

Google Ads Made Simple

The Beginner's Playbook to Winning Campaigns in 2025

A step-by-step guide to launching profitable Google Ads campaigns from scratch. No jargon. No fluff. Just results.

WHAT YOU WILL LEARN

- + How Google Ads works and why it drives better ROI than most other channels
- + Setting up your first campaign correctly from day one
- + Keyword research that finds buyers, not just browsers
- + Writing ad copy that drives clicks and conversions
- + Budgeting and bidding strategies for beginners
- + Tracking performance and avoiding the most common mistakes

Avinesh Bundhoo

Digital Marketing Consultant | 9+ Years Experience

avineshbundhoo.com | [linkedin.com/in/avinesh-bundhoo/](https://www.linkedin.com/in/avinesh-bundhoo/)

How Google Ads Works

CHAPTER 1

Google Ads is the largest paid search platform in the world. When someone searches for a product or service on Google, advertisers compete in a real-time auction to show their ad at the top of the results page. You only pay when someone clicks your ad. That is the Pay Per Click (PPC) model.

For beginners, the most important campaign types are:

- Search Campaigns: Text ads triggered when someone searches your keywords. High intent, best for lead generation.
- Display Campaigns: Visual banner ads shown across millions of websites in the Google network.
- Performance Max: Automated campaigns that run across all Google channels simultaneously.

Search campaigns are the right starting point. They target people who are actively looking for what you offer, which means intent is high and conversion rates are typically stronger than other formats.

The Google Ads Auction Explained

Every time someone searches, Google runs an auction in milliseconds. Your position is determined by Ad Rank, calculated from two main factors:

- Your bid: the maximum amount you are willing to pay per click
- Your Quality Score: a rating (1 to 10) of how relevant your ad and landing page are to the search query

This means a well-written, highly relevant ad can outrank a competitor who is bidding more. Quality matters as much as budget.

PRO TIP: Start Small, Scale Smart

Start with a daily budget you are comfortable losing while you learn. Many successful advertisers started with \$10 to \$20 per day to gather data before scaling.

Setting Up Your First Campaign

CHAPTER 2

A well-structured campaign is the foundation of everything. Poor structure is the number one reason beginners waste money on Google Ads.

The Google Ads Hierarchy

- Account: your Google Ads account (one per business)
- Campaign: where you set your budget, location targeting, and campaign type
- Ad Group: a collection of related keywords and ads (keep themes tight)
- Ads: the actual text ads users see in search results
- Keywords: the search terms that trigger your ads

Step-by-Step Setup

1. Define your goal

Are you driving website traffic, generating leads, or selling products? Your goal determines every decision that follows.

2. Choose your campaign type

Select Search. Uncheck Display Network and Search Network expansion to keep things clean and measurable.

3. Set your location and language

Target the specific cities, regions, or countries where your customers are located.

4. Set a daily budget

A realistic start: 5 to 10 times your target CPC per day. At \$2 CPC, that means \$10 to \$20 per day.

5. Create tightly themed ad groups

Group keywords by theme. One theme per ad group for maximum relevance and Quality Score.

PRO TIP: Skip Smart Campaigns

Google will often recommend Smart Campaigns during setup. Decline. They give you less control and less data, making it harder to learn and optimise.

Keyword Research Made Simple

CHAPTER 3

Keywords are the bridge between what your customer is searching and what you are selling. Getting this right is the difference between profitable campaigns and wasted spend.

Match Types Explained

Broad Match Ad can show for any search Google thinks is related. High reach, low control. Use with caution.

Phrase Match Ad shows for searches that include the meaning of your keyword. More targeted than broad.

Exact Match Ad shows only when someone searches exactly that term. Most control, lowest volume.

For beginners: start with Phrase Match. It balances reach and relevance well.

Negative Keywords: Your Budget Protector

Negative keywords prevent your ads from showing on irrelevant searches. If you sell premium services, add negatives like: "free", "cheap", "DIY". Set these before you spend a single dollar.

Using Google Keyword Planner

The free Keyword Planner inside Google Ads shows search volume and competition data. Enter your main service and look for keywords with clear commercial intent: people looking to buy, not just browse.

PRO TIP: Focus on Intent

A keyword like "best Google Ads agency" shows higher buying intent than "what is Google Ads". Build your core campaign around high-intent terms first.

Writing Ads That Get Clicked

CHAPTER 4

A Responsive Search Ad (RSA) is the standard ad format for Search campaigns. You provide up to 15 headlines and 4 descriptions. Google tests combinations and serves the best performing versions automatically.

What Works in Ad Copy

- Lead with the keyword in at least one headline
- Include a clear value proposition: what makes you different?
- Add a strong call to action: Get a Free Quote, Book Today, Download Now
- Use numbers and specifics: "9 Years Experience" beats "Experienced Team"
- Address a pain point: "Stop Wasting Ad Budget" is more compelling than "We Do Google Ads"

Ad Copy Formula That Works

Headline 1	Include the keyword -- e.g. "Google Ads Management"
Headline 2	Your differentiator -- e.g. "9 Years of Proven Results"
Headline 3	Call to action -- e.g. "Get Your Free Audit Today"
Description 1	Expand on your offer with specifics and social proof
Description 2	Restate urgency or next step clearly

PRO TIP: Add All 15 Headlines

Providing all 15 headlines and 4 descriptions achieves Excellent ad strength and gives Google more options to find the best combinations for your audience.

Extensions You Must Use

- Sitelink Extensions: links to Pricing, About, and Contact pages
- Callout Extensions: highlights like "No Setup Fees" or "UK Based"
- Call Extension: your phone number, increases direct calls from ads
- Location Extension: your address, builds local trust

Setting Your Daily Budget

Your daily budget is the average amount you are willing to spend per day. Google may spend up to 2x your daily budget on high-traffic days, but will never exceed your monthly total (daily budget x 30.4).

A simple way to calculate a starting budget:

- Identify your target cost per conversion (what is one customer worth to you?)
- Estimate a realistic conversion rate (1 to 3% is typical for a new campaign)
- At \$2 CPC and 2% conversion rate: 50 clicks per conversion = \$100 per lead
- Set your daily budget to get at least 10 to 20 clicks per day to start building data

Bidding Strategies

Maximise Clicks

Good for getting initial traffic data. Google spends your budget to get as many clicks as possible.

Target CPA

Tell Google your target cost per acquisition. Requires 30 to 50 conversions in 30 days to work well.

Maximise Conversions

Google spends your budget to get as many conversions as possible. Good once tracking is active.

Manual CPC

You set your own bids per keyword. Most control, most time-intensive. Good for advanced users.

PRO TIP: Start With Maximise Clicks

For your first 2 to 4 weeks, use Maximise Clicks with a CPC cap to build data without overspending. Switch to a conversion-based strategy once you reach 50 or more conversions.

Tracking Performance and Avoiding Mistakes

CHAPTER 6

Running Google Ads without conversion tracking is like driving with your eyes closed. Set this up before spending serious budget.

Setting Up Conversion Tracking

- Form submissions and enquiry completions
- Phone calls from ads or the website
- Purchase completions (for ecommerce)
- Time on site or key page visits as a proxy signal

Go to Google Ads > Tools > Conversions, then install the tracking tag via Google Tag Manager. Non-negotiable.

Key Metrics to Monitor Weekly

CTR (Click-Through Rate)

Percentage of impressions that become clicks. Benchmark: 3 to 5% for Search ads.

CPC (Cost Per Click)

Average amount paid per click. Watch for overspending on low-intent keywords.

Conversion Rate

Percentage of clicks that become a lead or sale. Industry average: 2 to 5%.

Cost Per Conversion

Total spend divided by number of conversions. Your core profitability metric.

Quality Score

Google rates your keywords 1 to 10. Aim for 7 or above on your core keywords.

Impression Share

Percentage of available impressions you are winning. Low share often means budget is too low.

The 5 Most Common Beginner Mistakes

1. Targeting too broad an audience before you have conversion data
2. Not adding negative keywords from day one
3. Sending all traffic to the homepage instead of a dedicated landing page
4. Setting the budget too low to gather statistically meaningful data
5. Making changes too frequently before the algorithm has time to learn

You Have the Foundation. Now Put It to Work.

Google Ads rewards patience, precision, and continuous learning. The businesses that win test methodically, read the data honestly, and keep improving.

YOUR NEXT STEPS:

- + Set up your Google Ads account if you have not already
- + Install conversion tracking before running any paid traffic
- + Build your first campaign using the structure in Chapter 2
- + Research 20 to 30 keywords using Google Keyword Planner
- + Write your first RSA with all 15 headlines
- + Set a modest daily budget and let the data guide you

Want help with your campaigns?

Connect with Avinesh on LinkedIn or visit avineshbundhoo.com to explore working together.

[linkedin.com/in/avinesh-bundhoo/](https://www.linkedin.com/in/avinesh-bundhoo/)

avineshbundhoo.com