



How to Create Google Search and Display Ads



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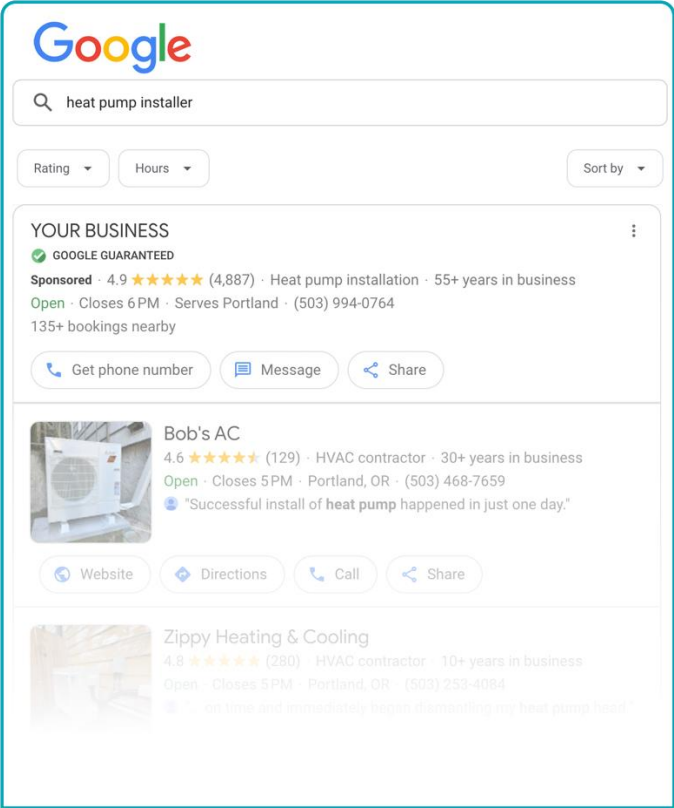
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What is Google Ads?

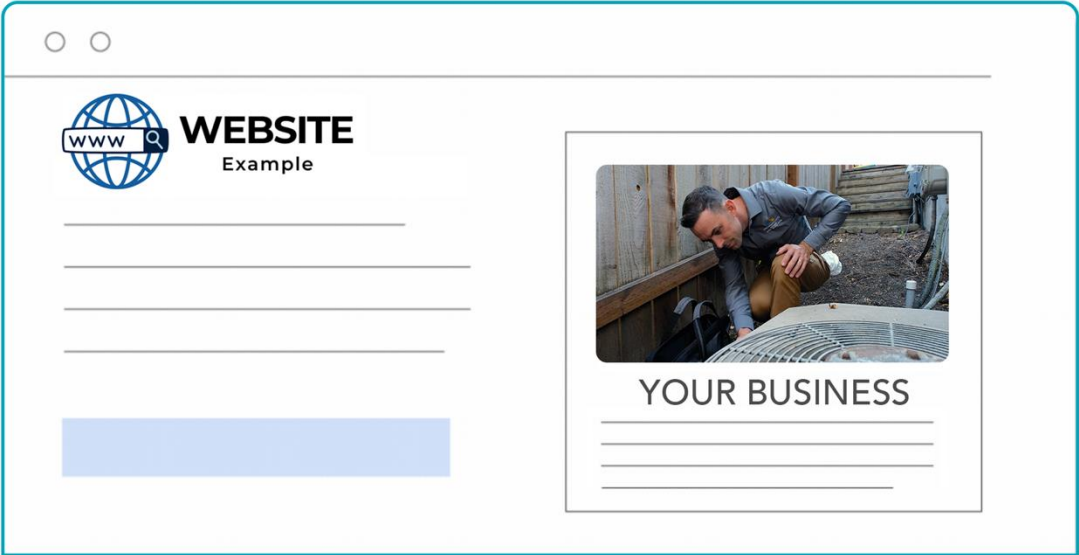
Google Ads is an online advertising platform that helps businesses connect with potential customers on Google Search, YouTube, and partner websites. By creating targeted ad campaigns, you can promote your business, services, or products to people actively searching for what you offer. Google Ads helps drive traffic to your website, generate leads, or increase calls and visits to your business.

- **Reach the Right Audience:** Use keywords, location targeting, and audience demographics to show your ads to the most relevant people.
- **Set Your Budget:** Control how much you spend with no minimum commitment.
- **Track Performance:** Access reports to see how your ads are performing, including clicks to your website and phone calls.
- **Flexible Ad Types:** Create text, image, and video ads that fit your business goals and target audience.

Google Ad Types



Paid Search Ad

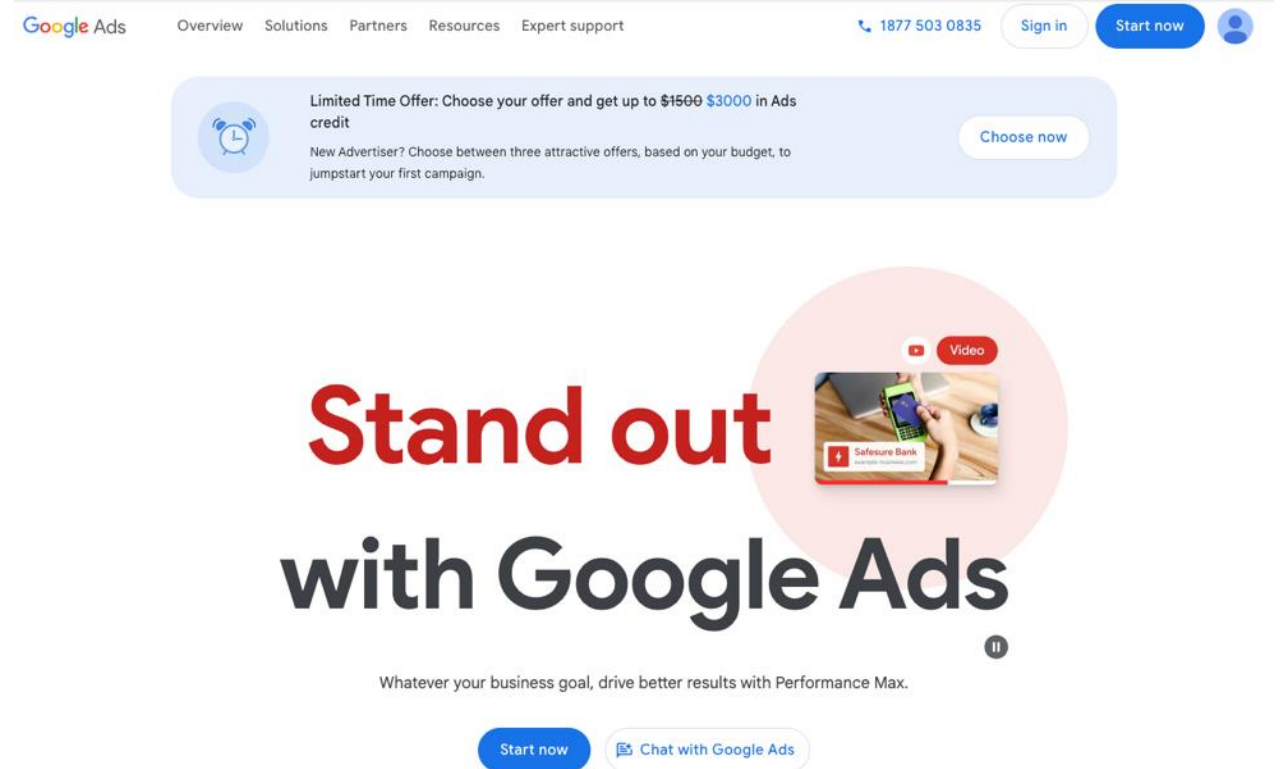


Display Ad

Creating a Google Ad Account

Creating Your Account

- Visit <https://ads.google.com/>
- Click “Sign In” and you will be prompted to either create a Google account or log into an existing account.



The screenshot shows the Google Ads homepage. At the top, there's a navigation bar with the Google Ads logo, links for Overview, Solutions, Partners, Resources, and Expert support, a phone number 1877 503 0835, and buttons for Sign in and Start now. Below the navigation bar, there's a promotional banner for a Limited Time Offer: Choose your offer and get up to \$1500 \$3000 in Ads credit. The banner includes a clock icon and a 'Choose now' button. Below the banner, there's a large section titled 'Stand out with Google Ads' in red and black text. To the right of the text is a video thumbnail showing a hand holding a smartphone displaying a Safesure Bank advertisement. Below the main text, there's a small text line: 'Whatever your business goal, drive better results with Performance Max.' At the bottom, there are two buttons: 'Start now' and 'Chat with Google Ads'.

Google Ads Overview Solutions Partners Resources Expert support 1877 503 0835 Sign in Start now

Limited Time Offer: Choose your offer and get up to \$1500 \$3000 in Ads credit
New Advertiser? Choose between three attractive offers, based on your budget, to jumpstart your first campaign. Choose now

Stand out
with Google Ads

Whatever your business goal, drive better results with Performance Max.

Start now Chat with Google Ads

Creating Your Account


You will be prompted to enter a few questions about your business including your business name and the URL of the website you would like your ads to direct to.

Tell us about your business
You'll get suggestions based on the information you provide

What's your business name?
Enter your business name (optional)

Where should people go after clicking your ad?
Google will use this to customize your experience.

☒ **Your website**
Consider what you're advertising and enter the most relevant URL. This might be a specific page on your website, your homepage, YouTube channel, or social media page.

 Enter a web page URL*

☐ A Google-generated landing page optimized for your ads

☐ Your business phone number

☐ Your app download page

Next


Linking Accounts

During setup, you'll be asked to link Google accounts like YouTube or Google Business Profile. This is optional — if you don't have any to link, you can skip it.

The flow will also guide you through setting up your first campaign, or you can click "Next" to complete setup without starting one.


Add more information to save time during setup

Linked accounts



YouTube channel
Link your channel **Colehour Cohen** to gain insight into how people engage with your video ads and Youtube channel

Link




Google Business Profile
Multiple accounts found. Link an account to your Google Ads account or link locations from other sources.

Link


This info comes from your Google Account, and can be removed or edited after campaign creation.
[Learn more about linked accounts](#)

Link more accounts



Mobile app
Promote your app across Search, YouTube, and Google Play

Add



Phone number
Let people call right from your ads

Add

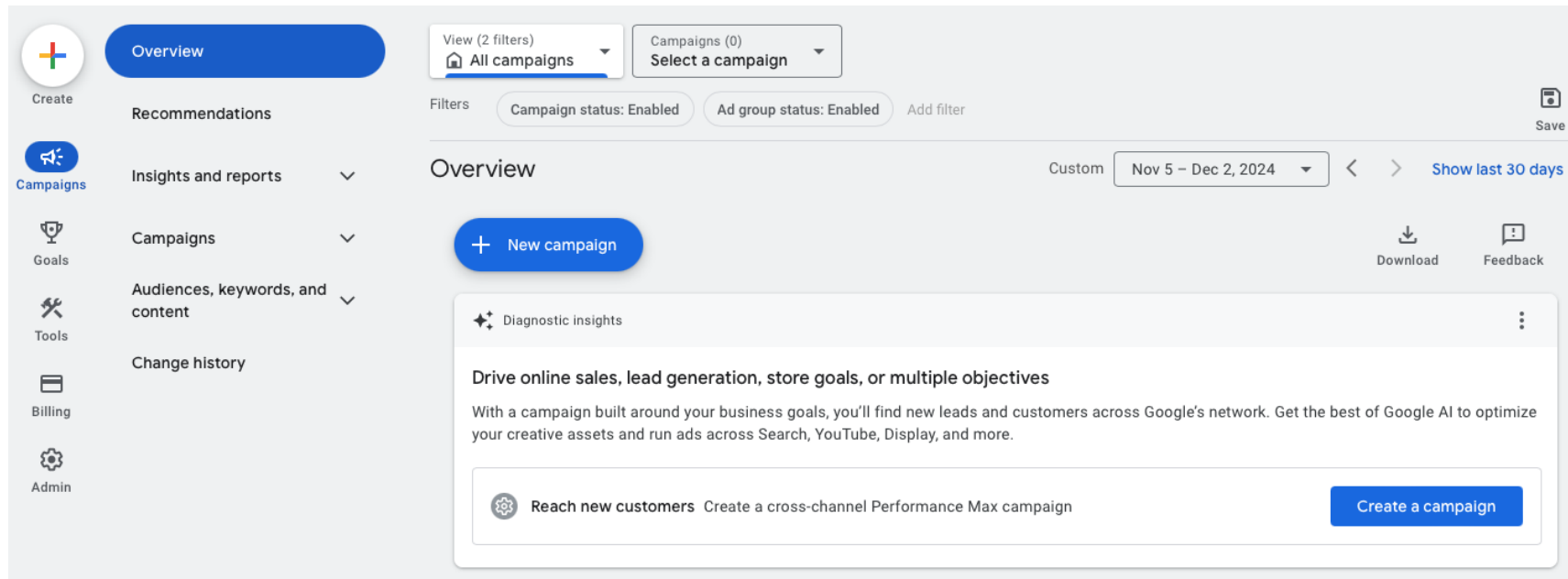
[Skip](#) [Back](#) [Next](#)

Creating a Campaign

Google Ads Dashboard

When you log back into Google Ads, you'll land on the homepage. From there, you can navigate the tools on the left-hand menu, including options for billing details and account settings.

To create a campaign, click the “Create” icon in the top left corner.










Campaign Objectives

You will be prompted to select your campaign objective. To promote your business and drive customers to learn more, we recommend selecting the website traffic objective.

What's your campaign objective?

Choose your objective

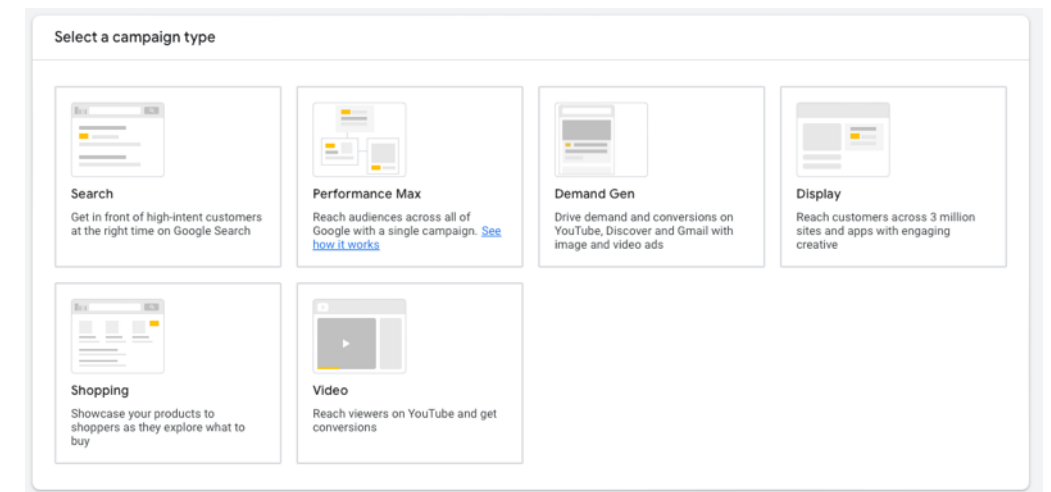
Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 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	 App promotion Get more installs, engagement and pre-registration for your app
 Awareness and consideration Reach a broad audience and build interest in your products or brand	 Local store visits and promotions Drive visits to local stores, including restaurants and dealerships.	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.	

Campaign Type

When creating a Google Ads campaign, you'll need to select a campaign type based on your business goals. Search, Display, and Video are recommended for driving traffic to your website.

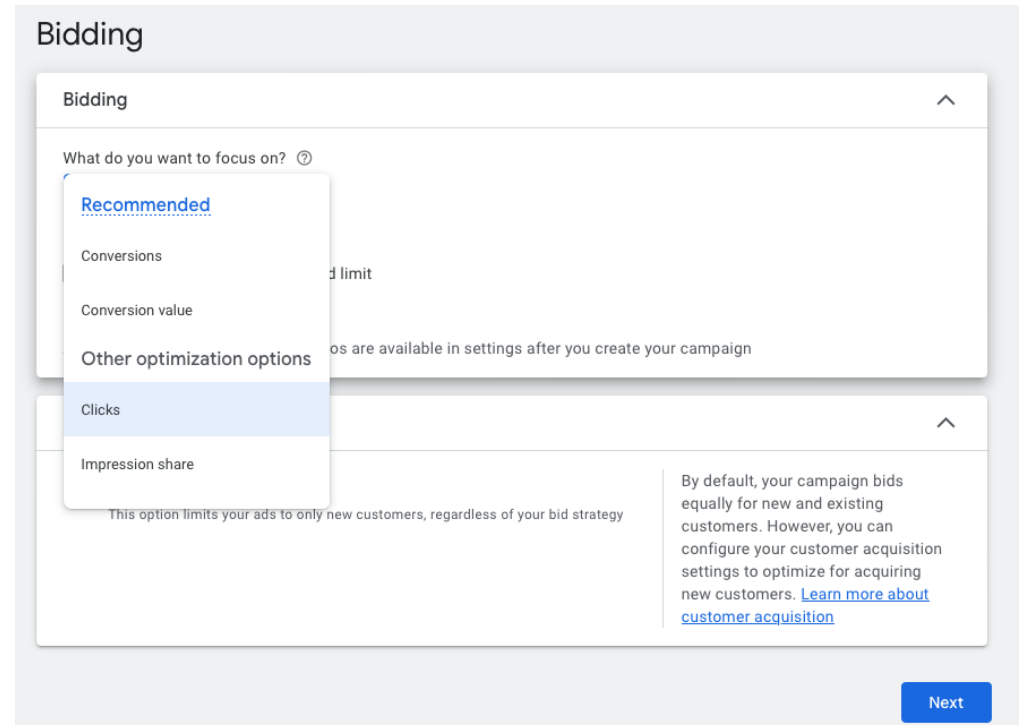
- **Search:** Ideal for reaching customers actively searching for your services on Google. Best for driving leads and website traffic.
- **Display:** Targets customers with engaging ads across millions of websites and apps, perfect for building brand awareness.
- **Video:** Reaches potential customers on YouTube with video ads designed to drive views and conversions.



Bidding

A bidding strategy in Google Ads determines how you pay for ad interactions like clicks to your website or impressions, which are the number of times your ad appears on a screen.

For simple campaigns, we recommend focusing on ‘Other optimization options’ and then ‘Clicks.’



The screenshot shows the 'Bidding' section of a Google Ads campaign setup. At the top, the title 'Bidding' is followed by an upward arrow icon. Below this is a dropdown menu titled 'What do you want to focus on?'. The menu is open, showing several options: 'Recommended' (highlighted in blue), 'Conversions', 'Conversion value', 'Other optimization options', 'Clicks', and 'Impression share'. To the right of the dropdown, there is a text box with the label 'd limit'. Below the dropdown, there is a text box with the label 'os are available in settings after you create your campaign'. At the bottom right of the form, there is a blue button labeled 'Next'.

Bidding

What do you want to focus on? ⓘ

- [Recommended](#)
- Conversions
- Conversion value
- Other optimization options
- Clicks
- Impression share

This option limits your ads to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more about customer acquisition](#)

Next

Locations and Languages

In this step, you'll define where and to whom your ads will be shown by selecting **Locations** and **Languages**:

- **Locations:** Select the geographic areas where your ads will appear. You can target broader regions, such as the entire state of Oregon, or narrow it down to specific locations like Multnomah County, the city of Portland, or a ZIP code. This ensures your ads reach the right audience in the areas you serve.
- **Location Options:** Select 'Location Options' and then include 'Presence'.
- **Languages:** Select the primary language your customers speak to ensure your ads are shown to the right audience.

Locations

Select locations for this campaign ?

☐ All countries and territories

☐ United States and Canada

☐ United States

☒ Enter another location

Locations (1)

Oregon, United States state

Reach ? 6,640,000

Advanced search

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

Location options

Include ?

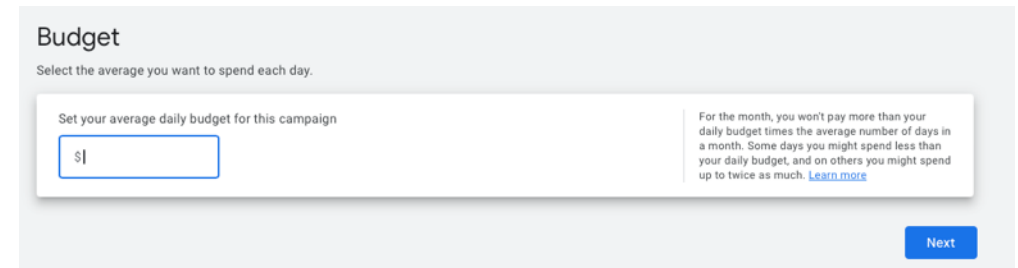
☐ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)

☒ Presence: People in or regularly in your included locations

Campaign Dates & Budget

Budget: Set your daily budget, which determines your average spend per day, with Google ensuring your monthly total won't exceed the daily amount times the number of days in a month.

Dates: Choose the start and end dates for your campaign. Keep in mind that Google Ads defaults to an 'End date' of 'None,' meaning your campaign will run indefinitely unless specified otherwise.



Budget

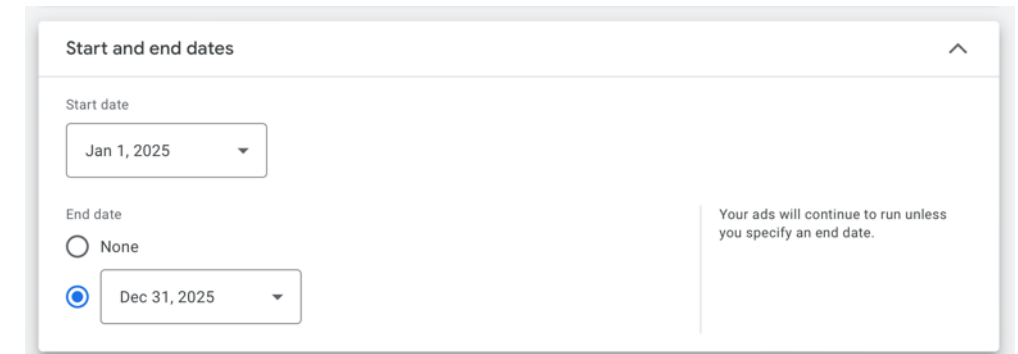
Select the average you want to spend each day.

Set your average daily budget for this campaign

\$|

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



Start and end dates

Start date

Jan 1, 2025

End date

☐ None

☒ Dec 31, 2025

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

Campaign Targeting

Google Ads offers Optimized Targeting to help maximize your campaign's effectiveness by using data from your landing page and assets. This feature is enabled by default and adjusts targeting to improve website engagement. You can leave it on or customize your audience by adding specific targeting criteria.

- **Audience Segments:** Define the types of people who should see your ads based on behaviors or interests.
 - Example: People actively researching HVAC systems or home renovations.
- **Demographics:** Target users based on characteristics like age, gender, parental status, or household income.
 - Example: Ages 30–65, targeting likely homeowners.
- **Keywords:** Focus your ads on search terms related to your products or services to connect with the right audience.
 - Example: “Heat pump installation near me.”
- **Topics:** Choose specific topics related to your business to show ads on relevant websites, videos, or apps.
 - Example: "Heating and cooling systems" topics.
- **Placements:** Specify exact websites, apps, or YouTube videos where you want your ads to appear.
 - Example: YouTube videos about DIY home improvement projects.

Paid Search

Paid Search

Paid search ads are a form of digital advertising that **appear at the top of search engine results pages** (SERPs) when users enter specific keywords or phrases.

Upgrade your water heater | Upgrade and save | Energy-efficient ...

Ad www.comfortreadyhome.com

Save big on your electric bill by upgrading to a heat pump water heater. Go easier on your wallet and the planet by upgrading to a heat pump water heater.

Types: Residential services, Utility services, Find contractors

[Look Up Utility Rebates](#)

[Find Local Contractors](#)

[Home Energy Efficiency](#)

[Homeowner Resources](#)

Sample Search Ads

Paid search is highly targeted, allowing businesses to reach users actively searching for related products, services, or information. It's an effective way to drive traffic, increase visibility, and generate leads by **delivering relevant content to audiences at the moment of intent**.

Keywords

The purpose of paid search keywords is to connect your ads with the specific terms and phrases people use when searching online. By targeting the right keywords, you ensure your ads appear to a relevant audience, maximizing visibility and driving high-quality traffic to your website.

Sample Keywords:


- “Heat pump installation near me”
- “Energy-efficient heating systems”
- “Residential HVAC services”


Paid Search Keywords

There are two ways to add keywords:


- **Get Keyword Suggestions (Optional)**
 - Use the 'Final URL' field to let Google scan your website for relevant keywords.
 - Alternatively, enter products or services to generate keyword suggestions automatically.
- **Enter Keywords (Manual)**
 - Add specific words or phrases that describe your product or service.
 - Google Ads will optimize to show your ad when users in your target audience


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

Ad group 1 

Keywords 

Get keyword suggestions (optional)
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

 Final URL

 Enter products or services to advertise

Get keyword suggestions

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

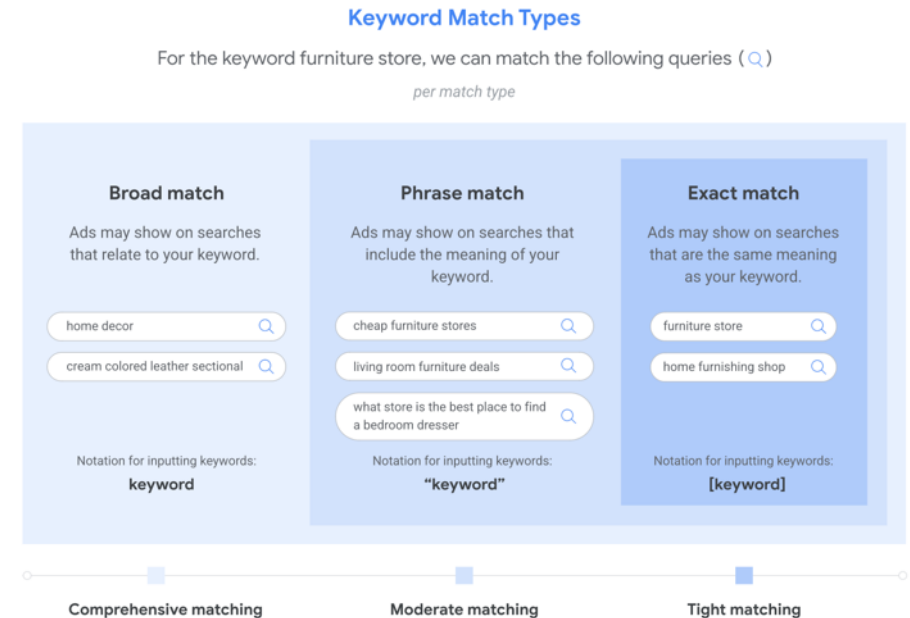
Enter or paste keywords. You can separate each keyword by commas or enter one per line.

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

Keyword Match Types

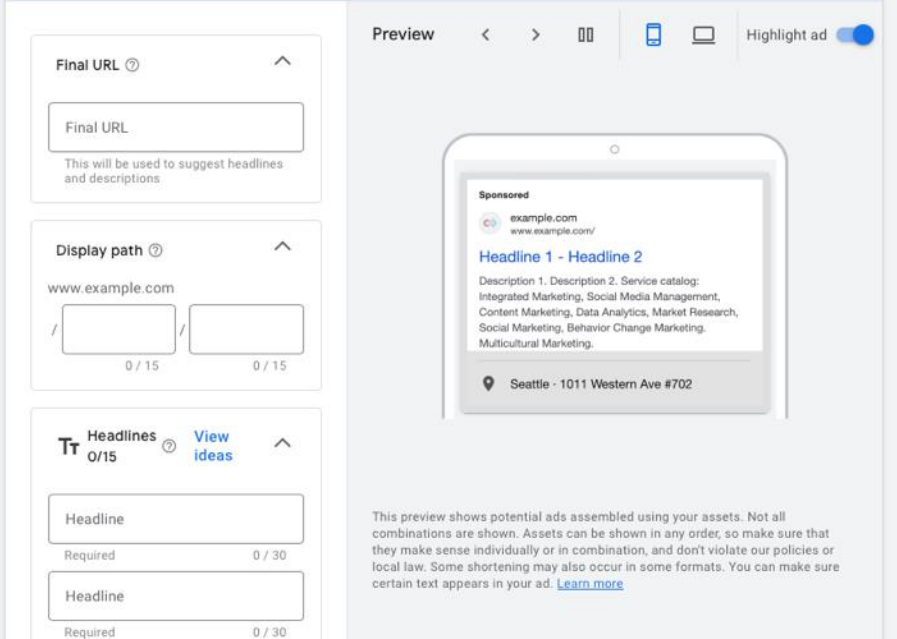
Match types in Google Ads determine how closely a user's search query needs to match your keywords for your ad to appear.

- **Broad Match:** Reaches a wide audience with related searches. Simply enter the keyword (e.g., heat pump installation).
- **Phrase Match:** Ensures your ad appears for searches that include your phrase or a close variation. Add quotation marks around the keyword (e.g., "affordable heat pump installation").
- **Exact Match:** Limits your ad to show only for searches that exactly match your keyword. Use square brackets around the keyword (e.g., [heat pump installation near me]).



Ad Components

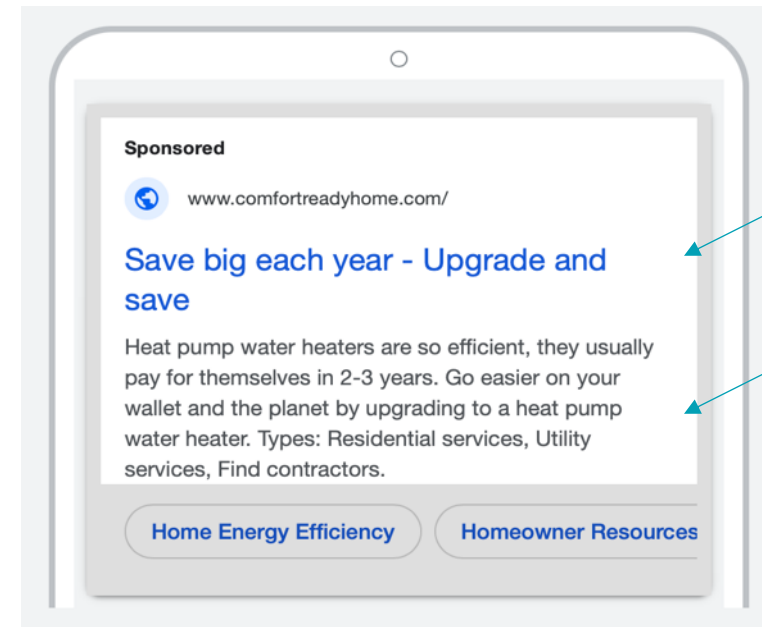
- **Final URL:**
 - Enter the web page where you want customers to land after clicking your ad.
 - Ensure the page aligns with the ad content to provide a seamless user experience.
- **Display Path:**
 - Add a short, customized URL path to make your ad link more relevant and appealing (e.g., “example.com/heat-pumps”).



The screenshot displays the Google Ads setup interface. On the left, the 'Final URL' field is set to 'www.example.com' and the 'Display path' is set to '/'. Below these, the 'Headlines' section shows two required headline fields, each with a character count of 0/30. On the right, a 'Preview' window shows a mobile device displaying a sponsored ad. The ad includes the 'example.com' domain, a headline 'Headline 1 - Headline 2', a description 'Description 1. Description 2. Service catalog: Integrated Marketing, Social Media Management, Content Marketing, Data Analytics, Market Research, Social Marketing, Behavior Change Marketing, Multicultural Marketing.', and a location 'Seattle - 1011 Western Ave #702'. A note at the bottom of the preview 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](#)'.

Ad Components

- **Headlines:**
 - Write up to 15 headlines (up to 30 characters each).
 - Use attention-grabbing, keyword-rich phrases like "Save Energy with Heat Pumps" or "Top-Rated Local HVAC Experts".
- **Descriptions:**
 - Add up to 4 descriptions (up to 90 characters each) to provide more details.
 - Example: "Affordable heat pump installation with rebates available."
- **Preview:**
 - Review how your ad will appear on various devices (desktop, mobile, etc.).
 - Ensure the text is clear and makes sense in all combinations.



Headline

Description

Negative Keywords

Negative keywords help you exclude specific terms from triggering your ads, ensuring your budget is spent reaching the most relevant audience. This feature helps refine your campaign by avoiding searches that don't align with your services or goals.

- Click the + button to add a new negative keyword or list.
- Enter terms you want to exclude.
- Save the list to ensure these keywords won't show your ads for irrelevant searches.

Sample Negative Keywords:

- “DIY”: To exclude users searching for do-it-yourself heat pump installation.
- “Wholesale”: To exclude searches from people looking to buy heat pumps in bulk rather than installation services.

Display Ads

Display Ads

Display ads are a form of digital advertising that appear on websites, apps, and videos within the Google Display Network. Unlike paid search, display ads are visually engaging and use images, videos, or interactive elements to capture attention.

They are designed to increase brand awareness, re-engage past visitors, and drive interest by reaching targeted audiences as they browse content online, even when they are not actively searching for related products or services.



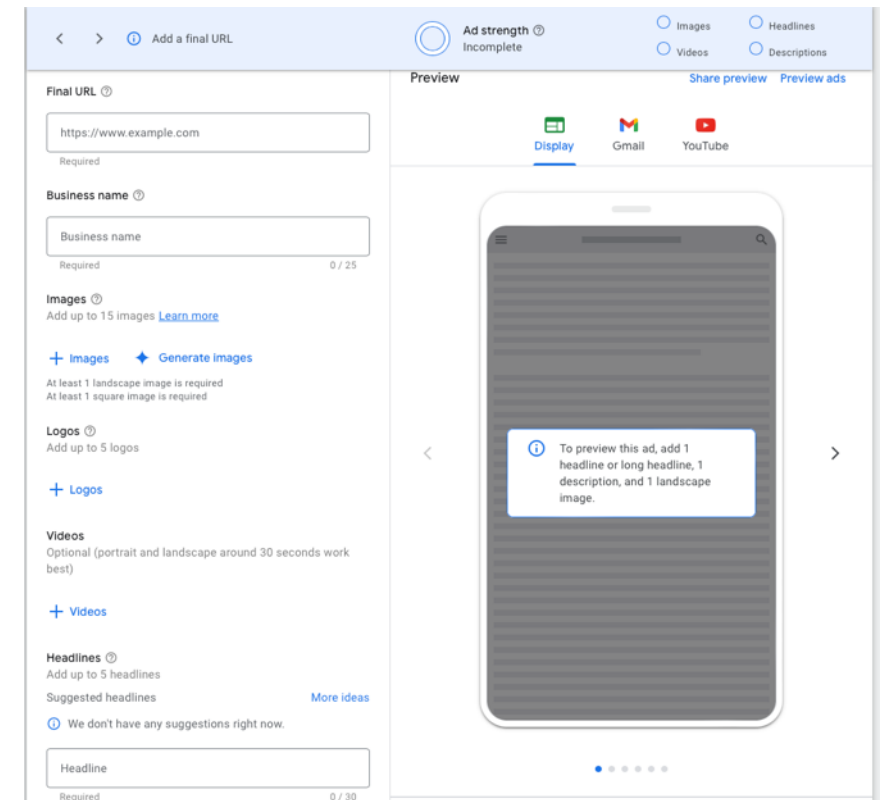
Display Ads

There are two types of display ads:

- **Responsive:** ads automatically adjust their size, format, and layout to fit different placements across the Google Display Network, combining assets like images and text to optimize performance. Google Ads defaults to the responsive format.
 - **Ideal for flexibility and broad reach**, as they adapt to various placements across the Google Display Network. Best for advertisers looking to save time and optimize performance automatically with multiple asset combinations.
- **Banners:** static or animated, pre-designed ads with fixed dimensions that do not adapt to different ad placements.
 - **Best for maintaining strict branding control and using custom designs.** Best for campaigns with specific visual requirements or when targeting placements with fixed dimensions.

Responsive Display Ads

- **Final URL:**
 - Enter the web page where users will land after clicking your ad. This should be highly relevant to your ad content (e.g., a product or service page).
- **Business Name:**
 - Add your business name to let potential customers recognize who you are (e.g., “Green Energy HVAC”).
- **Headlines:**
 - Write up to 5 headlines (up to 30 characters each) to grab attention.
 - Example: “Cut Your Energy Bills Today!”
 - Example: “Expert Heat Pump Installation.”
- **Descriptions:**
 - Add detailed descriptions (up to 90 characters) to explain your services.
 - Example: “Save money and energy with our efficient heat pumps.”

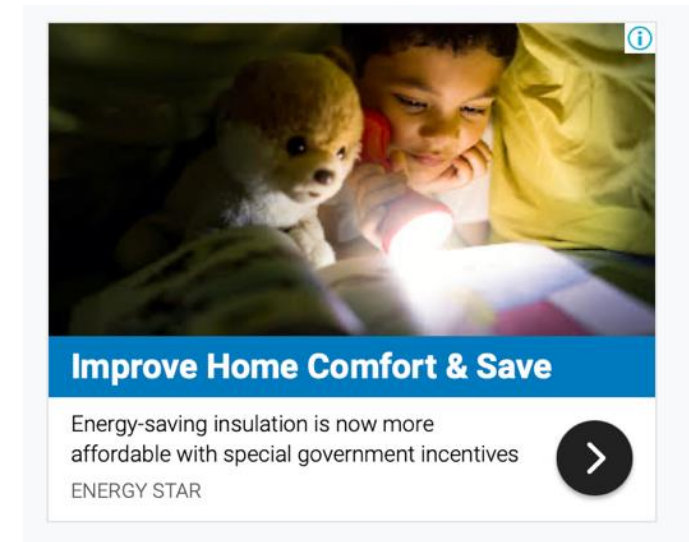
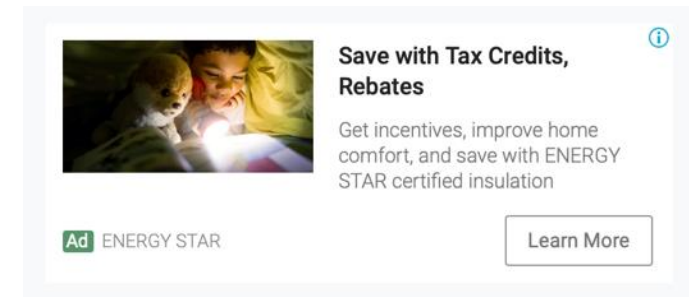


The screenshot shows the Google Ads interface for creating a Responsive Display Ad. On the left, there are input fields for 'Final URL' (with a placeholder 'https://www.example.com'), 'Business name' (with a placeholder 'Business name'), 'Images' (with a '+ Images' button and a 'Generate images' button), 'Logos' (with a '+ Logos' button), 'Videos' (with a '+ Videos' button), and 'Headlines' (with a 'Headline' input field). On the right, there is a 'Preview' section showing a mobile phone screen with a placeholder ad. A message box on the phone screen says: 'To preview this ad, add 1 headline or long headline, 1 description, and 1 landscape image.' The top of the interface shows 'Ad strength' as 'Incomplete' and tabs for 'Images', 'Videos', 'Headlines', and 'Descriptions'.

Responsive Display Ads

- **Images:**
 - Upload up to 15 images to visually represent your services or products.
 - Include at least one landscape image and one square image for optimal performance.
- **Logos:**
 - Add up to 5 logos to build brand recognition. Use a high-resolution version of your logo for best results.
- **Videos (Optional):**
 - Upload short videos (around 30 seconds) to create engaging ads on YouTube or apps.
 - Example: A quick walkthrough of the heat pump installation process.

Specifications for responsive ads can be found [here](#). We recommend bookmarking and reviewing this resource regularly, as specifications may occasionally be updated.



Banner Display Ads

- To upload banner ads in Google Ads, go to your campaign and navigate to the Ads & Extensions tab.
- Select “Upload Display Ads” and choose your pre-designed banner files (e.g., JPG, PNG, or GIF) that meet Google’s size and format requirements. Once uploaded, review the previews to ensure they display correctly, then save to add them to your campaign.
- Specifications for uploaded banner ads can be found [here](#). We recommend bookmarking and reviewing this resource regularly, as specifications may occasionally be updated.



Sample Display Ads

Glossary

- **Ad Group:** A collection of ads within a campaign that share a common set of keywords and target a specific audience or product theme.
- **Ad Strength:** A measure in Google Ads that evaluates the effectiveness of your ad assets, providing suggestions to improve their performance.
- **Banner Ads:** Static or animated ads with fixed dimensions designed to display on websites, apps, or other placements in the Google Display Network.
- **Broad Match:** A keyword match type that allows your ads to show for searches related to your keyword, even if they don't contain the exact terms.
- **Campaign:** A collection of ad groups focused on a specific goal, such as driving website traffic, generating leads, or building brand awareness.
- **Click-Through Rate (CTR):** The percentage of people who clicked on your ad after seeing it. It's calculated by dividing clicks by impressions and multiplying by 100.
- **Cost-Per-Click (CPC):** A bidding strategy where you pay each time someone clicks on your ad.
- **Display Ads:** Visually engaging ads that appear across websites, apps, and YouTube within the Google Display Network.
- **Exact Match:** A keyword match type that ensures your ad only appears when someone searches for the exact term or very close variations.
- **Final URL:** The landing page URL where users are directed after clicking your ad.

- **Google Display Network (GDN):** A collection of websites, apps, and YouTube channels where Google Ads can display visual or video ads.
- **Keywords:** Words or phrases that trigger your ads when users search for them on Google or visit related content in the Google Display Network.
- **Match Type:** The setting that determines how closely a user's search query must match your keyword for your ad to appear (e.g., broad match, phrase match, exact match).
- **Negative Keywords:** Keywords you exclude to prevent your ads from appearing in searches that are irrelevant to your business.
- **Phrase Match:** A keyword match type that allows your ad to show for searches that include your keyword phrase or close variations.
- **Responsive Display Ads:** Ads that automatically adjust their size, format, and layout to fit various placements across the Google Display Network.
- **Search Ads:** Text-based ads that appear on search engine results pages (SERPs) when users enter relevant keywords.
- **Targeting:** Settings that determine who sees your ads based on factors like location, demographics, interests, and browsing behavior.
- **UTM Parameters:** Tracking codes added to URLs to monitor the performance of specific ads or campaigns in analytics tools.