

Create a Search campaign



Search campaigns allow you to place ads across Google's vast [network of search results](#). You can show ads to people actively searching online for your products and services.



A Search campaign is one of the [campaign types available to you in Google Ads](#).

Benefits

- **Reach your goals:** Search campaigns can help you get more sales, leads, or website traffic.
- **Access highly relevant targeting:** Target people actively searching for your specific products and services.
- **Easy setup:** Ads are easy to create and don't require special assets.

Instructions

1. Create a new campaign and set a goal

You'll begin by creating a new campaign in your account and selecting a goal for your campaign.

[CREATE IN MY ACCOUNT](#)

[Create the Search campaign and goal](#) 

[Drafts](#) 

2. Select campaign settings

You'll now choose who to target with your ads, how you'd like to spend your budget, and how to enhance your campaign with assets.



You may notice messages that guide you to ensure certain settings aren't preventing your ads from running. Try to fix any potential issues before publishing your campaign.

[Select your targeting](#) 

[Set up your bidding](#) 

[Enhance ads with assets](#) 

3. Set up ad groups

After selecting your campaign settings, you'll create groups of ads. Each group should be relevant to what people interested in your products are searching for online.

Let's say you own a furniture business. You might create an ad group named "Couches" where you'd target keywords like "leather couches," "sofas," and "loveseats." You'd then create ads about couches and link to the couches section of your website.

There are 2 ways to create ad groups:

1. **Standard:** You enter a set of [keywords](#) related to searches and create ads to match them.
2. **Dynamic:** Google uses content on your site to automatically target searches and create ads.

[Create standard ad groups](#) 

[Create dynamic ad groups](#) 

4. Create Search ads

When creating your Search ads, one of the most important things to focus on is relevance to your keywords. You'll want to create headlines and descriptions that match the keywords in your ad group.

It's also recommended to create at least 3 ads per ad group. [Learn how to write successful text ads](#)

[Create Search ads](#) 

[Create Dynamic Search Ads](#) 

5. Choose your budget

While targeting determines who views your ads, and bidding determines what you want those people to do, your budget determines how many people view your ad.

- Enter your daily budget. This amount is the average you want to spend each day.
 - Google will recommend several budget options based on a range of campaigns that are similar to the new campaign you're creating, including similar advertisers and your previous campaigns if applicable. In addition to the recommended budget options, you'll also have the option to set a custom budget amount.
 - On days when you're more likely to get clicks and conversions, you may spend more. But over the course of the month, your budget will average out to the amount you enter here. Refer to [Charges and your average daily budget](#) for details.

Note: When you add a campaign to a shared budget, the campaign's budget is also added to the shared budget's amount. If your campaign achieves your goal, you can think about increasing your budget to scale your success. If not, you can adjust your targeting, bidding, and ads.

What's next

Once you've finished setting up your campaign, it may take a few days for your ads to start showing. [Ads are typically approved](#) within one business day. It may take longer for [bidding to fully optimize performance](#).

In the journey ahead, you can use the guides provided below to help you become a successful advertiser and fix any issues you encounter along the way.

Optimize your campaign

Take the Skillshop course on the Fundamentals of Google Search Ads.

[EXPLORE COURSE](#)

1. [Learn how to set up your campaign for success](#)
2. [Learn how to use data to optimize your Search campaigns](#)
3. [Track conversions on your website](#) to check if you're meeting your advertising goals

Fix common issues

1. [Find out why you may not see your ad](#)
 2. [Fix a disapproved ad](#)
 3. [About Google Ads policy account suspensions](#)
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Need more help?

Try these next steps:



Ask the Help Community

Get answers from community experts



Contact us

Tell us more and we'll help you get there