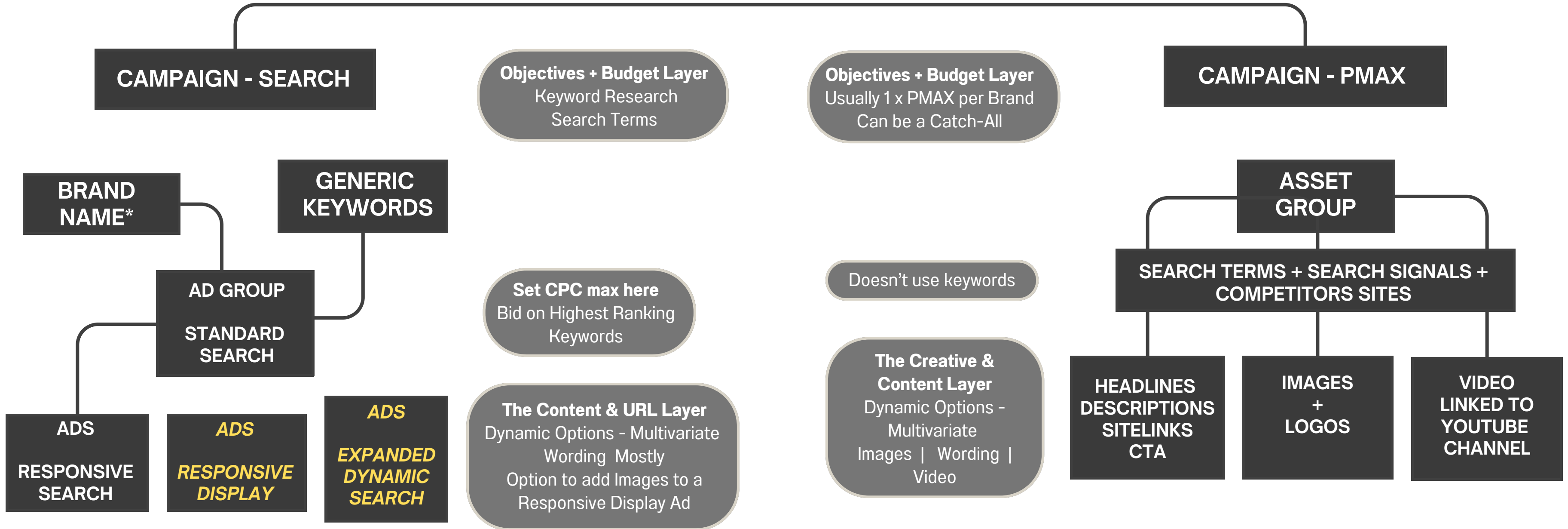


GOOGLE ADS STRUCTURE



***BRAND SEARCH:** If you sell (ie: Lego) OR your Company Name is the term that is often searched (ie: Cheap Dresses) then create a standalone BRAND SEARCH campaign. Take the brand name and create 3 ads: Broad, Phrase & Exact Match. If however your name is obscure (ie: FiddyCent Productions) then that is not necessary as anyone typing that into Google will naturally come direct to your site (shows up as "direct traffic" in your data).

PMAX is meant to replace Shopping Ads and Display ads, but doesn't replace Search.