

Welcome

Before we get started

Today's webinar is scheduled to last 1 hour including Q&A

Click the CC button for Closed Captions

BSL interpretation is available (Interpretation button)

This webinar is being recorded and will be available on the website alongside additional resources within 7 days

Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button.

You can also use the reaction buttons! 🤖 🎉 😊

Setting up your first Google ads Campaign to drive converting traffic

**Muhammad Momin
Tuesday 10 June 2025**



**Digital Culture
Network**



- What is a Google Ad?
- Why use Google Ads?
- Keyword Research
- Structuring your Ads
- Creating your ad
- Conversions
- Q&A

(Poll)

**Who has used Google
ads before?**



What is a Google Ad ?



dance lessons near me



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Book **Dance lessons** as low as £15/hr and pay as you go. Try a 1st free **lesson** today! Learn 3x faster with a private **Dance Tutor**.

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<https://www.city-academy.com> › dance › classes

Absolute Beginners Dance

Find A **Dance Class Near You** — **Dance Classes, Lessons & Courses** In London. Ballet, Contemporary, **Salsa**, Burlesque & More.

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www.thebestmuseumever.co.uk/

Explore Dinosaurs Today - Kids Go Free- Book Now

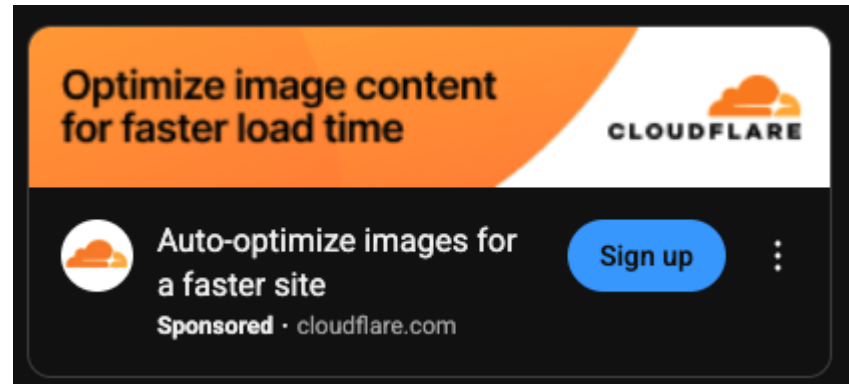
Walk with giants! See life-size dinosaurs and dig for fossils in our dino zone. Unforgettable exhibits, hands-on fun & family-friendly experiences. Visit today!

Why use Google Ads?

- 1. Reach people searching for your product**
- 2. Pay only when someone clicks**

3. Get on to Google without SEO

- Shopping
- Websites Side Bars
- YouTube
- Search



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artmarket.co.uk
<https://www.artmarket.co.uk> › emma-gibbons › artwork

Leading Independent Gallery

5* Rated Independent Gallery — Speak to our Art Experts to answer any questions you have around ordering our art. Buy Emma Gibbons today from Artmarket Gallery & enjoy free UK next day delivery. Reserve Art.

[View Original Artwork](#)



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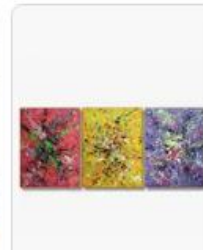


Neutral Framed
Canvas Wall Ar...

£99.00
Wallfillers
+£8.36 delivery
★★★★★ (29)

Print

By Adapt Worldw...



Colorful Set Of 3
Original Violet...

£10,307.19
trendgallery.co....
Free by 22/05

Abstract ·
Painting · Acrylic

By Google



Large Neutral
Black Wall Art f...

£99.00
Wallfillers
+£8.36 delivery
30-day returns

Landscape · Print

By Adapt Worldw...

Why use Google Ads

(Poll)

What goals are you most interested in?

Keyword Research



Google Ads



Search for a page or campaign



Appearance



Refresh



Help



Notifications

324-520-4317 SuperSEO
muhammadmomin58@gmail...



1 / 2



None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Hide

Learn more



Create



Campaigns



Goals



Tools



Billing



Admin

Planning



Keyword Planner

Performance Planner

Reach Planner

App advertising hub

Shared library



Content suitability

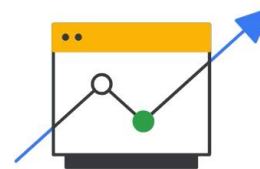
Data manager

Keyword Planner



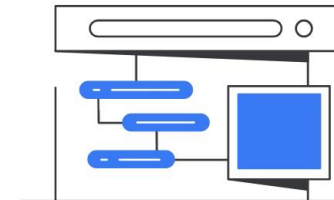
Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform



NEW

Organize keywords into ad groups

Save time by automatically organizing keywords into ad groups in your account



Get the Google Ads mobile app



Plans created by you

Structuring your ads

Choosing Campaign type

- We will be looking at Search Campaigns for today
- Book in with me if you want to look at any of the other types

Structuring your ads

Campaigns - Specific product or service you are selling.
Can also be used for a specific goal such as building traffic or getting sales.

Ad groups - Customer Targeting
This can be done through the keywords you are selecting.

Ads - Make these specific to the keywords you are choosing in your ad groups.

Structuring your ads

🔍 Half Term Activities



🔍 Museums near me



🔍 dinosaur exhibition|



Ad Group Examples

Parents Dinosaurs Location

Headline Examples

❖ **#1 in Newcastle**

❖ **Explore our Dinosaur Fossils**

❖ **Half term Workshops for
Kids**

Structuring your ads

🔍 Half Term Activities



#1 in Newcastle

🔍 Museums near me



Explore our Dinosaur Fossils

🔍 dinosaur exhibition|



Half term Workshops for Kids

Structuring your ads

🔍 Half Term Activities



Half term Workshops for Kids

🔍 Museums near me



#1 in Newcastle

🔍 dinosaur exhibition|



Explore our Dinosaur Fossils

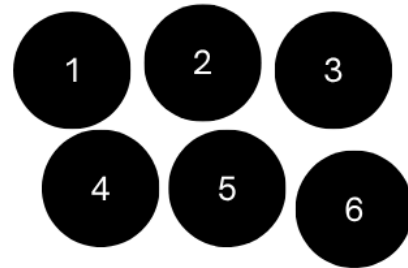
**Match what they are looking
for**

Campaign

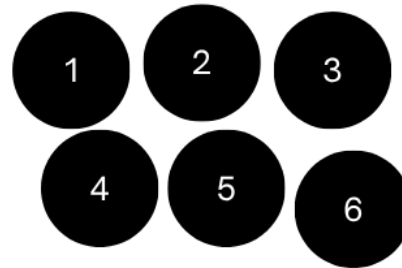
Ad Group

Ad Group

Keyword Set 1



Keyword Set 2



Ad

Ad

< 1 / 2 > ! None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Hide Learn more

- Create
- Campaigns
- Goals
- Tools
- Billing
- Admin
- Overview
- Recommendations
- Insights and reports
- Campaigns
- Assets
- Audiences, keywords, and content
- Change history

View (2 filters)
All campaigns

Campaigns (2)
Select a campaign

Filters

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter

Overview

Custom

May 14, 2025

<

>

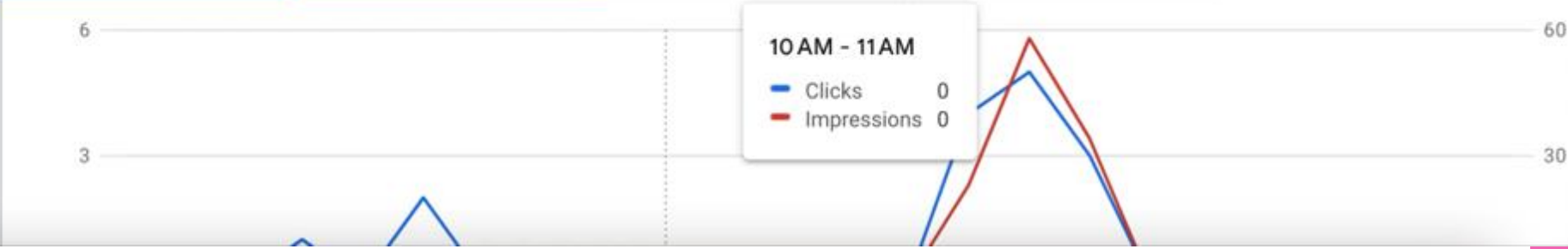
Show last 30 days

+ New campaign

Download

Feed

Clicks	Impressions	Avg. CPC	Cost
15	138	£1.90	£28.50



Creating your ads

Headlines

3 types:

- Product/USP
- Branded
- CTA



1 / 2



None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Hide

Learn more

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.

Parents



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



http://thebestmuseumever.co.uk



Enter products or services to advertise

[Update keyword suggestions](#)

Enter keywords

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



--.-%



Parents

Weekly
clicks
253

Avg. CPC
£0.38

Weekly
cost
£95.27



Conversions

Set these up to let google know what you want the customer to do

2 Key Components:

1. Tag Manager
2. Google Analytics 4



Google Tag Manager



James Akers – Data Analytics & Insight

**How much do you need
to spend?**

Ad Grants

\$10,000 budget monthly
for non profit***



Monica Thomas - SEO & Ad Grants

Q&A



02/07/25 · Online

A beginner's guide to Meta Ads

A webinar for anyone in the creative and cultural sector who wants to run manual paid adverts on Facebook and Instagram for the first time.

Our Next Webinar!

Get in Touch



Digitalnetwork@artscouncil.org.uk



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Showcase/Digital-Culture-Network



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