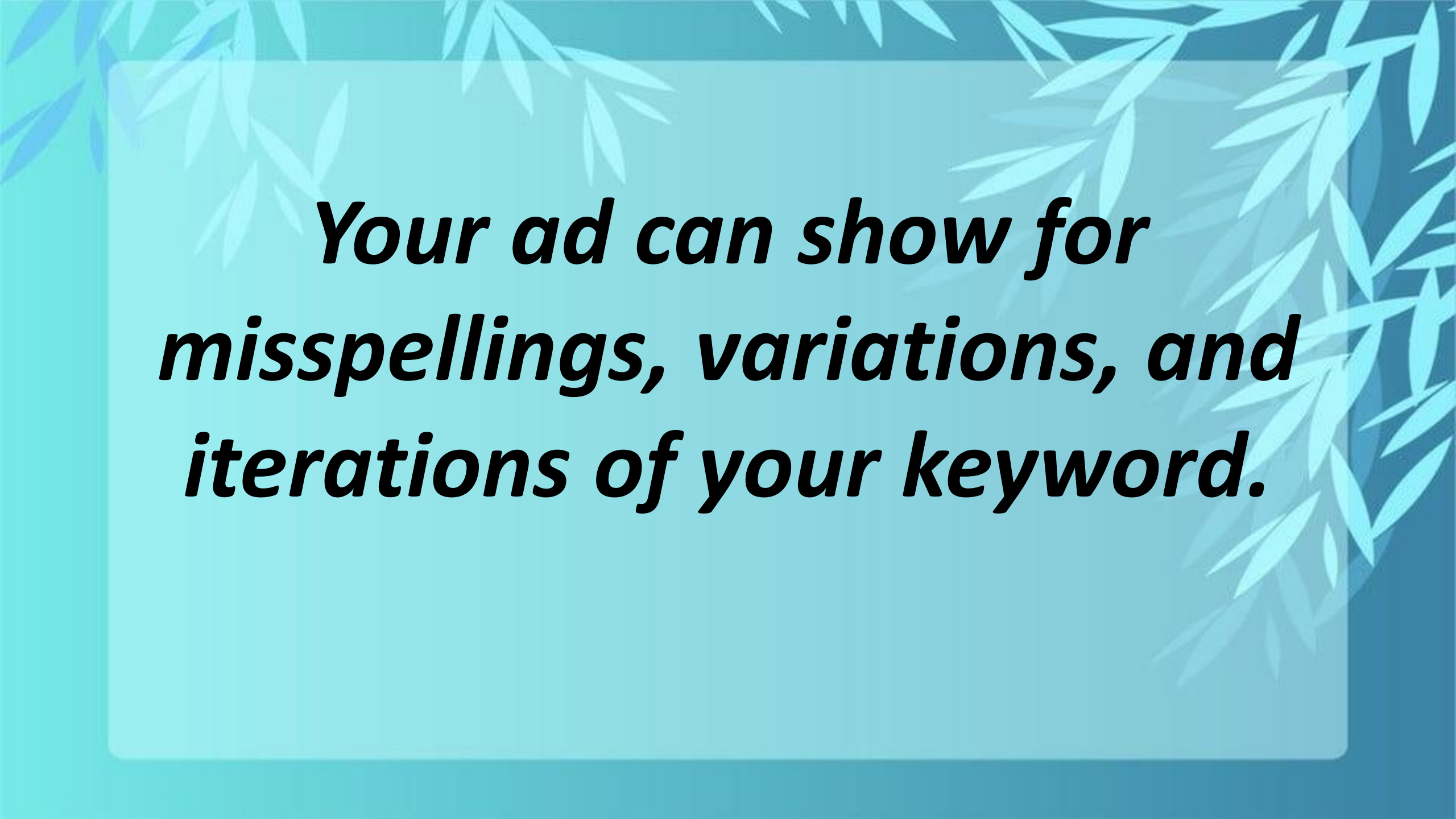


BROAD MATCH

***Consider this match type as a
giant fishing net trawling
through a digital ocean,
catching almost every search
term regardless of relevance***

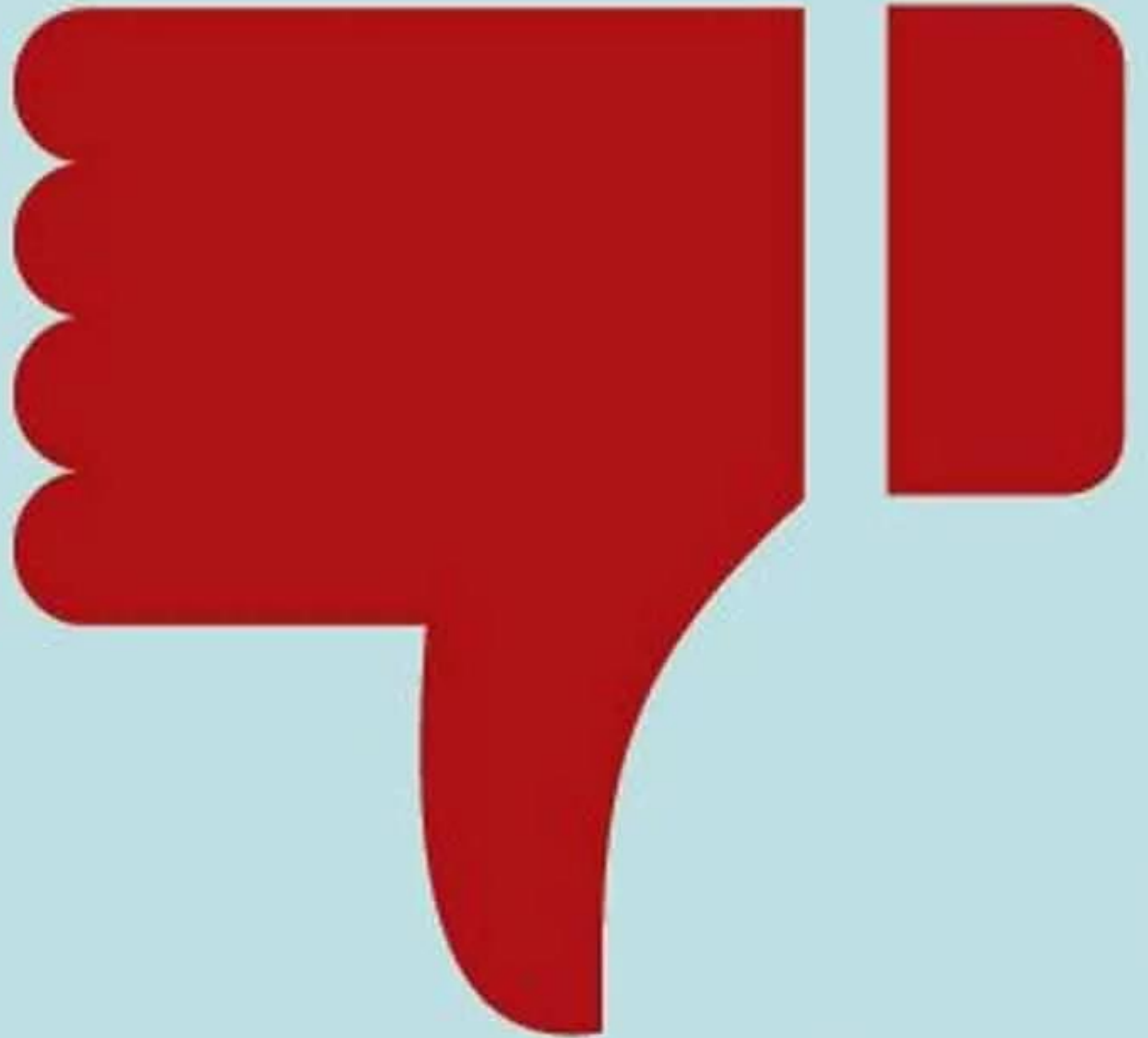
This type could be recipe for disaster if your budget is limited, because it has the broadest reach

You can choose Broad Match by simply typing in the keyword with nothing before or after it



Your ad can show for misspellings, variations, and iterations of your keyword.

**NEGATIVE
MATCH**



Also known as negative keywords, this match type is a great way to prevent your ad from showing for certain search queries

For example, if a two-star hotel does not want to display in the search results for five-star hotels, it can use a Negative Match keyword to exclude search queries for five-star hotels.

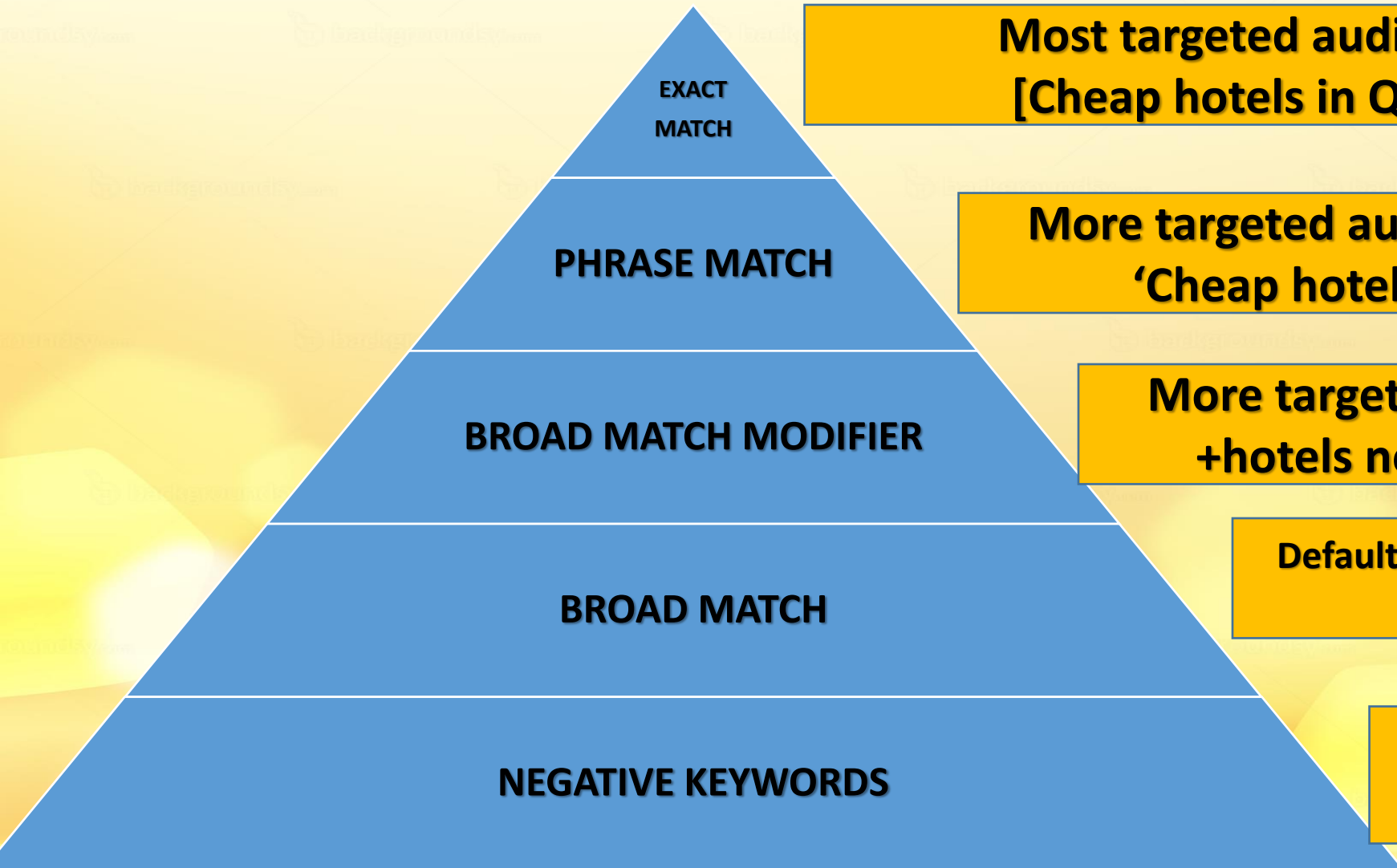
In order to choose Negative Match, simply place a minus sign in front of the keyword



For example, -[five star hotels] is Negative Exact

‘-five star hotels’ is Negative Phrase and

-five star hotels is Negative Broad



**Most targeted audience:
[Cheap hotels in Qatar]**

**More targeted audience
'Cheap hotels'**

**More targeted audience
+hotels near +qatar**

**Default option with the broad reach
Qatar hotels**

**Prevent your ads showing for certain
terms
-[five star hotels in qatar]**

Thank
you





أشيقر[®]
DIGIMENTORS