

GOOGLE ADS

How Google decides which ads show and what they cost, how to open and pay for an account in Türkiye, and how to launch, track and improve a first Search campaign. Every step is applied to one fictional example: Örnek Oto Servis, a 12-person car repair shop in Ümraniye, İstanbul.

SECTIONS 14	READING TIME ≈ 3 h	LEVEL Beginner	MARKET FOCUS Türkiye + global
BUILDS ON Marketing Crash Course modules 03 (the numbers that matter), 05 (measure before you spend), 09 (paid advertising fundamentals) and 10 (Google Ads essentials)			

[← MARKETING CRASH COURSE](#)

GUIDE MAP

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SECTION 01 / 14

HOW GOOGLE ADS WORKS

READ 12 min	BUILDS ON Crash Course 03, 09	
YOU WILL BE ABLE TO Explain how Google ranks ads, why a better ad can beat a bigger bid, and what you really pay for a click.		

Google Ads is an auction. Every time someone searches, Google runs an auction among the ads that are eligible for that search [Google Ads Help, Oct 2026]. If you understand how

the auction works, you know which levers lower your costs. The bid is one lever. The quality of your ad and of the page behind it are the others.

KEY TERM

Keyword — a word or phrase you choose so your ad can show when people search for it, for example *fren balata değişimi* (brake pad replacement). **Impression** — one showing of your ad. **CPC** (cost per click, in Turkish *TBM – tıklama başına maliyet*) — what you pay when someone clicks. On Search you mostly pay per click.

The auction and Ad Rank

Your position on the page depends on your **Ad Rank**. Google calculates it again for every search. Google lists these factors [Google Ads Help, Oct 2026]:

- **Your bid** — the most you are willing to pay for one click.
- **Ad and landing page quality** — how relevant and useful your ad and the page after the click are. The landing page is the page a person reaches after clicking your ad.
- **Ad Rank thresholds** — the minimum quality an ad needs to show at all, or to show above the search results.
- **Competitiveness of the auction** — how close the other advertisers' Ad Ranks are to yours.
- **Search context** — the person's location, device, search words, time of day and other signals.
- **Expected impact of assets** — extra parts of the ad, such as a phone number or extra links (section 05 covers them).

A simple picture that works for planning: **Ad Rank $\approx$ bid $\times$ quality**, adjusted for context. A lower bid with a much better ad can rank above a bigger bid.

ONE SEARCH

fren balata değişimi ümraniye

Google runs an auction among eligible ads

ADVERTISER	MAX BID	QUALITY	AD RANK	RESULT	PAYS PER CLICK
Örnek Oto Servis	20 TL	× 8	= 160	Position 1	≈ 18.76 TL $150 \div 8$
Shop B	30 TL	× 5	= 150	Position 2	≈ 24.01 TL $120 \div 5$
Shop C	24 TL	× 5	= 120	Position 3	≈ 20.01 TL $100 \div 5$
Ad Rank threshold (example: 100)					
Shop D	35 TL	× 2	= 70	Not shown	pays nothing

Simplified teaching model with example numbers: Ad Rank = bid × quality.

Price = Ad Rank of the ad below (or the threshold) ÷ your quality, plus a little.

The best ad can win with the lowest bid. Örnek Oto Servis bids only 20 TL but has the most relevant ad, so it takes position 1 and pays about 18.76 TL. Shop D bids the most and is not shown at all. Google's real formula is not public; these are example numbers that follow Google's description of the auction.

What you actually pay

Google says “you only pay what's minimally required to clear the Ad Rank thresholds and beat the Ad Rank of the competitor immediately below you” [Google Ads Help, Oct 2026]. If nobody is below you, you pay the reserve price, which is Google's minimum. Your actual CPC can be higher than your maximum bid only in special cases, for example when bid adjustments are set. Clicks on ads above the search results usually cost more than clicks on ads below them.

AD RANK simplified

$\text{bid} \times \text{quality}$

$20 \text{ TL} \times 8 = 160$

ACTUAL CPC simplified

$\text{Ad Rank below} \div \text{your quality} + \text{a little}$

$150 \div 8 = 18.75 \rightarrow \text{about } 18.76 \text{ TL, below the } 20 \text{ TL bid}$

Quality Score: a diagnostic tool

Quality Score is a 1–10 score for each keyword. It compares the quality of your ads with other advertisers over the last 90 days. It has three parts, and each is rated **Above average**, **Average** or **Below average** [Google Ads Help, Oct 2026].

PART	WHAT IT MEASURES	WHAT TO FIX IF IT IS "BELOW AVERAGE"
Expected CTR	How likely people are to click your ad for that keyword. CTR (click-through rate) = clicks ÷ impressions.	Put the service and the district in the headlines. Block searches that do not fit (section 04).
Ad relevance	How well the ad matches what the person searched for.	One service per ad group. Use the keyword's words in the headlines.
Landing page experience	How useful and relevant the page after the click is: speed, mobile view, clear information.	Send the click to the matching service page. Make it fast on mobile, with phone and WhatsApp buttons.

WATCH OUT

Many older tutorials multiply the bid by Quality Score. Google now says “Quality Score is not an input in the ad auction”. The live quality signals behind it are used; the 1–10 number is a report. Google also says it “should not be optimized or aggregated” as a goal. A “—” means there is not enough data yet

[Google Ads Help, Oct 2026]. Use the three parts to find what to fix.

ÖRNEK OTO SERVİSİ

The keyword *fren balata değişimi* shows **Landing page experience: Below average**. The ad sends people to the home page. The fix is to send the "Fren" ad group to the brake page /fren-balata, which shows the brake services, a price range and a call button. (Fictional example.)

Impression share

Impression share (IS in the column names) tells you how often your ad showed compared with how often it could have shown. Find these columns under **Campaigns > Columns > Competitive metrics** [Google Ads Help, Oct 2026].

COLUMN	MEANING	WHAT TO DO WHEN IT IS HIGH
Search impression share	Impressions you got ÷ impressions you were eligible for	Good sign. Check that the cost per lead is still fine.
Search lost IS (budget)	Share of eligible impressions you missed because the budget ran out (campaign level only)	If your cost per lead is good, raise the budget.
Search lost IS (rank)	Share you missed because your Ad Rank was too low (bid and/or quality)	Improve the ads and landing page first, or bid more.

Where Google ads can appear

PLACE	CAMPAIGN TYPES THAT REACH IT (AS OF 2026)
Google Search results	Search, Performance Max, Smart
Google Maps	Search with location assets; Performance Max; Smart
YouTube	Video, Demand Gen, Performance Max, Smart
Display Network (other websites and apps)	Display (moving to Demand Gen), Demand Gen, Performance Max
Gmail, Discover	Demand Gen, Performance Max

Sources: [Performance Max](#), [Demand Gen](#), [Smart campaigns](#) (Google Ads Help, checked Oct 2026). Section 03 explains each type.

TÜRKİYE

Google is the main search engine in Türkiye, but not the only one. StatCounter's September 2026 numbers give Google 73.42%, Yandex 25.19% and Bing 0.71% of search engine referrals across all devices [StatCounter, Sep 2026]. Google Ads reaches most searchers. Section 12 covers Yandex.

SELF-CHECK

Shop A bids 30 TL with a weak, general ad. Shop B bids 20 TL with a very relevant ad and a matching service page. What is most likely?

Shop A always shows above Shop B because its bid is higher.

✓ **Shop B can rank above Shop A and still pay less than 20 TL per click.**

Both shops pay their full maximum bid on every click.

Ad Rank uses both the bid and quality. The winner pays only enough to beat the Ad Rank of the ad below it, so a strong ad can win with a lower bid and pay less than that bid.

SELF-CHECK

Your campaign shows a high "Search lost IS (budget)" and a cost per lead below your target. What does this suggest?

Your Quality Score is too low.

✓ **Raising the budget would probably bring more leads at an acceptable cost.**

You should pause the campaign.

"Lost IS (budget)" counts impressions missed because the money ran out. When each lead is cheap enough, more budget usually means more leads. Low quality shows up as "Lost IS (rank)" instead.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Ad Rank \(checked Oct 2026\)](#)
2. [Google Ads Help — Actual cost-per-click \(checked Oct 2026\)](#)
3. [Google Ads Help — Quality Score \(checked Oct 2026\)](#)
4. [Google Ads Help — Impression share \(checked Oct 2026\)](#)
5. [Google Ads Help — Performance Max \(checked Oct 2026\)](#)
6. [Google Ads Help — Demand Gen \(checked Oct 2026\)](#)
7. [Google Ads Help — Smart campaigns \(checked Oct 2026\)](#)
8. [StatCounter — Search engine market share Türkiye \(Sep 2026\)](#)



MARK SECTION 01 AS DONE

ACCOUNT SETUP AND BILLING IN TÜRKIYE

READ

15 min

BUILDS ONSection 01,
Crash Course 04**YOU WILL BE ABLE TO**

Open an Expert-mode account in Turkish lira, link your Business Profile, GA4 and Search Console, and work out the real cash cost of your ad spend.

A few account choices are hard to change later, such as currency and time zone. Billing in Türkiye also adds a fee and VAT on top of the click costs. If you forget them, the real cost of every lead and customer will be about 25% higher than the number you calculate.

Expert mode or Smart mode

SMART MODE

A simplified interface. Google says “You can only create Smart Campaigns in Smart Mode”

[Google Ads Help, Oct 2026].

- Uses "keyword themes" in place of real keywords.
- Little control over which searches trigger your ads.

EXPERT MODE (USE THIS)

The full interface.

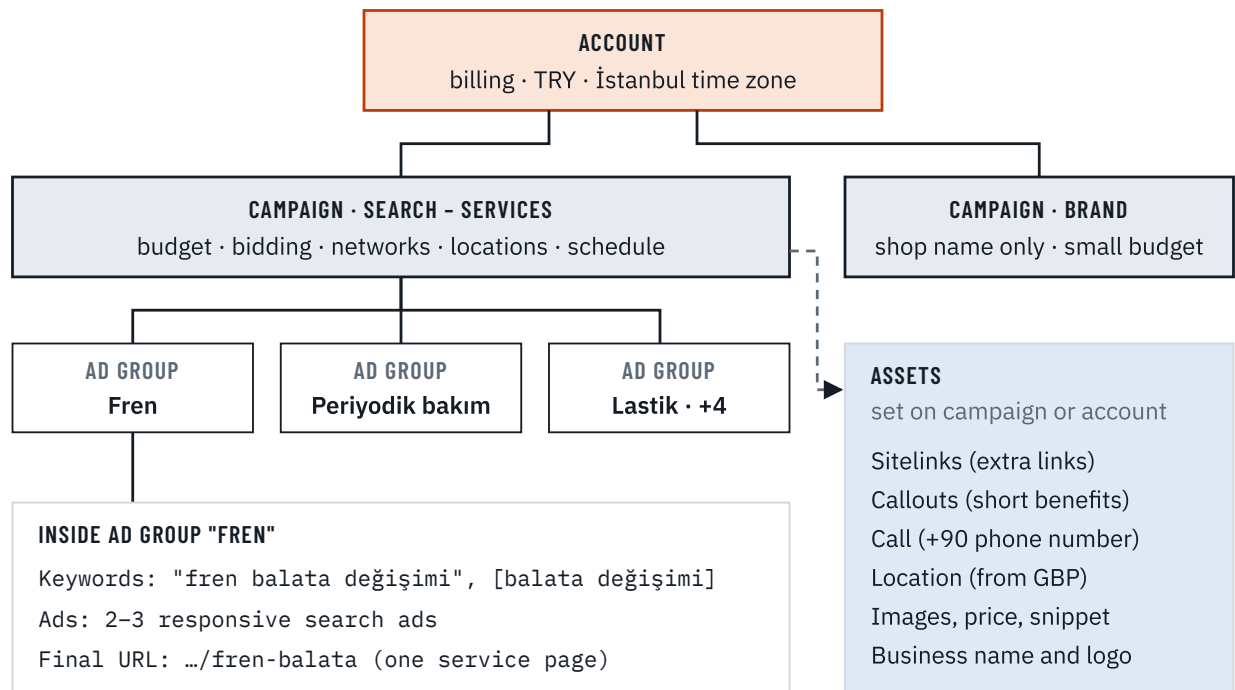
- All campaign types: Search, Performance Max, Demand Gen, Video.
- Conversion setup, negative keywords and the search terms report (section 04).

WATCH OUT

During sign-up Google pushes you toward a guided Smart campaign. Look for the link that switches to **Expert Mode**. The exact wording changes over time and was not confirmed on a Google help page in October 2026.

How an account is organised

An account holds campaigns. A **campaign** holds the budget and the main settings: bidding, networks, locations, schedule and goals. Inside a campaign, an **ad group** holds one service theme with its keywords and ads. **Assets** are extra parts of an ad, such as your phone number, address and extra links; you usually set them at campaign or account level (section 05).



One ad group = one service = one landing page. This keeps ads relevant to the search and sends people to the page that answers it, which helps two parts of Quality Score from section 01. Assets set on the campaign are shared by all its ad groups.

Create the account

01 Use a company Google account

Go to ads.google.com and sign in with an account the business owns, for example an `ads@` address on your own domain. Avoid an employee's personal Gmail; the account must stay with the business.

02 Enter the business name and website

You can also link your YouTube channel and Google Business Profile (GBP, *Google İşletme Profili*) here. Newly created accounts no longer accept a URL in the account

name [Google Ads Help, Oct 2026].

03 Switch to Expert mode

When the wizard offers a guided campaign, choose **Expert Mode**. You can usually finish the account without building a campaign. (This wording was not confirmed on a help page.)

04 Fill in the billing setup

Billing country **Türkiye**, time zone **(GMT+03:00) Istanbul**, currency **Turkish Lira (TRY)**, account type **Organization** for company invoices. Enter a promo code if you have one, then add a payment method [Google Ads Help, Oct 2026]. In practice, treat currency and time zone as permanent: changing them means opening a new account. (General practice; not re-checked on a help page.)

05 Check who invoices you

Open **Billing > Settings** and **Billing > Documents** to see whether Google Türkiye or Google Ireland invoices you. Send your *vergi numarası* (tax number) and the invoice details to your *mali müşavir* (accountant).

The exact list of payment methods for TRY accounts was not confirmed on a Google page. Google says options depend on billing country and currency [Google Ads Help, Oct 2026]. PayPal is not an option for a Turkish business: PayPal stopped sending and receiving money for customers in Türkiye on 6 June 2016, after the banking regulator BDDK refused its licence [Webrazzi, May 2016], and a July 2025 report says it had still not returned for individual users [CNBC-e, Jul 2025].

Advertiser verification and the Ads Transparency Center

Advertiser verification is Google's check that you are the business you say you are. Google says “all advertisers will eventually be required to complete advertiser verification”. When your account is selected, Google tells you by an in-account notice or an email. You answer basic questions about your business and identity, and you may have to send an official document. Until you finish, some of your ads may be restricted, and in some cases Google pauses the account. The status can take up to 5 business days to update [Google Ads policy, Oct 2026].

For ads in Türkiye, the result is public. The **Ads Transparency Center** (Google's public library of ads) shows a verified advertiser's legal name or trademark name and location,

as given in verification. For an advertiser that is not verified, it shows the payments profile name and location. The payer's name can show too if someone else pays for the ads [Google Ads policy, Oct 2026].

ÖRNEK OTO SERVİS

The owner enters the company's official name and address exactly as they appear on its tax and trade-registry papers, and keeps scans of these papers ready in case Google asks. The exact list of documents Google accepts for Türkiye is shown in the account; this guide did not confirm it on a help page. If an agency pays for the ads later, its name can appear as the payer, so the shop checks its own entry in the Transparency Center. (Fictional example.)

Link your Business Profile, GA4 and Search Console

LINK	WHERE (AS OF 2026)	WHY
Google Business Profile	Tools > Data Manager > Google Business Profile under "Connected products" > Manage & link . Or in a campaign: Assets > Location . The profile owner gets an email to approve [Google Ads Help, Oct 2026].	Your address, map pin and directions can show with the ad (location asset).
Google Analytics 4 (GA4)	In GA4: Admin > Product links > Google Ads links , or from Data Manager in Google Ads. You need Editor or Administrator in GA4 and admin access in Google Ads. Ads data appears in GA4 within 48 hours [Google Analytics Help, Oct 2026].	See what ad visitors do on your site. Import GA4 key events if you choose that method (section 09).
Auto-tagging	On by default for new accounts. It adds a click ID called gclid to your page addresses [Google Ads Help, Oct 2026]. Keep it on [Google Ads Help, Oct 2026].	Connects each click to what happens later on your site.
Search Console	Link through Data Manager. A domain verified in Search Console also verifies the phone number in your call asset [Google Ads Help, Oct 2026].	Compare paid and free (organic) search; easier call asset approval.

Billing, fees and taxes in Türkiye

Your Google Ads invoice in Türkiye has three layers:

- **Media spend** — the clicks you buy. This is the budget you set in the account.
- **Turkey Regulatory Operating Cost** — a surcharge of **4.5%** on ads served in Türkiye from 1 January 2026. Google's help page says it “has been reduced from 7% to 4.5%”. It is a separate line on the invoice, and VAT is charged on top of it
[Google Ads Help, Oct 2026]. The fee started at 5% in November 2020 [Search Engine Land, 2020] and was 7% from July 2024.
- **KDV (Turkish VAT) — 20%**. Google's Turkish tax page says a Turkish account is served by Google Ireland Ltd., unless you received a notice about "Affected Products" (*Etkilenen Ürünler*). Google Ads is on that list. After such a notice, the contracting company is Google Türkiye (Google Reklamcılık ve Pazarlama Ltd. Şti.), and every Google Ads account served by Google Türkiye pays Turkish standard-rate VAT [Google Ads Help TR, Oct 2026]. The table below assumes Google Türkiye invoices you. Check this in your account (step 5 above).

LINE ON THE INVOICE	CALCULATION	30,000 TL SPEND	18,000 TL SPEND
Media spend (clicks)	your budget	30,000 TL	18,000 TL
Turkey Regulatory Operating Cost	4.5% × media spend	1,350 TL	810 TL
Subtotal	media + fee	31,350 TL	18,810 TL
KDV	20% × subtotal	6,270 TL	3,762 TL
Total cash cost	≈ media spend × 1.254	37,620 TL	22,572 TL

Example numbers. The 18,000 TL column is Örnek Oto Servis's Google share (60%) of its 30,000 TL monthly test budget. Order of calculation as Google describes it: the fee is added on ads served in Türkiye, and VAT is charged on media plus fee.

REAL CASH COST Google Türkiye invoice, 2026

$$\text{ad spend} \times 1.045 \times 1.20 \approx \text{ad spend} \times 1.254$$

$$18,000 \text{ TL} \times 1.254 = 22,572 \text{ TL (example)}$$

TÜRKİYE

Digital Service Tax (*Dijital Hizmet Vergisi*, DST). Law 7194 created it at 7.5% from 1 March 2020. Presidential Decision 10767 (Resmî Gazete, 25 December 2025) set it at **5% from 1 January 2026** and **2.5% from 1 January 2027** [EY, Jan 2026]

[AA, Dec 2025]. Law 7524 (2 August 2024) added reporting and withholding rules for digital intermediaries; the sources we read show no DST rate change in it

[WTS, Aug 2024]. You do not pay or file DST yourself. Google passes such costs on through the 4.5% fee. Whether Google will lower the fee when DST drops to 2.5% in 2027 had not been announced in October 2026.

WATCH OUT

If your invoice comes from **Google Ireland**, it has no Turkish KDV. A Turkish accounting firm writes that this can trigger reverse-charge VAT (*KDV-2, sorumlu sıfatıyla*) and **15% withholding tax** (*stopaj*), while payments to Google Türkiye have 0% stopaj [Workon, Sep 2026]. This is a secondary source. Ask your mali müşavir, including whether you can deduct the KDV. Nothing here is tax advice.

New-advertiser promotional credit

Google's Turkish page offers credit in the form "spend X in the first 60 days, get Y in ad credit". The TL amounts load by script and could not be read during research, and the amounts quoted on agency websites could not be verified. Check the offer shown in your own account. The official terms say [Google, Oct 2026]:

- Only for advertisers new to Google Ads with a billing address in Türkiye; one code per advertiser.
- Apply the code within 14 days after your first ad impression, and reach the spend within 60 days. Taxes and fees do not count toward the spend.
- The credit usually arrives within 35 days, expires 60 days after it is applied, and pays only for future costs.

TIP

Plan the first two months so you reach the spend requirement with your normal budget. Do not raise the budget only to earn the credit if your cost per lead is bad.

ÖRNEK OTO SERVİSİ

The owner opens the account with ads@ on the shop's own domain, in Expert mode, TRY, İstanbul time zone, account type Organization. The Business Profile, GA4 and Search Console are linked. The Google share of the test budget is 18,000 TL a month, so the accountant expects about 22,572 TL in cash cost with fee and KDV. (Fictional example, example numbers.)

SELF-CHECK

You spend 10,000 TL on clicks in a month and Google Türkiye invoices you. About how much is the invoice total in 2026?

10,000 TL

12,000 TL

✓ 12,540 TL

$10,000 \times 1.045 \text{ (fee)} = 10,450 \text{ TL}$. Add 20% KDV: $10,450 \times 1.20 = 12,540 \text{ TL}$.

SELF-CHECK

Who pays Türkiye's Digital Service Tax on your Google ads?

You file and pay it every month.

✓ Google pays it and passes such costs on through the 4.5% fee.

Nobody. It was abolished in 2026.

DST is 5% in 2026 and 2.5% from 2027. Google pays it; the advertiser sees the "Turkey Regulatory Operating Cost" line instead.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Smart campaigns and Smart mode \(checked Oct 2026\)](#)
2. [Google Ads Help — Create a Google Ads account \(checked Oct 2026\)](#)
3. [Google Ads Help — Add a payment method \(checked Oct 2026\)](#)
4. [Webrazzi — PayPal Türkiye'deki faaliyetlerini durdurdu \(30 May 2016\)](#)
5. [CNBC-e — PayPal World, Türkiye'ye de geri dönüş sinyali mi? \(23 Jul 2025\)](#)
6. [Google Ads policy — About advertiser verification \(checked Oct 2026\)](#)
7. [Google Ads policy — Ads transparency in Türkiye \(checked Oct 2026\)](#)
8. [Google Ads Help — Link Google Business Profile \(checked Oct 2026\)](#)
9. [Google Analytics Help — Link Google Ads \(checked Oct 2026\)](#)
10. [Google Ads Help — Link Google Analytics and Google Ads \(checked Oct 2026\)](#)
11. [Google Ads Help — Auto-tagging \(checked Oct 2026\)](#)
12. [Google Ads Help — Call assets \(checked Oct 2026\)](#)
13. [Google Ads Help — Jurisdiction-specific surcharges \(checked Oct 2026\)](#)
14. [Google Ads Help — Ülkenizdeki vergiler \(checked Oct 2026\)](#)
15. [Search Engine Land — DST fees for UK, Austria, Turkey \(2020\)](#)
16. [EY Tax News — Türkiye DST rates 2026/2027 \(Jan 2026\)](#)
17. [Anadolu Ajansı — Dijital hizmet vergisi oranı \(Dec 2025\)](#)
18. [WTS — Turkey Law No. 7524 \(Aug 2024\)](#)
19. [Workon — Google Ads reklam stopajı \(updated Sep 2026\)](#)
20. [Google — Türkiye promotional offer terms \(checked Oct 2026\)](#)



MARK SECTION 02 AS DONE

SECTION 03 / 14

CAMPAIGN TYPES

READ

10 min

BUILDS ON

Sections 01–02

YOU WILL BE ABLE TO

Pick the right campaign type for a first campaign and recognise which older types and settings no longer exist.

The campaign type decides where your ads show and how much control you keep. Beginners often lose money by starting with a fully automated type before conversion tracking works.

KEY TERM

Conversion tracking tells Google which clicks turned into leads, such as a sent form or a tap on your phone number. Automated campaign types learn from these signals. Section 09 shows how to set it up. **Remarketing** means showing ads again to people who already visited your website.

The campaign types in 2026

TYPE	WHAT IT IS	USE IT FOR A REPAIR SHOP?
Search	Text ads on Google Search for keywords you choose. Can show call, location, sitelink, image and other assets.	YES, START HERE People who search <i>fren balata deęiřimi űmraniye</i> need the service now.
AI Max for Search (a setting inside Search)	Adds search term matching (broad match plus "keywordless" matching, where Google finds searches from your site and ads), text customization (Google writes extra ad text from your site and ads) and final URL expansion (Google may send the click to another page of your site), with brand and URL controls. Google says advertisers who turn it on "typically see 14% more conversions or conversion value at a similar CPA/ROAS" (CPA: cost per conversion; ROAS: revenue ÷ ad cost; section 08) [Google Ads Help, Oct 2026].	LATER As an experiment, once you have steady conversions (a practitioner suggestion: about 30 or more a month) and a solid negative keyword list. Google's averages are not guarantees.
Performance Max	One campaign across Search, Maps, YouTube, Display, Gmail and Discover. Supports store and local goals, negative keywords (up to 10,000 per campaign), brand exclusions and channel reporting [Google, 2025 highlights].	SECOND STEP After Search tracking is reliable. Useful for Maps and local reach.
Demand Gen	Visual ads on YouTube (including Shorts), Discover, Gmail and the Display Network. It replaced Discovery campaigns [Google Ads Help, Oct 2026].	OPTIONAL Seasonal awareness (<i>kıř lastięi</i> , winter tyres) or remarketing. Not for a first campaign.

TYPE	WHAT IT IS	USE IT FOR A REPAIR SHOP?
Display (standard)	Banner ads on websites and apps. Google says Display campaigns are moving to Demand Gen, with voluntary migration from June 2026 [Google Ads Help, Oct 2026].	NOT AT THE START
Video	Video ads on YouTube.	ONLY WITH GOOD VIDEOS For example short before-and-after body and paint clips.
Smart campaigns	Simplified and automated, with keyword themes; Smart mode only [Google Ads Help, Oct 2026].	NOT RECOMMENDED If someone can run Expert mode. Little control over search terms.
Local Services Ads	Pay-per-lead ads with a "Google Guaranteed" or "Google Screened" badge.	NOT IN TÜRKİYE Google's country list for this product does not include Türkiye [Google LSA Help, Oct 2026].
Call-only ads ("call ads")	Ads whose only action was a phone call.	BEING REMOVED No new ones since February 2026; existing ones stop showing in February 2027. Use responsive search ads with a call asset [Google Ads Help, Oct 2025].

MONTH 1

One Search campaign for your services, plus a tiny Search campaign for your shop name. Phrase and exact match keywords. Conversion tracking working before launch.

MONTH 2-3

When tracking is clean and conversions are steady: test Performance Max with store and local goals, or run an AI Max experiment on the Search campaign. One test at a time.

LATER, OPTIONAL

Demand Gen or Video for seasonal awareness, if you have good visuals. A small Yandex Direct test (section 12).

What older tutorials get wrong

Google Ads changes every year. Many videos and blog posts still describe tools that are gone. Status as of October 2026:

OLD ADVICE	STATUS NOW
Use Enhanced CPC	No longer available for Search and Display since the week of 31 March 2025. Campaigns that were not moved now use Manual CPC [Google Ads Help, Oct 2026].
Create call-only ads	Creation removed February 2026; they stop serving February 2027 [Google Ads Help, Oct 2025].
Use Dynamic Search Ads (DSA) or "automatically created assets"	Being moved into AI Max. Google postponed the automatic upgrade of DSA campaigns to February 2027. Campaigns that use automatically created assets or campaign-level broad match were scheduled to be upgraded from September 2026, so check whether AI Max is now on in yours [Google, Apr/Jun 2026].
Create a Discovery campaign	Now called Demand Gen [Google Ads Help, Oct 2026].
Use first click, linear, time decay or position-based attribution	Removed in 2023. Data-driven attribution is the default; last click still exists [Search Engine Journal, 2023].
Add "extensions"	Now called assets [Google Ads Help, Oct 2026].

WATCH OUT

A third-party roundup reports more 2026 changes, for example that manual language targeting was removed from Search in September 2026

[Common Thread, Oct 2026]. Google's own pages did not confirm these during research, so this guide treats them as unverified until you see them in your account.

GLOBAL EXAMPLE

Google reports that using the full AI Max suite gives about 7% more conversions or conversion value at a similar cost than search term matching alone [Google, Apr 2026]. These are Google's own averages across its advertisers. They are not specific to car repair, and they do not tell you how a small shop with little conversion data will do.

ÖRNEK OTO SERVİS

Month 1: one Search campaign with 5–8 service ad groups and a tiny brand campaign for "Örnek Oto Servis". If by week 4 tracking is clean and there are 15–30 conversions in 30 days, the campaign switches to Maximize conversions. In weeks 5–8 the next test is Performance Max with store goals or an AI Max experiment, never both at once. (Fictional example.)

SELF-CHECK

A 2023 tutorial tells you to create a call-only ad so people can phone the shop. What do you do in 2026?

Create the call-only ad as shown.

✓ **Write a responsive search ad and add a call asset with the shop number.**

Use Local Services Ads.

New call-only ads cannot be created since February 2026. Google's replacement is a responsive search ad with a call asset. Local Services Ads are not available in Türkiye.

SELF-CHECK

Why start with Search instead of Performance Max?

Performance Max cannot use negative keywords.

✓ **Search gives you control over keywords and visible search terms while your tracking is still new.**

Search clicks are always cheaper.

Performance Max does support negative keywords (Google's 2025 summary lists up to 10,000 per campaign), but it mixes many places in one budget and leans on conversion data. Search lets you see and control exactly which searches you pay for.

▼ SOURCES FOR THIS SECTION

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2. [Google blog — DSA upgrade to AI Max \(15 Apr 2026, updated 11 Jun 2026\)](#)
3. [Google Ads Help — Highlights of 2025](#)
4. [Google Ads Help — Performance Max \(checked Oct 2026\)](#)
5. [Google Ads Help — Demand Gen \(checked Oct 2026\)](#)
6. [Google Ads Help — Smart campaigns \(checked Oct 2026\)](#)
7. [Google Local Services Help — Getting started \(checked Oct 2026\)](#)
8. [Google Ads Help — Transition from call ads to call assets \(Oct 2025\)](#)
9. [Google Ads Help — Enhanced CPC deprecation \(checked Oct 2026\)](#)
10. [Search Engine Journal — Google removes 4 attribution models \(2023\)](#)
11. [Google Ads Help — Assets for Search \(checked Oct 2026\)](#)
12. [Common Thread — Google Ads changes in 2026 \(third party, fetched Oct 2026\)](#)



MARK SECTION 03 AS DONE

SECTION 04 / 14

KEYWORDS

READ

20 min

BUILDS ON

Sections 01–03

YOU WILL BE ABLE TO

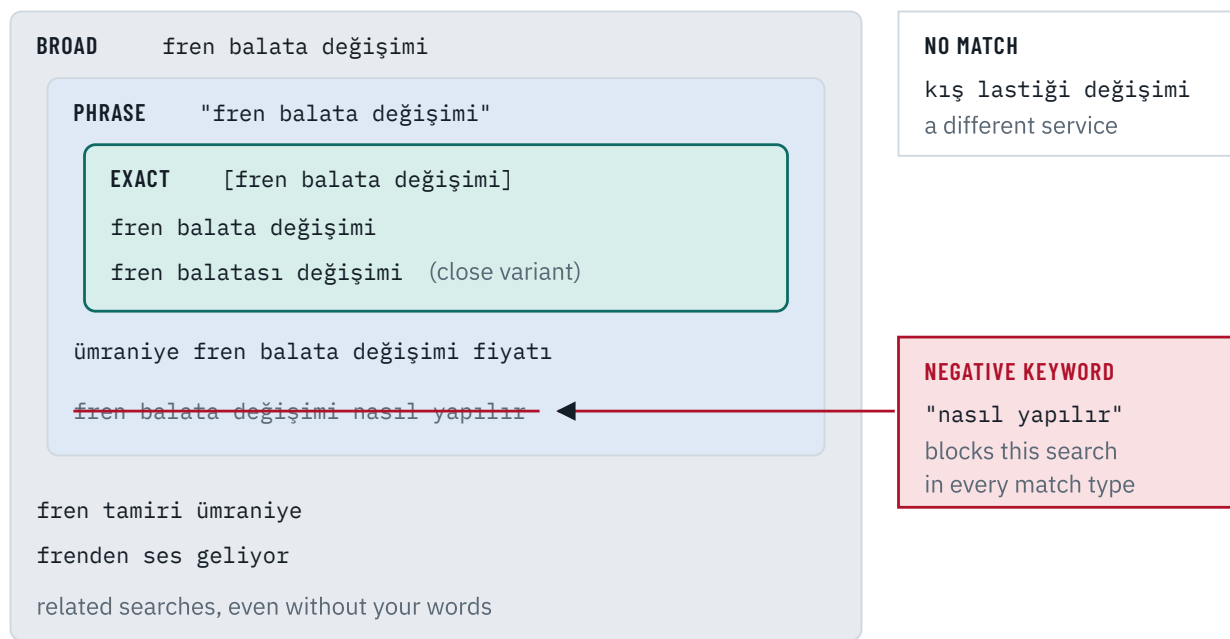
Choose match types, group keywords into service ad groups, build a Turkish negative keyword list and read the search terms report.

Keywords decide which searches can trigger your ad. Turkish adds a special problem: one word can take many suffixes (*ilan*, *ilanı*, *ilanları*), so blocking unwanted searches takes more work than in English.

Match types

The match type tells Google how close a search must be to your keyword. You choose it with symbols when you add the keyword [Google Ads Help, Oct 2026]:

- **Broad match** — no symbols: `fren tamiri` . Can match related searches, even ones without your words. Google also uses signals such as your other keywords and your landing page. Google recommends broad match together with Smart Bidding (automatic bidding for conversions, section 08).
- **Phrase match** — quotes: `"fren balata değişimi"` . Matches searches that include the meaning of the keyword. More reach than exact, less than broad.
- **Exact match** — brackets: `[fren balata değişimi]` . Matches searches with the same meaning or the same intent. It is still not letter-for-letter exact; close variants and synonyms can match.



Each match type is a bigger circle of possible searches. Exact sits inside phrase, and phrase sits inside broad. The searches shown are examples of what can match; Google makes the final decision for each search. A negative keyword cuts out searches you never want to pay for.

Negative keywords

A **negative keyword** stops your ad from showing for searches that contain it. Negatives follow their own rules. They do **not** match close variants, plurals or misspellings, so you must list every form yourself [Google Ads Help, Oct 2026].

NEGATIVE TYPE	TYPED AS	WHAT IT BLOCKS	EXAMPLE SEARCH BLOCKED?
Negative broad	eleman aranıyor	Searches that contain all the words, in any order	"aranıyor eleman oto servis" — yes
Negative phrase	"eleman aranıyor"	Searches with the words in this order	"oto servis eleman aranıyor" — yes; "aranıyor eleman" — no
Negative exact	[eleman aranıyor]	Only this exact search	"oto servis eleman aranıyor" — no

TÜRKİYE

Because negatives ignore close variants, the negative *ilan* does not block *ilanı* or *ilanları* (job ad, job ads). Add each suffix form you see in your search terms

[Google Ads Help, Oct 2026].

Find keywords with Keyword Planner

01

Open the tool

Tools > Planning > Keyword Planner > Discover new keywords

[Google Ads Help, Oct 2026].

02

Enter seed terms

periyodik bakım (scheduled maintenance), *fren balata değişimi*, *triger değişimi* (timing belt change), *kış lastiği*, *klima gazı dolumu* (A/C gas refill), *arıza tespit* (diagnostics), *kaporta boya* (body and paint), *oto servis*. Add your website address as a second seed.

03

Set location and language

Your city and districts, for example İstanbul > Ümraniye, Ataşehir, Kadıköy.
Language: Turkish.

04

Read the estimates

Average monthly searches, competition, and Top of page bid (low range) and (high range). The high range is roughly what top positions may cost; use it in the budget calculator in section 08. Forecasts refresh daily from the last 7–10 days and are adjusted for seasonality. They are estimates [Google Ads Help, Oct 2026].

Group the list

Download it and sort keywords into one ad group per service, as in the plan below.

WATCH OUT

Keyword Planner has access limits. You must finish the account setup with billing information before you can use basic features such as keyword ideas [Google Ads Help, Oct 2026]. Since 2016, Google has said “advertisers with lower monthly spend may see a limited data view”: search volumes then show as ranges such as 100–1K in place of an exact number [Search Engine Journal, Aug 2016]. A new account with no spend yet should treat the numbers as rough. The bid ranges are still useful for a first budget.

The search terms report

Keywords are what you bid on. **Search terms** are what people really typed. The report lives at [Campaigns > Insights and reports > Search terms](#). Low-volume terms are hidden for privacy. You can add a search term as a keyword or as a negative straight from the report [Google Ads Help, Oct 2026]. Checking it every week is the biggest money saver in a new account (section 11).

Group keywords by search intent

Search intent is what the person wants to do when they search. Two searches about brakes can be worth very different amounts. Someone who types *fren balata değişimi* *ümraniye* wants the job done. Someone who types *fren sesi neden gelir* (why do brakes squeak) wants an explanation. Sort keywords by intent before you pay for them.

INTENT	TURKISH EXAMPLES	WHAT TO DO
Urgent / near me	<i>oto servis ümraniye, en yakın oto tamirci, oto servis yakınımda</i>	BID General service ad group; the location setting does the rest.
Service-specific	<i>fren balata değişimi, triger değişimi, klima gazı dolumu</i>	BID One ad group per service, the core of the campaign.
Maintenance	<i>periyodik bakım, yağ değişimi, egea periyodik bakım</i>	BID Steady, repeat work.

INTENT	TURKISH EXAMPLES	WHAT TO DO
Price research	<i>balata değişim fiyatı, triger değişim fiyatı</i>	BID Often good leads; show a "from" price on the page.
Information / DIY	<i>motor arıza lambası neden yanar, balata nasıl değiştirilir</i>	DO NOT BID Answer with a blog post (SEO guide); block "nasıl" phrases.
Jobs, parts, tools	<i>oto tamirci iş ilanı, balata toptan, arıza tespit cihazı</i>	BLOCK Negative keywords (list below).

Example searches written for this guide, not search-volume data. Check real searches in Keyword Planner and the search terms report.

TÜRKİYE

Searches typed without Turkish letters. Some people type on a phone without ç, ğ, ı, ö, ş, ü: *lastik degisimi* for *lastik değişimi*, *is ilani* for *iş ilanı*. For your normal keywords this is mostly handled: Google says close variants, which every match type can reach, include “misspellings, singular or plural forms, stemmings ... abbreviations, or accents” [Google Ads Help, Oct 2026]. Negative keywords do **not** match close variants [Google Ads Help, Oct 2026]. So add the forms without Turkish letters to your negative list yourself, for example "is ilani", "is ilanlari", "nasıl yapılır". Watch the search terms report for the spellings people really use.

Keyword plan for Örnek Oto Servis

ÖRNEK OTO SERVİS

One ad group per service, each with its own landing page. Phrase match is written in quotes and exact match in brackets. Search volumes and CPCs are not shown because none could be verified; get them from Keyword Planner for your own district. (Fictional example.)

AD GROUP	KEYWORDS (EXAMPLES)	LANDING PAGE
Periyodik bakım scheduled maintenance	"periyodik bakım", [araç periyodik bakım], "periyodik bakım fiyatları", "araba bakımı ümraniye", "yağ değişimi", "motor yağı değişimi", "10.000 km bakımı", "egea periyodik bakım" (repeat for popular models you service)	/periyodik-bakim
Fren brakes	"fren balata değişimi", [balata değişimi], "balata değişim fiyatı", "fren diski değişimi", "fren tamiri", "fren hidroliği değişimi", "frenden ses geliyor"	/fren-balata
Triger timing belt	"triger değişimi", "triger seti değişimi", "triger kayışı değişimi", "triger değişim fiyatı", "triger zinciri değişimi"	/triger-degisimi
Lastik tyres	"kış lastiği değişimi", "lastik değişimi", "lastik oteli", "rot balans", "lastik montaj", "kış lastiği takma"	/lastik-hizmetleri
Klima A/C	"klima gazı dolumu", "oto klima gazı", "araç klima gazı dolum fiyatı", "oto klima tamiri", "araba kliması soğutmuyor"	/oto-klima
Arıza tespit diagnostics	"arıza tespit", "oto arıza tespit", "motor arıza lambası", "check engine ışığı yanıyor", "bilgisayarlı arıza tespit"	/ariza-tespit
Kaporta boya body and paint	"kaporta boya", "oto boya", "lokal boya", "göçük düzeltme", "boyasız göçük düzeltme", "hasar onarım"	/kaporta-boya
Genel servis general	"oto servis ümraniye", "oto tamirci", "en yakın oto servis", "özel servis", "oto sanayi ümraniye"	home page or /hizmetler
Marka özel servis brand, optional	"bmw özel servis", "renault bakım ümraniye", "fiat servis ümraniye" — only brands you really service; read the policy rules in section 05 first	/markalar/bmw

- Put "near me" style words (*en yakın, yakınımdaki*) in the general group, and let the location radius do the work (section 07).
- Searches with *fiyat, fiyatı, ücreti* (price) are usually good repair leads. Do not add "fiyat" as a negative.
- *kasko anlaşmalı servis* (insurer-approved service) and *sigortalı hasar onarımı* bring valuable body-shop jobs. Use them only if you really have those insurer agreements; otherwise the ad is misleading.
- Seasons: *kış lastiği* demand rises in autumn and *klima gazı* in late spring and summer. Check the trend for your area in Keyword Planner and raise those ad groups' budgets in

season.

Starter Turkish negative keyword list

Save it as a shared list named `NEG_Genel_TR` under `Tools > Shared library > Negative keyword lists` and attach it to the campaign before launch. Multi-word items are in quotes (negative phrase); single words are negative broad. The last lines repeat common words typed without Turkish letters. Remove any line that is a real service for you.

THEME	WHY BLOCK IT
Jobs	People looking for work (<i>iş ilanı, usta aranıyor</i>), not for a repair.
Education	Courses, certificates, homework.
Do-it-yourself and information	<i>nasıl yapılır</i> (how to do it), videos, forums.
Buying cars or parts	Second-hand cars, marketplaces, rentals.
Buying tools	People searching <i>arıza tespit cihazı</i> want to buy a device.
Vehicles you do not service	Motorcycles, trucks, tractors. Do not add <code>motor</code> alone: it also means engine, and <i>motor arıza tespiti</i> is a good search.
Other	Games, pictures, songs, regulations, scrap (<i>hurda</i>).

```
"iş ilanı"  
"iş ilanları"  
ilanı  
ilanları  
eleman  
"eleman arayan"  
"eleman aranıyor"  
"usta aranıyor"  
kalfa  
çırak  
"iş başvurusu"  
kariyer  
maaş  
maaşı  
maaşları  
kadro
```

COPY

kurs
kursu
kursları
eğitim
eğitimi
sertifika
sertifikası
"meslek lisesi"
ders
ödev
sınav
soruları
"nasıl yapılır"
"nasıl değiştirilir"
"nasıl yapılıyor"
"kendin yap"
kendim
evde
video
videosu
youtube
pdf
şema
şeması
nedir
"ne demek"
"ne işe yarar"
forum
ekşi
donanımhaber
"ikinci el"
"2. el"
sıfır
satılık
sahibinden
arabam
kiralık
kiralama
toptan
trendyol
hepsiburada
n11
amazon
cihazı
cihazları
aleti

makinesi
makinası
"test cihazı"
obd2
motosiklet
kamyon
tır
traktör
"iş makinesi"
tekne
bisiklet
bedava
hurda
oyun
oyuncak
resim
png
logo
şarkı
hikaye
yönetmelik
"is ilanı"
"is ilanları"
maas
cırak
egitim
"nasıl yapılır"
"nasıl değiştirilir"
satılık
kiralık

ÖRNEK OTO SERVİSİ

The list above leaves out three items that many shops would add: *muayene* , because it offers a pre-inspection check before the TÜVTÜRK *muayene* (vehicle inspection); *ücretsiz* (free), because it may promote a free pre-check; and *yetkili servis* , which is optional. If "yetkili servis" searches waste money, add them, since the shop is not an authorised dealer service. (Fictional example.)

TIP

Every week, add new negatives from the search terms report. Add competitor names too if their clicks never convert.

SELF-CHECK

You added **ilan** as a negative keyword. Which search can still show your ad?

✓ **"oto tamirci iş ilanları"**

"ilan oto servis"

Neither; both are blocked.

Negative keywords do not match close variants or plurals. "ilan" blocks searches with the word "ilan", but "ilanları" is a different form, so you must add it separately.

SELF-CHECK

Which keyword setup gives the most control in a first campaign?

The single broad word **fren** with Maximize clicks.

✓ **"fren balata değişimi" and [balata değişimi] plus a shared negative list.**

Broad match on every keyword and no negatives, to collect data.

Phrase and exact match keep searches close to the service. The negative list blocks job seekers, DIY searches and buyers of parts or tools.

▼ SOURCES FOR THIS SECTION

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3. [Google Ads Help — Keyword Planner \(checked Oct 2026\)](#)
4. [Google Ads Help — Search terms report \(checked Oct 2026\)](#)
5. [Google Ads Help — Close variants \(checked Oct 2026\)](#)
6. [Search Engine Journal — Keyword Planner limited data for low-spending accounts \(15 Aug 2016\)](#)
7. Keyword plan and negative list: course research notes, Marketing/research/ClaudeCode-R4-google-ads.md, sections 4.2–4.3 (examples, not search-volume data).



MARK SECTION 04 AS DONE

SECTION 05 / 14

ADS AND ASSETS

READ

20 min

BUILDS ON

Sections 01, 04

YOU WILL BE ABLE TO

Write a Turkish responsive search ad within the limits, add the right assets, and avoid trademark and "yetkili servis" problems.

The ad is the only part of your campaign people see. A relevant ad raises two Quality Score parts from section 01, expected CTR and ad relevance, which helps your Ad Rank and your price per click.

Anatomy of a responsive search ad

A **responsive search ad** (RSA) is the standard text ad on Search. You write up to 15 headlines and up to 4 descriptions. Google combines some of them into each ad it shows and tests which combinations work [Google Ads Help, Oct 2026].



Sponsored · Örnek Oto Servis

ornekotoservis.com.tr > fren > balata

Fren Balata Değişimi | Ümraniye Oto Servis | Yazılı Fiyat Teklifi

Balata ve disk kontrolü, değişim ve fren hidroliği.
Aynı gün teslim için randevu alın. İşe başlamadan
önce yazılı fiyat teklifi veriyoruz. Onayınız olmadan
işlem yapmayız.

Yazılı Fiyat Teklifi · Cumartesi Açık · Garantili İşçilik

Periyodik Bakım

Kış Lastiği

Online Randevu

Ümraniye, İstanbul · Directions

Call

DISPLAY URL

domain + 2 paths, 15 chars each

HEADLINES

write 3–15, 30 chars each;
Google picks and orders them

DESCRIPTIONS

write 2–4, 90 chars each

CALLOUTS

25 chars each

SITELINKS

25 chars; at least 2 needed

CALL + LOCATION

phone number; address from GBP

One ad, built from many parts. Headlines and descriptions come from your RSA; the extra rows come from assets. Google decides for each search which parts to show, so every headline must make sense on its own and next to any other. The layout here is simplified.

PART	HOW MANY	CHARACTER LIMIT
Headlines	3–15	30
Descriptions	2–4	90
Display URL paths	up to 2	15 each
Sitelinks (link text)	at least 2; up to 6 shown on desktop, 8 on mobile	25
Callouts	up to 10 can show	25

Sources: [RSAs](#), [sitelinks](#), [callouts](#) (Google Ads Help, checked Oct 2026). Turkish letters such as ç, ğ, ı, ö, ş, ü count as one character each.

Pinning and Ad Strength

Pinning fixes a headline or description to one position, for example the first headline slot. It lowers Google's freedom to test and usually lowers Ad Strength, so pin only text that must always show [Google Ads Help, Oct 2026].

Ad Strength rates how varied and relevant your headlines and descriptions are: Poor , Average , Good , Excellent . Google recommends at least two RSAs per ad group with "Good" or "Excellent" Ad Strength. Its own averages:

+15%

clicks and conversions when Ad Strength goes from Poor to Excellent

[Google, Oct 2026]

+6.6%

conversions from a 2nd RSA in an ad group

[Google, Oct 2026]

+3.7%

conversions from a 3rd RSA

[Google, Oct 2026]

These are Google's averages across advertisers, not guarantees for one shop.

Assets

Assets add rows and buttons to your ad. Older tutorials call them "extensions"

[Google Ads Help, Oct 2026].

ASSET	WHAT IT ADDS	NOTES FOR A REPAIR SHOP
Sitelinks	Extra links to other pages	Periyodik Bakım, Kış Lastiği, Online Randevu, Fiyat Teklifi Al
Callouts	Short benefit phrases	Yazılı Fiyat Teklifi, Cumartesi Açık, Bekleme Salonu
Structured snippet	A fixed header, such as "Services", plus a list of values	Periyodik Bakım, Fren Tamiri, Triger Değişimi, Klima Gazı, Arıza Tespit, Kaporta Boya. Google's Turkish header label was not checked.
Call	Your phone number and a call button	The number must be verifiable: E.164 format (for example +90216XXXXXX) visible in your site's source code, or a domain verified in Search Console. Vanity, premium and fax numbers are not allowed. You can schedule it to opening hours [Google Ads Help, Oct 2026]. In Türkiye calls from it cannot be counted as calls (section 09).
Location	Address, distance and directions from your linked Business Profile	Links to Maps; directions can count as a "local action" (section 09) [Google Ads Help, Oct 2026].

ASSET	WHAT IT ADDS	NOTES FOR A REPAIR SHOP
Image	Photos next to the ad	Real photos of the workshop and team.
Price	Services with prices	Only if the landing page shows the same prices. Use "from" prices (<i>başlayan fiyatlarla</i>) to stay accurate.
Promotion	A highlighted offer	Seasonal offers, for example a winter check.
Lead form	A form inside the ad	Needs a privacy policy. Google offers it to “eligible advertisers in supported countries”; whether Türkiye is supported was not confirmed [Google Ads Help, Oct 2026].
Business name and logo	Your name and logo in the ad	Use the same name as on your Business Profile.

Turkish ad copy for the "Fren" ad group

ÖRNEK OTO SERVİSİ

Final URL /fren-balata , paths /fren and /balata . The numbers in brackets are character counts. Use only claims that are true for your shop, such as *Garantili İşçilik* (guaranteed workmanship) or *Aynı Gün Teslim* (same-day delivery). (Fictional example; copy from the course research.)

HEADLINES (MAX 30)	MEANING
Fren Balata Değişimi (20)	Brake pad replacement
Balata Değişimi Randevusu (25)	Appointment for pad replacement
Disk ve Balata Kontrolü (23)	Disc and pad check
Fren Sesi mi Geliyor? (21)	Hearing a brake noise?
Ümraniye Oto Servis (19)	Car service in Ümraniye
Yazılı Fiyat Teklifi (20)	Written price quote
Tüm Marka Binek Araçlar (23)	All passenger car brands

HEADLINES (MAX 30)	MEANING
Online Randevu Alın (19)	Book online
9 Kişilik Usta Kadrosu (22)	A team of 9 technicians
Aynı Gün Teslim İmkânı (22)	Same-day delivery possible
Orijinal veya Muadil Parça (26)	Original or equivalent parts
Garantili İşçilik (17)	Guaranteed workmanship

DESCRIPTIONS (MAX 90)
Balata ve disk kontrolü, değişim ve fren hidroliği. Aynı gün teslim için randevu alın. (86)
İşe başlamadan önce yazılı fiyat teklifi veriyoruz. Onayınız olmadan işlem yapmayız. (84)
Bilgisayarlı arıza tespiti ve deneyimli usta kadrosu. Hafta içi 08:00-19:00 açığız. (83)
Periyodik bakım, fren, triger ve klima işlemleri tek adreste. Hemen randevu alın. (81)

More headline ideas for other ad groups: Periyodik Bakım Randevusu (25) · Triger Seti Değişimi (20) · Klima Gazı Dolumu (17) · Kış Lastiği Değişimi (20) · Kış Lastiğine Geçiş Zamanı (26) · Lastik Oteli Hizmeti (20) · Rot Balans ve Montaj (20) · Arıza Lambası mı Yandı? (23) · Motor Arıza Tespiti (19) · Kaporta ve Boya Onarımı (23).

Try it: ad builder

Type your own headlines and descriptions. The counters count each Turkish letter as one character, the same way the examples above were counted. The preview is a simplified sketch; Google's real layout varies by device.

AD BUILDER · SEARCH AD PREVIEW

Headline 1	20 / 30	Headline 2	19 / 30
Fren Balata Değişimi		Ümraniye Oto Servis	
Headline 3	20 / 30		
Yazılı Fiyat Teklifi			

Description 1

86 / 90

Balata ve disk kontrolü, değişim ve fren hidroliği. Aynı gün teslim için randevu alın.

Description 2

84 / 90

İşe başlamadan önce yazılı fiyat teklifi veriyoruz. Onayınız olmadan işlem yapmayız.

Final URL

<https://www.ornekotoservis.com.tr/fren-balata>

Path 1

4 / 15 Path 2

6 / 15

fren

balata



Sponsored · ornekotoservis.com.tr

www.ornekotoservis.com.tr > fren > balata

Fren Balata Değişimi | Ümraniye Oto Servis | Yazılı Fiyat Teklifi

Balata ve disk kontrolü, değişim ve fren hidroliği. Aynı gün teslim için randevu alın. İşe başlamadan önce yazılı fiyat teklifi veriyoruz. Onayınız olmadan işlem yapmayız.

All parts are within the limits and pass the basic checks of this tool. Google runs its own policy review.

Policies: car brands and "yetkili servis"

BRAND NAMES AS KEYWORDS

Google does not restrict trademarks used as **keywords**. "bmw bakım" as a keyword is fine

[Google Ads policy, Oct 2026].

BRAND NAMES IN AD TEXT

Google can restrict a trademark in **ad text** after the owner complains, mainly for competitors or confusing use. Uses still allowed after a complaint include resellers, information sites and sites for "components, replacement parts,

or compatible products or services”

[Google Ads policy, Oct 2026].

"YETKİLİ SERVİS"

Google's misrepresentation policy bans making it “seem like you're supported by another brand ... when you're not”

[Google Ads policy, Oct 2026]. Claiming *yetkili servis* (authorised service) without authorisation breaks it. Serious cases can lead to account suspension.

TÜRKİYE

The Ministry of Trade's advertising board (*Reklam Kurulu*) fined businesses that falsely presented themselves as authorised services about **15 million TL** over two years. Most of the ads were on search engines and social media. The cases involved boilers, white goods, air conditioners and phones, and consumers were told to check authorised services on SERBİS (servis.gov.tr) [Bloomberg HT, May 2024]. Türkiye's Industrial Property Law 6769 (SMK) allows honest use of a trademark to show what a service is for, especially for spare parts, as long as it does not confuse; only a summary of the article was checked, not court practice [mevzuat.gov.tr].

- Wording independent shops use: *[Marka] Özel Servis* (independent service for a brand) or *[Marka] Bakım ve Onarım* (maintenance and repair), plus a clear line on the landing page: *Yetkili servis değildir; bağımsız/özel servistir*. (Not an authorised service; this is an independent service.)
- No car brand logos unless you have a licence. Ask a lawyer if a brand is central to your business. This is not legal advice.
- Editorial habits: no exclamation mark in headlines, no ALL-CAPS words, no phone number inside the ad text (use the call asset), and no claims you cannot prove, such as *İstanbul'un en iyi servisi* (İstanbul's best service).

- Be careful with review-score claims such as *Google'da 4,9 puan*. Since 1 August 2026, an amendment to Türkiye's *Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği* (commercial advertising regulation) says reviews that are not verified may not be published or used in ads (Resmî Gazete no. 33297, 1 July 2026)
[Resmî Gazete, Jul 2026]. The SEO & Local Search guide covers reviews.
- The same amendment sets the "before" price in a discount ad. For goods it is the lowest price of the previous 10 days; for services it is the price just before the discount [Alo Maliye, Jul 2026]. So a promotion asset such as *Periyodik bakımda %20 indirim* (20% off scheduled maintenance) must start from the price you really charged just before the offer.

GLOBAL EXAMPLE

Google added AI helpers inside the product in 2025: Asset Studio, a free image and video tool for all Google Ads users, and Ads Advisor [Google, 2025 highlights]. They are useful for ideas, but they can write claims you cannot prove. Read every suggestion before you use it.

SELF-CHECK

Örnek Oto Servis is independent and services BMWs. Which headline is acceptable?

BMW Yetkili Servis Ümraniye

✓ **BMW Özel Servis Ümraniye**

BMW Resmi Servisi

"Özel servis" says the shop is independent. "Yetkili" (authorised) and "resmi" (official) imply a relationship with BMW that the shop does not have, which breaks Google's misrepresentation policy and Turkish advertising rules.

SELF-CHECK

How many characters does the headline "Fren Balata Değişimi" use toward the 30-character limit?

✓ 20

22

18

Spaces count, and ğ and ş count as one character each: 4 + 1 + 6 + 1 + 8 = 20.

▼ SOURCES FOR THIS SECTION

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2. [Google Ads Help — Assets for Search \(checked Oct 2026\)](#)
3. [Google Ads Help — Sitelink assets \(checked Oct 2026\)](#)
4. [Google Ads Help — Callout assets \(checked Oct 2026\)](#)
5. [Google Ads Help — Call assets \(checked Oct 2026\)](#)
6. [Google Ads Help — Location assets \(checked Oct 2026\)](#)
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9. [Google Ads policy — Misrepresentation \(checked Oct 2026\)](#)
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11. [Sınai Mülkiyet Kanunu 6769 \(text\)](#)
12. [Resmî Gazete — Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği amendment \(1 Jul 2026, no. 33297\)](#)
13. [Alo Maliye — Reklam yönetmeliğinde kapsamlı değişiklik \(1 Jul 2026\)](#)
14. [Google Ads Help — Highlights of 2025](#)



MARK SECTION 05 AS DONE

SECTION 06 / 14

LANDING PAGES

READ

12 min

BUILDS ON

YOU WILL BE ABLE TO

Sections 01, 04,
05, Crash Course
04

Explain message match, check a service page against a one-page checklist, and test its speed and buttons on a phone.

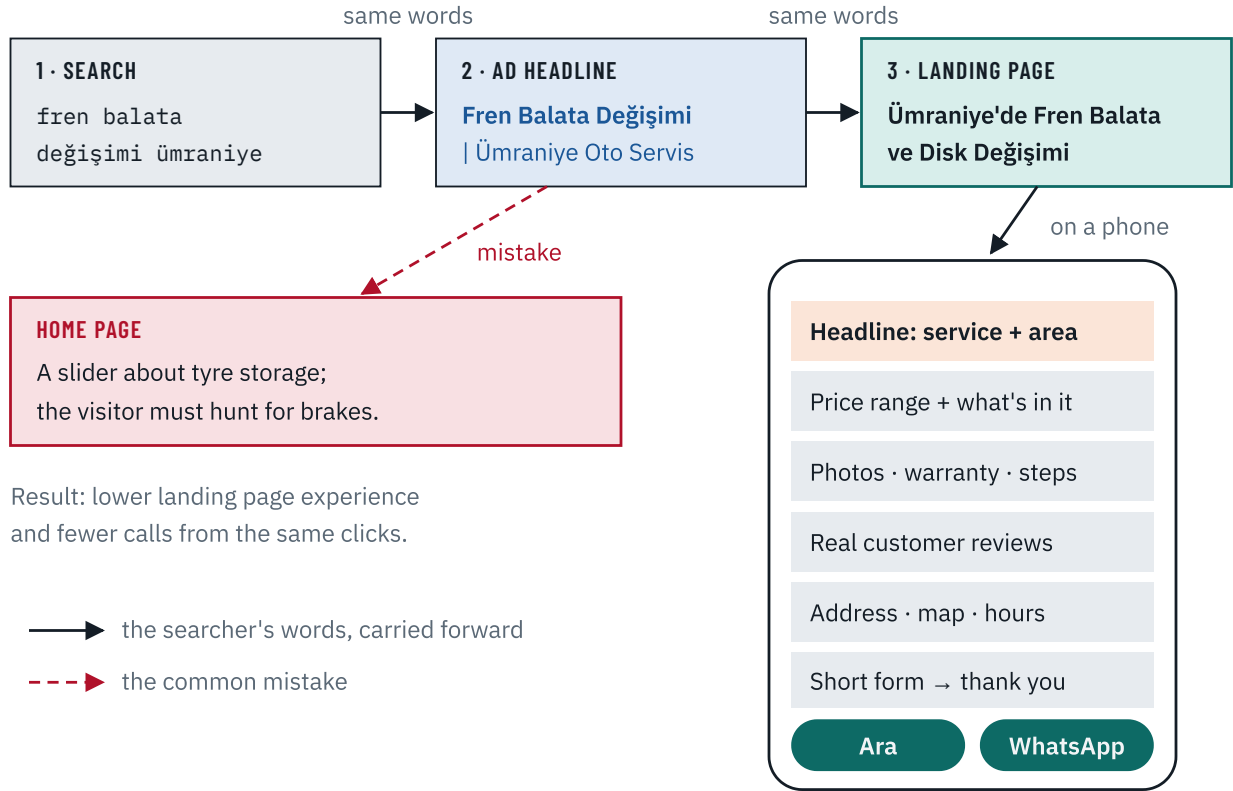
The **landing page** is the page a person reaches after clicking your ad. You pay for the click either way. Whether the click turns into a call, a WhatsApp chat or a form depends mostly on this page. The page also affects your price: landing page experience is one of the three parts of Quality Score from section 01, so a relevant page helps you rank with a lower bid

[Google Ads Help, Oct 2026].

Message match

Message match means the page continues what the search and the ad started. Google's own advice: “Give people what they're looking for” and “Keep messaging consistent from ad to landing page. Ensure the page follows through on the ad's offer or call to action.”

[Google Ads Help, Oct 2026]. Someone who searched for brake pads and clicked an ad about brake pads should land on a page about brake pads, not on the home page.



Carry the searcher's words from keyword to ad to page. This is why each ad group in section 04 has its own service page. On a phone, the call and WhatsApp buttons stay in a bar at the bottom of the screen while the visitor scrolls. The page layout is a sketch, not a template you must copy.

What a good service page has

Use this as a one-page checklist for each service page. The ticks are saved in your browser.

- ☐ The headline repeats the service and the area, for example *Ümraniye'de Fren Balata ve Disk Değişimi*.
- ☐ A call button (a `tel:` link) and a WhatsApp button (a `wa.me` link) are visible at the top and stay on screen while scrolling on a phone.
- ☐ A price range or "from" price (... *TL'den başlayan fiyatlarla*) and what it includes, the same prices as in any price asset.
- ☐ Every claim in the ad (*aynı gün teslim, garantili işçilik, yazılı fiyat teklifi*) is also stated on the page.

- ☐ Trust signals: real photos of the workshop and team, the warranty terms, the steps of the job ("we call you with the price before we start").
- ☐ Reviews only from real, verified customers, for example a link to your Business Profile reviews.
- ☐ Address, a map, opening hours (Pzt–Cmt 08:00–19:00) and a "Yol tarifi al" (get directions) link.
- ☐ A short form (name, phone, car, service) that leads to a thank-you page, which section 09 uses to count conversions.
- ☐ Fast on mobile data: no huge images and no pop-up that covers the call button.
- ☐ For brand pages: a clear line *Yetkili servis değildir; bağımsız/özel servistir.* (section 05).

Speed and mobile

Google advises: “Make your website mobile friendly” and “Improve loading speed. The speed at which your page loads can be the difference between someone bouncing or buying.” [Google Ads Help, Oct 2026]. Mobile was 81.86% of web traffic in Türkiye in September 2026 [StatCounter, Sep 2026], so build and test the page on a phone first.

01 Run a speed test

Enter the page address in Google's free [PageSpeed Insights](#) and read the mobile result.

02 Check the main number

Largest Contentful Paint (LCP) is the time until the biggest image or text block on the screen appears. Google's web.dev guide says to aim for “2.5 seconds or less” [web.dev, Oct 2026]. Large photos are the usual cause of a slow LCP; resize them before upload.

03 Test the buttons yourself

On your own phone, open the page from a test search, tap the call button and the WhatsApp button, and send the form. Each should work in one tap and be counted (section 09).

TIP

Google suggests using the conversion rate as a measure of the page: “It doesn't impact your landing page status, but it can be a good way for you to measure and optimize” [Google Ads Help, Oct 2026]. If one service page converts far worse than the others, fix that page before you raise bids.

TÜRKİYE

Reviews on the page follow the same rule as reviews in ads. Since 1 August 2026, reviews that are not verified may not be published or used in ads (commercial advertising regulation amendment, Resmî Gazete no. 33297) [Resmî Gazete, Jul 2026]. Show real reviews with a link to where they were posted; never write them yourself. Not legal advice.

ÖRNEK OTO SERVIS

The website had one "Hizmetlerimiz" (our services) page listing everything. Before launch the shop makes one short page per ad group: /fren-balata , /periyodik-bakim , /triger-degisimi , /lastik-hizmetleri and the others from section 04. Each page has a "from" price, three workshop photos, the warranty terms, a link to the Business Profile reviews, a sticky "Ara / WhatsApp" bar and a four-field form. The brake page's mobile LCP drops from about 5 seconds to 2.3 seconds after the large header photo is resized. (Fictional example, example numbers.)

DEEP DIVE

SEO & LOCAL SEARCH

The same service pages can also rank in free search results. How to write them, and how to link them with your Business Profile. 

SELF-CHECK

Someone searches "triger değişimi ümraniye" and clicks your ad "Triger Seti Değişimi". Where should the click go?

The home page, so they can see all services.

✓ The timing belt page, whose headline is about timing belt change in Ümraniye.

The contact page with the form.

Message match: the page should continue the search and the ad. A matching service page helps landing page experience and makes calling easy.

SELF-CHECK

Your ad says "Aynı Gün Teslim" (same-day delivery). What must the landing page do?

✓ State the same-day offer too, with its conditions, so the claim is true and easy to find.

Nothing; the ad and the page are checked separately.

Google asks that the page follows through on the ad's offer, and you must be able to prove claims in ads. Put every ad claim on the page.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Quality Score \(checked Oct 2026\)](#)
2. [Google Ads Help — 5 ways to use Quality Score to improve performance \(checked Oct 2026\)](#)
3. [StatCounter — Desktop vs mobile vs tablet, Türkiye \(Sep 2026\)](#)
4. [Google PageSpeed Insights](#)
5. [web.dev — Largest Contentful Paint \(checked Oct 2026\)](#)
6. [Resmî Gazete — Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği amendment \(1 Jul 2026, no. 33297\)](#)
7. Page checklist and the Örnek Oto Servis example: common practice advice written for this guide, not platform rules.

☐ MARK SECTION 06 AS DONE

TARGETING AND SETTINGS

READ 12 min	BUILDS ON Sections 02, 04	
YOU WILL BE ABLE TO Set location, language, schedule, devices, networks and audiences for a shop that serves people nearby.		

Google's default settings aim for reach. A repair shop needs people who can bring a car in. Wrong settings spend money on people in other cities or on partner websites that rarely bring customers.

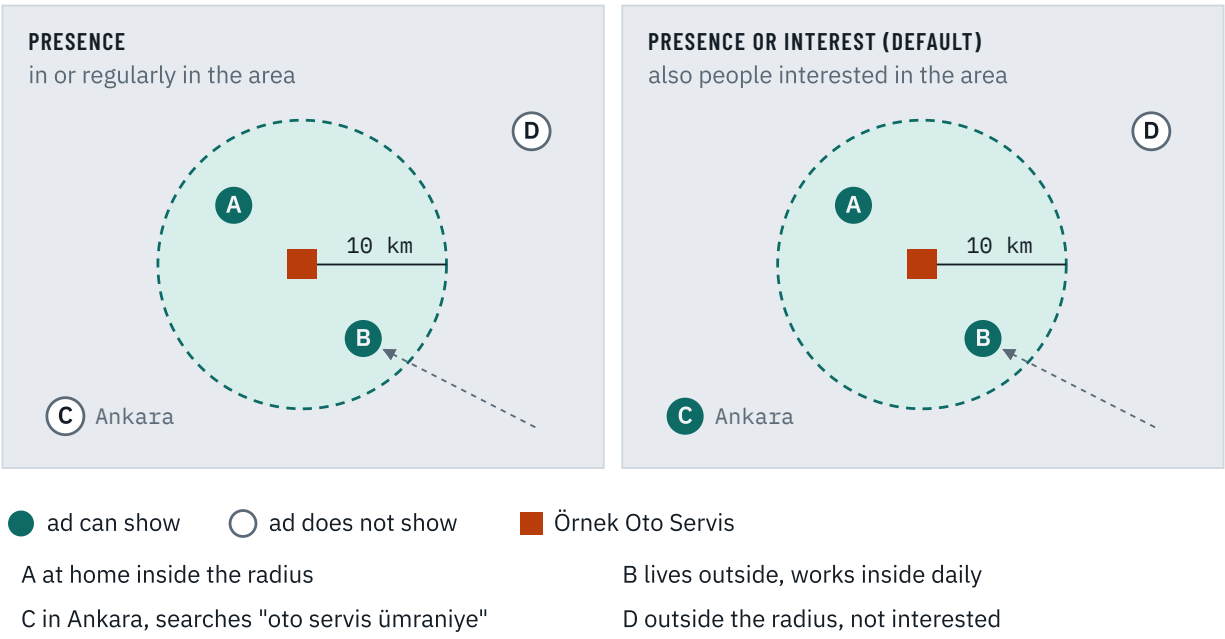
Location: "Presence" or "Presence or interest"

Google offers two location options [\[Google Ads Help, Oct 2026\]](#):

- Presence or interest

 (the default): “people in, regularly in, or who've shown interest in your targeted locations”.
- Presence

: “people in or regularly in your targeted locations”.



Only person C changes. With "Presence or interest", someone far away who searches for your district can see your ad. That helps a hotel; a repair shop usually cannot serve that person, so the click is wasted.

Google reports that "Presence or interest" brought about 5% more conversions on Search for travel, real estate and education advertisers [Google Ads Help, Oct 2026]. Those businesses serve visitors from far away. For a local repair shop, practitioners advise "Presence". This is practitioner advice, not a Google rule.

You can target a **radius** around an address (minimum 1 km) or a list of districts [Google Ads Help, Oct 2026]. In a big city, 8–15 km is a common starting range.

Other campaign settings

SETTING	START WITH	WHY
Language	Turkish. Add English only if you have English ads and pages.	Matches your ads and pages. A third-party source reports that manual language targeting was removed from Search in September 2026; if you do not see the setting, that may be why (unverified) [Common Thread, Oct 2026].

SETTING	START WITH	WHY
Ad schedule	Hours when someone answers the phone, for example Mon–Sat 08:00–19:00. Or run 24/7 and schedule only the call asset to opening hours.	Clicks at night become calls nobody answers [Google Ads Help, Oct 2026].
Devices	All devices. Check the device report weekly.	Mobile was 81.86% of web traffic in Türkiye in September 2026 [StatCounter, Sep 2026]. Reduce what never converts later.
Search partners	Untick Include Google search partners . Search partners are other websites that show Google search ads.	Google says partner clicks “may not always reflect highly targeted traffic” [Google Ads Help, Oct 2026].
Display expansion	Untick Include Google Display Network .	Keeps a Search budget on Search.
Audience segments	Observation only, for example Google's "Auto & Vehicles" segments.	See how these people perform without limiting reach. Targeting would show ads only to the segment.

KEY TERM

Observation vs Targeting. With Observation, your keywords still decide who sees the ad, and Google reports how people in an audience segment perform. With Targeting, only people in that segment can see the ad. On a first Search campaign, Targeting cuts reach for no clear gain.

ÖRNEK OTO SERVİSİ

Locations: a 10 km radius around the shop in Ümraniye, or the districts Ümraniye, Ataşehir and Kadıköy, with "Presence". Language Turkish. Schedule Monday–Saturday 08:00–19:00, the hours the front desk answers. Search only; partners and Display off. "Auto & Vehicles" segments in Observation. (Fictional example.)

WATCH OUT

"Presence or interest" is the default. If you skip the location options, ads can reach people in other cities who are only interested in your area.

SELF-CHECK

Someone in Ankara searches "oto servis ümraniye". Your campaign targets a 10 km radius around the shop with "Presence". Can your ad show?

Yes, because the search mentions Ümraniye.

✓ **No, because the person is not in or regularly in the area.**

"Presence" only includes people in or regularly in the targeted area. With "Presence or interest", the ad could show to this person.

SELF-CHECK

Why switch off Search partners in a first campaign?

Search partners are not allowed in Türkiye.

✓ **Google itself says partner traffic may not always be highly targeted, and you want clean data first.**

Search partners only show image ads.

Start with Google Search only, learn what works, and test partners later if you want more volume.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Location options: Presence / Presence or interest \(checked Oct 2026\)](#)
2. [Google Ads Help — Location targeting \(checked Oct 2026\)](#)
3. [Google Ads Help — Google Search Network and search partners \(checked Oct 2026\)](#)
4. [Google Ads Help — Call assets \(checked Oct 2026\)](#)
5. [StatCounter — Desktop vs mobile vs tablet, Türkiye \(Sep 2026\)](#)
6. [Common Thread — Google Ads changes in 2026 \(third party\)](#)

☐ MARK SECTION 07 AS DONE

BIDDING AND BUDGET

READ 20 min	BUILDS ON Sections 01–02, Crash Course 03	
YOU WILL BE ABLE TO Choose a starting bid strategy, set a daily budget that Google cannot overspend in a month, and check whether a budget can pay for itself.		

The bid strategy tells Google what to aim for: clicks, conversions or value. The budget caps your spend. Both must fit how much conversion data you have and what a new customer is worth to you.

KEY TERM

Smart Bidding — Google's automatic bid strategies that set a bid for each auction using conversion data: Maximize conversions, Target CPA, Maximize conversion value and Target ROAS [Google Ads Help, Oct 2026]. **CPA** is cost per acquisition (here: per lead). **ROAS** is return on ad spend: $\text{revenue} \div \text{ad cost}$.

Bid strategies in plain words

STRATEGY	WHAT GOOGLE AIMS FOR	WHEN TO USE IT
Maximize clicks	The most clicks within your budget	Brand-new campaigns “lacking sufficient conversion data” [Google Ads Help, Oct 2026]. Always set a maximum CPC limit.
Manual CPC	You set the bid per keyword	Learning and tight control. No learning period. (Enhanced CPC no longer exists.)
Maximize conversions	The most conversions within your budget	After tracking works and conversions come in steadily.

STRATEGY	WHAT GOOGLE AIMS FOR	WHEN TO USE IT
Target CPA	Conversions at a target cost per conversion	After steady volume, for example a few dozen conversions a month.
Maximize conversion value / Target ROAS	Value or return	Only if you send real job values back to Google (offline import, section 09). Rare for a beginner.
Target impression share	Showing at the top, absolute top or anywhere on the page a set % of the time	Protecting your shop name. Can get expensive.

The learning period

When you switch to or change a Smart Bidding strategy, Google says it “can take a few conversion cycles (1-2 typically) for the bid strategy to calibrate”. A conversion cycle is the usual time between a click and a conversion. Manual CPC has no learning period [Google Ads Help, Oct 2026]. Avoid big changes for 1–2 weeks after a switch. A common practitioner rule is to change budgets or bids by no more than about 20–30% at once; it is a rule of thumb, not a Google rule.

How daily budgets work

You set an **average daily budget**. Google may spend more on busy days and less on quiet days, within two limits [Google Ads Help, Oct 2026]:

2×

the most a campaign can spend on one day, compared with its average daily budget

30.4×

the most you are charged in a month (the average number of days in a month)

DAILY BUDGET TO ENTER

$\text{monthly budget} \div 30.4$

18,000 TL $\div$ 30.4 $\approx$ 592 TL a day. On a busy day Google may spend up to $\approx$ 1,184 TL, but the month stays at or below 18,000 TL. (Example numbers.)

Since 15 January 2026 you can also set a **campaign total budget** for a fixed period of 3–90 days on Search, Performance Max and Shopping campaigns. It was an open beta when announced [Google, Jan 2026] [SERoundtable, Jan 2026]. It fits short seasonal pushes, such as a winter-tyre campaign.

Benchmarks: what is "normal"?

The only dated, sourced benchmarks found for car repair search ads are from the United States. Use them for direction only.

5.56%

CTR, US automotive repair, service and parts (all industries: 6.64%)
[LocaliQ, Jun 2026]

15.51%

conversion rate (all industries: 8.18%)
[LocaliQ, Jun 2026]

\$4.35

average CPC (all industries: \$5.42) [LocaliQ, Jun 2026]

\$29.96

cost per lead (all industries: \$66.69)
[LocaliQ, Jun 2026]

US SUB-CATEGORY (MEDIAN)	CTR	CPC	CONV. RATE	COST PER LEAD
Auto Service & Repair	4.41%	\$6.42	15.39%	\$42.10
Brake Repair & Inspection	5.23%	\$4.90	13.37%	\$32.46
Engine Repair & Tune-Up	5.66%	\$4.62	12.52%	\$32.46
Oil Change & Lubrication	6.80%	\$5.31	15.44%	\$34.81
Transmission & Clutch Repair	5.53%	\$7.46	19.23%	\$34.81
Tire & Wheel Repair	6.19%	\$3.46	18.20%	\$20.70
Tire Dealer	5.52%	\$3.53	12.95%	\$22.42
Overall automotive	6.60%	\$3.49	9.21%	\$33.12

TÜRKİYE

No reliable, sourced CPC data for car repair in Türkiye was found. One Turkish agency writes “İnternette dolaşan sektörel TBM tablolarının çoğu ABD verisidir” (most sector CPC tables online are US data) and recommends Keyword Planner plus a 2–4 week test [Dijital Kafa, Jul 2026]. Do not convert the dollar CPCs to TL; Turkish auction prices come from Turkish competition. Until you have your own data, this guide plans with a conservative 8–12% conversion rate. Every CPC on this page is an example number.

Work back from a goal

Do not start from a round number such as "5,000 TL a month". Start from how many new customers you want, and work back to the budget. You need three estimates: the close rate (leads that become paying customers), the conversion rate (clicks that become leads) and the CPC from Keyword Planner.

1 • LEADS NEEDED

$\text{target customers} \div \text{close rate}$

$18 \div 40\% = 45 \text{ leads}$

2 • CLICKS NEEDED

$\text{leads} \div \text{conversion rate}$

$45 \div 10\% = 450 \text{ clicks}$

3 • MONTHLY AD BUDGET

$\text{clicks} \times \text{CPC}$

$450 \times 40 \text{ TL} = 18,000 \text{ TL}$

4 • CASH COST AND DAILY BUDGET

$\text{budget} \times 1.254 \cdot \text{budget} \div 30.4$

$22,572 \text{ TL cash} \cdot \approx 592 \text{ TL a day}$

Then check the result against profit. In the example each new customer costs $22,572 \div 18 \approx 1,254 \text{ TL}$, below the 3,200 TL break-even, so the plan can pay for itself. If the goal-based budget is more than you can spend, lower the goal or start with fewer services; do not lower the CPC in the formula just to make the numbers fit. The calculator below runs the same numbers forward.

ÖRNEK OTO SERVİS

The owner wants 18 new paying customers a month from Google. With a 40% close rate, a 10% conversion rate and a 40 TL example CPC, that needs 45 leads, 450 clicks and an 18,000 TL ad budget, which is exactly the Google share (60%) of the 30,000 TL test budget. (Example numbers.)

Budget calculator

Enter your own numbers. The defaults are the Örnek Oto Servis example: 18,000 TL a month on Google, an example CPC of 40 TL, a 10% conversion rate, and 4 in 10 leads becoming paying customers. Break-even cost per customer = average job value × gross margin (Crash Course module 03).

GOOGLE ADS BUDGET CHECK

Monthly ad budget (TL)

18000

Example CPC (TL)

40

Conversion rate, click → lead (%)

10

Close rate, lead → customer (%)

40

Average job value (TL)

8000

Gross margin (%)

40

Cost basis

Cash: + 4.5% fee + ▼

DAILY BUDGET TO ENTER

592 TL

CLICKS

450

LEADS

45

NEW CUSTOMERS

18

COST PER LEAD

502 TL

COST PER NEW CUSTOMER

1,254 TL

GROSS PROFIT, FIRST JOBS

57,600 TL

PROFIT AFTER AD COST

35,028 TL

ROAS (REVENUE ÷ COST)

6.4×

Healthy: a new customer costs 1,254 TL, below half of the break-even 3,200 TL. The first job pays for the ads with room for overheads. Break-even cost per lead at this close rate: 1,280 TL.

The calculator counts only the first job. Overheads (rent, salaries) are not included. Clicks = budget ÷ CPC; leads = clicks × conversion rate; customers = leads × close rate; ROAS = (customers × job value) ÷ cost.

ÖRNEK OTO SERVİS

With the defaults: 18,000 TL buys about 450 clicks, which bring about 45 leads and 18 new customers. Cash cost with fee and KDV is 22,572 TL, so a lead costs about 502 TL (target ≤ 600 TL) and a new customer about 1,254 TL (target ≤ 1,500 TL, break-even 3,200 TL). If customers come back about twice a year for three years, one customer is worth about 19,200 TL in gross profit over time. (Example numbers, not market data.)

TIP

Replace the example CPC with the "Top of page bid (high range)" from Keyword Planner for your main keywords, then with your real average CPC after two to four weeks. If your accountant confirms you can deduct the KDV, choose the second cost basis.

SELF-CHECK

Your average daily budget is 500 TL. What is the most Google can charge you for that campaign in one month?

15,000 TL (500×30)

✓ 15,200 TL (500×30.4)

30,400 TL ($2 \times 500 \times 30.4$)

A single day can reach 2× the daily budget, but the monthly charge is capped at 30.4× the average daily budget.

SELF-CHECK

A brand-new campaign has no conversion data yet. Which bid strategy fits best?

✓ Maximize clicks with a maximum CPC limit, or Manual CPC.

Target ROAS.

Target CPA of 300 TL.

Conversion-based strategies need conversion data to learn from. Start with clicks under a CPC limit, then switch to Maximize conversions when conversions come in steadily (practitioners suggest about 15–30 in 30 days).

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Smart Bidding \(checked Oct 2026\)](#)
2. [Google Ads Help — Bid strategies by goal \(checked Oct 2026\)](#)
3. [Google Ads Help — Learning period \(checked Oct 2026\)](#)
4. [Google Ads Help — Average daily budget \(checked Oct 2026\)](#)
5. [Google blog — Campaign total budgets \(Jan 2026\)](#)
6. [SERoundtable — Campaign total budgets \(Jan 2026\)](#)
7. [LocaliQ — Search Advertising Benchmarks 2026 \(1 Jun 2026\)](#)
8. [LocaliQ — Automotive Search Advertising Benchmarks \(29 Sep 2026\)](#)
9. [Dijital Kafa — Google Ads maliyeti Türkiye \(18 Jul 2026\)](#)



MARK SECTION 08 AS DONE

SECTION 09 / 14

CONVERSION TRACKING IN GOOGLE ADS

READ
20 min

BUILDS ON
Section 02,
Crash Course 05

YOU WILL BE ABLE TO

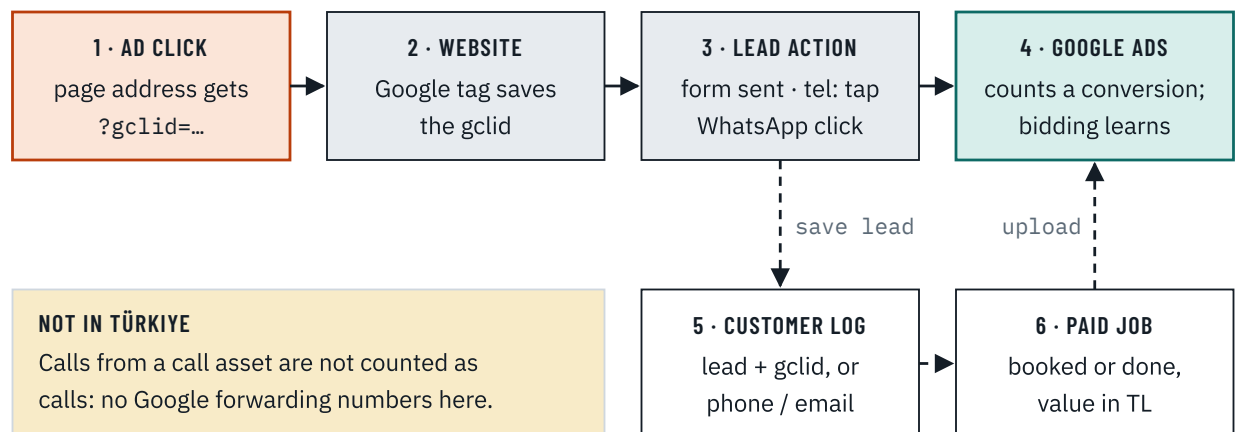
Decide which actions count as conversions, explain what call tracking can and cannot do in Türkiye, and plan how to send booked jobs back to Google.

Without conversion tracking you cannot tell which keywords bring customers, and Smart Bidding has nothing to learn from. Running ads without it is the most common beginner mistake. Set it up before the first campaign goes live.

KEY TERM

Conversion action — something valuable a visitor does that Google Ads counts: a sent form, a tap on your phone number, a WhatsApp click. **Google tag** — the code on your website that sends these actions to Google. **gclid** — the click ID that auto-tagging adds to the page address after an ad click. **Key event** — GA4's name for an important event; GA4 renamed its "conversions" to "key events" in March 2024

[Google Analytics Help, Oct 2026].



Solid arrows: automatic once the tag is set up.

Dashed arrows: steps your team does, such as logging leads and uploading jobs.

The click ID connects an ad click to a lead and, later, to a paid job. Steps 1–4 tell Google which clicks became leads. Steps 5–6 tell Google which leads became paying customers, which is what you really want it to find more of.

What to count

Count **real leads only** as primary conversions. **Primary** actions appear in the "Conversions" column and are used for bidding. **Secondary** actions appear only in "All conversions" and are for observation [Google Ads Help, Oct 2026].

CONVERSION ACTION	HOW TO TRACK IT	PRIMARY?
Form sent (appointment or quote request)	Thank-you page address, or the form's success event	PRIMARY
Tap on phone number (<code>tel:</code> link)	Google Tag Manager (GTM) trigger: Click URL starts with <code>tel:</code> [MeasureSchool]	PRIMARY It is a tap, not a confirmed call.
WhatsApp click (<code>wa.me</code> link)	GTM trigger: Click URL contains <code>wa.me</code> or <code>api.whatsapp.com</code>	DECIDE LATER Primary or secondary after you check chat quality.
Directions (local action)	Created automatically when location assets are active	SECONDARY AT FIRST
Page views, scroll depth, time on site	—	NEVER PRIMARY

DEEP DIVE

TRACKING & ANALYTICS

Step-by-step GTM triggers for phone, WhatsApp and form tracking, GA4 setup, UTM links and a free dashboard. 

Native Google Ads tag or GA4 import?

GOOGLE ADS CONVERSION TAG (VIA GTM)

Create the action in **Goals** > **Conversions** > **Summary** > **+ Create conversion action** > **Website** (path not confirmed live) and fire it from GTM [Google Ads Help, Oct 2026].

IMPORT GA4 KEY EVENTS

After linking GA4, use GA4 key events as Google Ads conversions

[Google Ads Help, Oct 2026].

- One definition for GA4 and Ads; simple.

- Built for bidding; supports enhanced conversions.
- The most common choice for lead generation.

- GA4 counts and credits differently and can be slower.

WATCH OUT

Choose one method. If both exist, keep one as Primary and the other as Secondary, or every phone tap is counted twice and bidding chases double numbers.

Phone calls in Türkiye

Google's call reporting relies on **Google forwarding numbers**: Google shows a temporary number in your ad, forwards the call to you and records it. They exist in 30 countries, and **Türkiye is not on the list** [Google Ads Help, Oct 2026]. Google says “tracking call conversions from ads and from a website and importing call conversions require Google forwarding numbers” [Google Ads Help, Oct 2026].

METHOD	WORKS IN TÜRKIYE?	NOTES
Calls from ads (call asset with call length)	NO	Needs forwarding numbers.
Calls to a number on your website	NO	Needs forwarding numbers in an eligible country [Google Ads Help, Oct 2026].
Imported calls	NO	Needs forwarding numbers.
Taps on a phone number on your mobile site	YES	Records the tap, “not the phone calls themselves” [Google Ads Help, Oct 2026].
Taps on the call asset ("call ad clicks")	AS CLICKS	Google's help page lists this option for counting taps on the call button without forwarding numbers; it was not tested in a Turkish account. Treat them as clicks, not calls.
Directions from the location asset (local actions)	YES	Available to all advertisers with active location assets. In Search campaigns only directions can be used for bidding [Google Ads Help, Oct 2026].

METHOD	WORKS IN TÜRKİYE?	NOTES
Your own number per channel	YES	Turkish cloud phone services such as Netgsm , Bulutfon and Verimor sell extra geographic or 0850 numbers with call logs. Their homepages did not advertise dynamic numbers or a Google Ads link (checked Oct 2026); prices were not checked.
Dynamic number insertion (DNI): the website shows a different number per visitor source	SOME VENDORS	Zadarma lists Türkiye for call tracking and listed a Turkish number at \$7.50 a month, or \$5 a month paid yearly [Zadarma, Oct 2026]. Document requirements were not verified.
Front-desk question	YES, FREE	Ask every new customer <i>Bizi nereden duydunuz?</i> (How did you hear about us?) and log the answer from a fixed list.

ÖRNEK OTO SERVİSİ

The shop buys one extra geographic number for the Google Ads call asset and the website, keeps another for its Business Profile, and uses the main number everywhere else. The phone system's call log now shows which calls came from ads. The front desk asks *Google'dan mı buldunuz?* (Did you find us on Google?) and notes the answer. (Fictional example.)

GLOBAL EXAMPLE

BraBos Cleaning, a 20+ person cleaning company near Boston, used one phone number for six channels and could not tell which worked. From September 2024 it used dynamic numbers on the website and fixed numbers on print and on its Business Profiles. The vendor reports that it then "traced 80%" of new bookings to the exact call, and found that door hangers had a better cost per lead than Google Local Services Ads [CallRail, Sep 2026]. This is a vendor case study. For a repair shop, one number per channel plus a simple log can change where you spend.

Enhanced conversions and offline imports

- **Enhanced conversions** send hashed (SHA-256 scrambled) email or phone data from your form to Google to improve matching [Google Ads Help, Oct 2026]. Since April 2026,

enhanced conversions for web and for leads are one combined on/off setting

[Google Ads Help, Oct 2026].

- **Enhanced conversions for leads** link a website lead to a later sale that you upload. For new adopters, Google recommends starting with this instead of classic offline import, and reports “a median 10% increase in conversions”. The fastest setup is through **Data Manager** [Google Ads Help, Oct 2026].
- **Offline conversion import (gclid method)**: save the gclid in a hidden form field, create an import conversion such as "Job completed (offline)", and upload weekly: Google Click ID, conversion name, conversion time with time zone (for example 2026-10-01 14:30:00+03:00), value and currency TRY.
- From 15 June 2026, offline uploads through the Google Ads API move to the Data Manager API. This affects software integrations, not manual uploads in the interface [Google Ads Help, Oct 2026].

VALUE OF ONE LEAD for conversion values

$\text{close rate} \times \text{gross profit per job}$

$40\% \times 3,200 \text{ TL} = 1,280 \text{ TL per lead}$ (Örnek Oto Servis, example numbers)

Attribution

Attribution decides which ad click gets the credit when a person clicked several ads before converting. Google Ads uses **data-driven attribution** by default; **last click** is still available. First click, linear, time decay and position-based models were removed in 2023

[Search Engine Journal, 2023].

Consent mode and KVKK

- **Consent mode** passes the visitor's cookie choice to Google tags. "Basic" blocks the tags until the visitor agrees. "Advanced" sends cookieless pings and allows Google to model missing conversions [Google Ads Help, Oct 2026].
- Google's EU user consent policy covers the EEA, the UK and Switzerland, so Google does not require consent mode for Türkiye by its own terms [Google, Oct 2026].

TÜRKİYE

Türkiye's data protection authority KVKK says in its cookie guide (July 2025 edition) that cookies for behavioural advertising need explicit consent (*açık rıza*), and third-party tools such as GA4 and Meta Pixel generally need consent. "Accept" and "Reject" should be equally visible [KVKK, Jul 2025]. So connect your cookie banner to consent mode anyway. Whether Advanced mode's cookieless pings are acceptable under KVKK without consent is an open legal question. Mention enhanced conversions in your privacy notice (*aydınlatma metni*). Not legal advice.

Test before launch

01 Make test actions

Send a test form and tap the phone link on your phone, ideally after a test ad click.

02 Watch the tags fire

Use GTM [Preview](#) or Tag Assistant (Google's free tool that shows which tags fired) to check that each tag fires exactly once.

03 Check the status

After 24–48 hours, each conversion action should show a status such as

[Recording conversions](#) (label not confirmed live).

SELF-CHECK

In Türkiye, what does a "phone number tap" conversion in Google Ads prove?

That a call happened and lasted at least a minute.

✓ That someone tapped the number; not that a call took place.

Nothing at all; it cannot be tracked in Türkiye.

Without Google forwarding numbers, Google Ads sees the tap only. Your phone system's log or the front-desk question shows the real calls.

SELF-CHECK

Which actions should be primary conversions at the start?

✓ **Sent forms and phone-number taps.**

Views of the prices page.

Every visit longer than one minute.

Primary actions drive bidding. If soft actions are primary, Smart Bidding chases cheap visits that never become customers.

▼ SOURCES FOR THIS SECTION

1. [Google Analytics Help — Key events \(checked Oct 2026\)](#)
2. [Google Ads Help — Primary and secondary conversions \(checked Oct 2026\)](#)
3. [MeasureSchool — Phone number click tracking](#)
4. [Google Ads Help — Track calls to a number on your website \(checked Oct 2026\)](#)
5. [Google Ads Help — GA4 key events in Google Ads \(checked Oct 2026\)](#)
6. [Google Ads Help — Google forwarding numbers \(checked Oct 2026\)](#)
7. [Google Ads Help — Phone call conversions \(checked Oct 2026\)](#)
8. [Google Ads Help — Clicks on a number on your mobile website \(checked Oct 2026\)](#)
9. [Google Ads Help — Local actions conversions \(checked Oct 2026\)](#)
10. [Zadarma — Virtual number prices \(checked Oct 2026\)](#)
11. [CallRail — BraBos Cleaning case study \(10 Sep 2026\)](#)
12. [Google Ads Help — Enhanced conversions \(checked Oct 2026\)](#)
13. [Google Ads Help — Enhanced conversions for leads \(checked Oct 2026\)](#)
14. [Google Ads Help — Offline conversion imports \(checked Oct 2026\)](#)
15. [Google Ads Help — Upgrade to Data Manager \(checked Oct 2026\)](#)
16. [Search Engine Journal — Attribution models removed \(2023\)](#)
17. [Google Ads Help — Consent mode \(checked Oct 2026\)](#)
18. [Google — EU user consent policy](#)
19. [KVKK — Çerez Uygulamaları Hakkında Rehber \(Jul 2025\)](#)

☐ **MARK SECTION 09 AS DONE**

LAUNCH YOUR FIRST SEARCH CAMPAIGN

READ

15 min

BUILDS ON

Sections 01–09

YOU WILL BE ABLE TO

Build and publish the Örnek Oto Servis Search campaign step by step, and check it before it goes live.

This section puts sections 01–09 together in the order you click through Google Ads. Menu names are as of October 2026. Names marked † were not confirmed on a Google help page during research; Google renames things often.

ÖRNEK OTO SERVİS

Before launch (week 0, 3–5 days): Expert-mode account in TRY; Business Profile, GA4 and Search Console linked; conversion tracking tested (form and phone tap primary, WhatsApp and directions secondary); one landing page per service with phone and WhatsApp buttons and a short form; cookie banner and privacy notice; Keyword Planner checked for Ümraniye; shared negative list saved. The launch is in October, winter-tyre season, so the "Lastik" ad group gets extra attention. (Fictional example.)

Step by step

01**Start a new campaign**

Campaigns > + New campaign †. Objective **Leads**, or **Create a campaign without guidance** †. Campaign type **Search**.

02**Keep only lead goals**

Under conversion goals, keep the form and phone-tap goals. Remove page-view goals.

03**Ways to reach your goal**

Tick `Website visits` † and enter your address. Tick `Phone calls` † only if it is offered; you add the call asset later anyway.

04 Name it clearly

For example `SRCH_Umraniye_Servis_TR_2026-10` : type, area, theme, language, start month.

05 Bidding

`Maximize clicks` with a `Maximum CPC bid limit` (for example the Keyword Planner high-range bid), or `Manual CPC`. Plan to switch to `Maximize conversions` after about 15–30 conversions in 30 days with clean tracking. These thresholds are practitioner guidance; Google gives no fixed number for Search.

06 Networks

Untick `Include Google search partners` [Google Ads Help, Oct 2026] and `Include Google Display Network`.

07 Locations

`Enter another location` † > radius around the shop (10 km in the example) or a list of districts. Under `Location options` choose `Presence: People in or regularly in your targeted locations` [Google Ads Help, Oct 2026].

08 Language and audiences

Language Turkish (the setting may be missing; see section 07). Add "Auto & Vehicles" audience segments in `Observation`.

09 Leave AI Max and broad match off

Use phrase and exact match for the first campaign. Test AI Max later as an experiment.

10 Schedule

`More settings` > `Ad schedule` †: Monday–Saturday 08:00–19:00 in the example. Start today, no end date.

11 Ad groups

Five to eight service ad groups from section 04. In each: 5–15 phrase and exact keywords, two RSAs aiming for "Good" or "Excellent", and the matching service page as final URL.

12 Assets

Campaign level: 4–8 sitelinks, 4–6 callouts, one structured snippet, a call asset (+90 number, scheduled to opening hours), the location asset from your Business Profile, business name and logo, 4 or more images, and a price asset only if your page shows the same prices.

13 Negative keywords

Attach the shared list `NEG_Gene1_TR` from `Tools > Shared library > Negative keyword lists` †.

14 Budget

Enter the daily budget: $18,000 \text{ TL} \div 30.4 \approx 592 \text{ TL}$ in the example (section 08).

15 Publish

`Review > Publish campaign` †. Ads go through a policy review, usually within one business day (general experience, not confirmed on a help page).

16 Switch off auto-apply

On the `Recommendations` page, open the auto-apply settings and switch off at least `Add broad match keywords`, `Add keywords`, `Remove redundant keywords` and the bidding and target recommendations [Google Ads Help, Oct 2026].

17 Add a brand campaign

A tiny separate Search campaign for your shop name in exact match, with a small budget. It protects your name when competitors bid on it, and it is usually very cheap.

Before you press Publish

- ☐ Conversion actions tested: a test form and a phone tap show up; only real leads are Primary.
- ☐ Auto-tagging is on; GA4, Business Profile and Search Console are linked.
- ☐ Search partners and Display Network are both unticked.
- ☐ Location option is "Presence", with a radius or district list around the shop.
- ☐ Bidding is Maximize clicks with a max CPC limit, or Manual CPC.

- ☐ Every ad group has one service, phrase/exact keywords, two RSAs and its own landing page.
- ☐ No "yetkili" claims, no brand logos, no phone number or exclamation mark in the ad text.
- ☐ Call asset uses a verifiable +90 number and is scheduled to opening hours.
- ☐ Location asset and at least 4 sitelinks and 4 callouts are added.
- ☐ Shared negative keyword list is attached.
- ☐ Ad schedule matches the hours someone answers the phone and WhatsApp.
- ☐ Daily budget = monthly budget ÷ 30.4, and the cash cost with fee and KDV is planned.
- ☐ Front desk knows to ask "Bizi nereden duydunuz?" and log the answer.
- ☐ Auto-apply recommendations are switched off.
- ☐ Each service page passes the landing-page checklist in section 06, including the call and WhatsApp buttons on a phone.
- ☐ If Google asked for advertiser verification, it is started or done (section 02).

TÜRKİYE

If you use a new-advertiser promo code, apply it within 14 days after your first ad impression, and reach the required spend within 60 days. Taxes and fees do not count toward it [Google, Oct 2026].

SELF-CHECK

Which pair of settings should be off in the first Search campaign?

✓ Search partners and Display expansion.

Call asset and location asset.

Phrase match and exact match.

Partners and Display expansion send budget outside Google Search before you know what works. Call and location assets help a local shop, and phrase and exact match give control.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Search partners \(checked Oct 2026\)](#)
2. [Google Ads Help — Location options \(checked Oct 2026\)](#)
3. [Google Ads Help — Auto-applied recommendations \(checked Oct 2026\)](#)
4. [Google — Türkiye promotional offer terms \(checked Oct 2026\)](#)
5. Launch order and practitioner thresholds: course research notes (ClaudeCode-R4-google-ads.md), sections 3.5 and 7.4.

☐ MARK SECTION 10 AS DONE

SECTION 11 / 14

OPTIMIZATION ROUTINE

READ 15 min	BUILDS ON Section 10
YOU WILL BE ABLE TO Run short checks in the first two weeks, a weekly routine after that, and find the cause when results are poor.	

The first weeks show which searches really trigger your ads. Most of the money you save comes from the search terms report. Small, regular checks work better than big, rare changes.

DAYS 1-3	DAYS 3-14 · 2-3× A WEEK	WEEK 3 ON · WEEKLY	MONTHLY
ads eligible? clicks coming? conversions in?	search terms → negatives check spend pacing no big changes	pause wasteful keywords replace weak headlines check impression share	upload booked jobs CPL vs job profit test one new thing
Checks get less frequent as the campaign settles. Fifteen minutes two or three times a week at the start; 30–45 minutes once a week from week 3.			

The first 14 days

- **Days 1–3:** ads show as `Eligible`, not `Disapproved` or `Limited`; impressions and clicks appear; conversions record; the call and location assets show.
- **Days 3–14:** add irrelevant search terms as negatives; compare daily spend with plan (remember the 2× day and 30.4× month limits); change budgets or bids by no more than about 20–30% at once (rule of thumb).

Weekly checklist (from week 3)

- ☐ Search terms: add bad terms as negatives; add good converting terms as new phrase or exact keywords.
- ☐ Keywords: pause those that spent 2–3× your target cost per lead with zero leads (rule of thumb).
- ☐ Ads: check asset performance, replace weak headlines, keep 2–3 RSAs per ad group.
- ☐ Quality Score columns: fix the weakest of expected CTR, ad relevance and landing page experience.
- ☐ Impression share: lost to budget with a good cost per lead → more budget; lost to rank → better ads and pages, or higher bids.
- ☐ Compare phone-tap conversions with the front desk's "Google'dan" log.
- ☐ Location, device and schedule reports: cut areas or hours that never convert.

Monthly: upload booked jobs (offline import or enhanced conversions for leads), compare cost per lead with job profit, decide the budget, and test one new thing: a new ad angle, a landing page change, an AI Max experiment or Performance Max with store goals. Run tests with `Campaigns > Experiments` † so you can compare before switching.

No impressions at all? Check in this order

If a new campaign shows zero impressions, the cause is usually a status problem, not the market. Google says “most ads are reviewed within 24-48 hours”, but for new accounts it “can take up to 5 business days” [Google Ads Help, Oct 2026]. After that, go through this list:

- ☐ **Account:** suspended, under a security review, or a billing problem such as a declined card [Google].

- ☐ **Advertiser verification:** if the account was selected and the deadline passed, ads may be restricted or the account paused (section 02).
- ☐ **Ads:** still under review, or "Disapproved" for a policy reason. Open the policy details and fix the text or the page.
- ☐ **Campaign and ad groups:** start date not reached, end date passed, or ad groups, keywords or ads paused.
- ☐ **Keywords:** status "Low search volume", which Google uses for a keyword “associated with very little search traffic” [Google]. Add more common forms of the service.
- ☐ **Negatives:** a negative keyword or shared list that blocks your own keywords, for example `bakım` added by mistake.
- ☐ **Targeting:** a very small radius, a short ad schedule, or audience segments set to Targeting instead of Observation.
- ☐ **Bid and budget:** a max CPC limit far below the Keyword Planner range, or a tiny budget; with low bids Google says your ads “may not have any impressions” [Google].

TIP

Do not test by searching for your own ad again and again. Google's free `Ad Preview and Diagnosis` tool shows how your ad appears for a search without adding impressions. Google warns that your own searches add impressions without clicks, which lowers your CTR [Google Ads Help, Oct 2026].

Diagnosis: symptom, likely cause, fix

SYMPTOM	LIKELY CAUSES	FIXES
Low impressions	Ads "Limited" or "Disapproved"; budget runs out (lost IS budget); Ad Rank below thresholds (lost IS rank); too few keywords or a very small radius; short schedule.	Fix policy issues first. Read the two "lost IS" columns. Add close keyword variants from search terms. Widen the radius or districts carefully. Raise the max CPC limit toward the Keyword Planner range.
Low CTR	Ads do not match the search; irrelevant search terms; expected CTR or ad relevance "Below average"; few assets.	Add negatives. Split mixed ad groups. Put the service and district in headlines. Add sitelinks, callouts, call and location assets.

SYMPTOM	LIKELY CAUSES	FIXES
High CPC	Strong competition for top positions; low quality signals; broad or generic keywords.	Improve ad relevance and the landing page so you can rank with a lower bid (section 01). Focus budget on keywords that convert. Keep a max CPC limit.
Clicks but no leads	Tracking broken; ads go to the home page; slow page without phone or WhatsApp buttons; DIY or job searches; ads running when closed.	Test conversions again. Use one service page per ad group with buttons at the top (section 06). Add negatives. Match the schedule to opening hours.
Leads but no customers	Slow replies or missed calls; leads from outside the area ("Presence or interest"); price surprises; soft actions counted as leads.	Reply to forms and WhatsApp within minutes. Use "Presence". Show "from" prices. Keep only real leads primary, then upload booked jobs so Google learns which leads pay.

GLOBAL EXAMPLE

Speed matters because people decide fast. In BrightLocal's 2026 US survey, 75% of consumers decided which local business to use within 30 minutes of searching, and 28% within 5 minutes [BrightLocal, 2026]. A lead that waits an hour for a reply may already be at another shop.

Recommendations and optimization score

Google calls the optimization score “an estimate of how well your Google Ads account is set to perform”. **Dismissing** a recommendation also raises the score

[Google Ads Help, Oct 2026]. So a 100% score does not mean a profitable account. Read each recommendation and apply only what fits your goals; you can decline suggestions from Google representatives too.

Auto-applied recommendations can add broad match keywords and change your bidding without asking [Google Ads Help, Oct 2026]. Keep these off: add broad match keywords, add keywords, remove redundant keywords, and the bidding and target recommendations. A third-party source also reports auto-applied "automated promotions" that read your landing pages; this was not confirmed on a Google page, so look for it in your auto-apply list.

ÖRNEK OTO SERVİSİ

Week 2 search terms show "balata değişimi nasıl yapılır" and "oto tamirci iş ilanı" (add "nasıl yapılır" and "iş ilanı" as negatives) and "fren balata değişimi ümraniye fiyat", which brought two leads (add it as an exact keyword). The keyword "oto tamirci" has spent 1,500 TL with no lead, which is 2.5× the 600 TL target cost per lead, so it is paused. (Fictional example, example numbers.)

SELF-CHECK

Google Ads shows many clicks and no leads, but the front desk says people who found you on Google are calling. What do you check first?

Raise the budget.

✓ **Conversion tracking: is the phone-tap tag firing and set as Primary?**

Switch to broad match.

When real customers arrive but Google records nothing, check the measurement before you change the campaign. Test the tags in GTM Preview first.

SELF-CHECK

Dismissing a recommendation raises your optimization score. What does that tell you?

✓ **The score measures how far you have reviewed Google's suggestions, not profit.**

A high score guarantees more customers.

Judge the account by leads, booked jobs and gross profit. The score is a to-do list from Google.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Search campaign not running or low traffic \(checked Oct 2026\)](#)
2. [Google Ads Help — About keyword status \(checked Oct 2026\)](#)
3. [Google Ads Help — Ad Preview and Diagnosis tool \(checked Oct 2026\)](#)
4. [Google Ads Help — Optimization score \(checked Oct 2026\)](#)
5. [Google Ads Help — Auto-applied recommendations \(checked Oct 2026\)](#)
6. [Google Ads Help — Impression share \(checked Oct 2026\)](#)
7. [BrightLocal — Local SEO statistics / Consumer Search Behavior 2026](#)
8. [Common Thread — Google Ads changes in 2026 \(third party\)](#)
9. Routine and rules of thumb: course research notes (ClaudeCode-R4-google-ads.md), section 3.6.

☐ MARK SECTION 11 AS DONE

SECTION 12 / 14

MICROSOFT ADVERTISING AND YANDEX DIRECT

READ 8 min	BUILDS ON Sections 01, 04, 09	
YOU WILL BE ABLE TO Decide whether and when to test Bing or Yandex search ads in Türkiye.		

Both platforms work much like Google Ads: keywords, text ads, a cost-per-click auction and negative keywords. The question is whether enough of your customers use them.

TÜRKIYE, SEPTEMBER 2026	GOOGLE	YANDEX	BING
All platforms	73.42%	25.19%	0.71%
Mobile	71.27%	28.08%	0.13%
Desktop	77.77%	19.44%	1.80%
Share of page views referred by search engines on sites using StatCounter; it does not count searches directly [StatCounter, Sep 2026]. Shares swing from month to month: a search summary of the August			

MICROSOFT ADVERTISING (BING)

- **Available?** Very likely. Microsoft's documentation lists Turkish as a customer and ad language with country code TR
[Microsoft Learn, Jun 2026]. No page saying "Türkiye: available" in plain words was found.
- **Reach:** 0.71% of search referrals (desktop 1.80%).
- **Currency and payment:** Microsoft's developer documentation lists the Turkish lira as an account currency but says it is “not yet available for everyone” [Microsoft Learn]. Check which currencies the sign-up offers you. PayPal is not an option for a business in Türkiye (section 02).
- **Setup:** a Google Import tool copies Google Ads campaigns (well-known feature; the current help page was not opened).
- **Location:** choose "PeopleIn" over the default
"PeopleInOrSearchingForOrViewingPages" the same idea as "Presence"
[Microsoft Learn].
- **Verdict:** low priority. At most a one-hour import test with a small budget, after Google is profitable.

YANDEX DIRECT

- **Reach:** 25.19% of search referrals, 28.08% on mobile.
- **Products in Türkiye:** search ads (*Aramada Reklam*), the Yandex Advertising Network, retargeting, location-based ads in Yandex Navigator and Maps, automated bid strategies and banner ads. Conversions are tracked with Yandex Metrica [Yandex, Oct 2026].
- **Not verified:** billing in TRY, minimum payment and the campaign types for Türkiye. Yandex's Turkish price page still says "KDV (%18)", an old VAT rate, so it is probably outdated [Yandex].
- **Verdict:** worth a small test once Google Search is profitable and tracked.

A small Yandex test

01 Claim the free listing first

Create or claim your Yandex Business listing (Yandex Maps and Search). Yandex says it has 4.5 million Maps users in Türkiye [Yandex Business, Oct 2026]. The SEO & Local Search guide covers this.

02 Install Yandex Metrica

Set goals for form sends and phone and WhatsApp taps, like your Google conversions.

03 Launch search ads for 2–3 services

Your best Google ad groups, a small daily budget, your Google negative list, and a radius around the shop.

04 Compare after 4–6 weeks

Compare real cost per lead and booked jobs with Google, using the front-desk log.

TÜRKİYE

Yandex is relatively stronger on mobile (28.08% in September 2026). Its location-based ads in Navigator and Maps are most worth testing in big cities where people use those apps. Starting entry point: direct.yandex.com.tr now redirects to Yandex's international Direct page, which says “all you need is a website link”

[Yandex, Oct 2026].

ÖRNEK OTO SERVİSİ

In weeks 5–8, if Google's cost per new customer is below 1,500 TL, the shop tests Yandex search ads for Fren, Periyodik bakım and Kış lastiği with a small budget. Bing waits. (Fictional example.)

SELF-CHECK

Based on StatCounter's September 2026 data, which second search engine deserves a small test in Türkiye?

Bing, because Microsoft Advertising imports Google campaigns.

✓ Yandex, because it has about a quarter of search referrals, more on mobile.

Bing had 0.71% and Yandex 25.19%. Easy setup does not help if almost nobody sees the ads.

▼ SOURCES FOR THIS SECTION

1. [StatCounter — Türkiye, all platforms \(Sep 2026\); mobile; desktop](#)
2. [Microsoft Learn — Ad languages \(updated Jun 2026\)](#)
3. [Microsoft Learn — Show ads to your target audience](#)
4. [Microsoft Learn — Currencies \(Turkish lira "not yet available for everyone"\)](#)
5. [Webrazzi — PayPal Türkiye'deki faaliyetlerini durdurdu \(30 May 2016\)](#)
6. [Yandex Türkiye — Advertising products \(checked Oct 2026\)](#)
7. [Yandex Türkiye — Prices](#)
8. [Yandex Direct — international page](#)
9. [Yandex Business Türkiye](#)

☐ MARK SECTION 12 AS DONE

SECTION 13 / 14

EXAMPLES AND COMMON MISTAKES

READ
10 min

BUILDS ON
Sections 01-12

YOU WILL BE ABLE TO

Tell documented results from marketing claims, study competitors' ads, and avoid the mistakes that waste the most money.

What documented examples exist

As of October 2026 we found **no named, sourced Google Ads case study for a car repair shop in Türkiye**, and no Google Türkiye success story for automotive or local services. This guide does not invent one. A few US case studies exist, published by the agencies

and vendors that ran the campaigns. They are marketing material, not independent audits: read them for what was done, not for the exact numbers.

CASE (LABEL)	WHAT WAS DONE	REPORTED RESULT	LESSON FOR A REPAIR SHOP
Truck repair business, US (mobile and shop repair) agency-reported [LinkNow Media, Jan 2022]	Four ad groups, one per service; a large negative keyword list; call-only ads; a custom landing page.	Converted at “nearly 27%”; the owner asked to cut the budget in half because he could not handle all the leads.	Service ad groups, negatives and a matching page (sections 04–06). Call-only ads are being retired; use an RSA with a call asset today.
South Street Auto Care, Rochester, Michigan vendor-reported [KUKUI]	The owner handed Google Ads management to an auto-repair marketing platform after finding it took more time than expected.	Year over year: new customers via ads +135%, ads phone leads +90%, new customer revenue +63%. No dates given.	Running ads well takes weekly time (section 11). Decide early whether to learn it or delegate it.
Empire Auto Spa (auto detailing), US vendor-reported [LocalIQ]	Search ads together with SEO, website and landing pages, listings and social media. The owner had first run his own campaigns for six months with poor results.	130% business growth from year one to year two; calls doubled in under a month after SEO was added; 3 vans added.	Several channels at once, so the Google Ads share cannot be separated. Paid and free search work together.

Google's own averages and US benchmark data:

EXAMPLE	RESULT	CAVEAT
AI Max for Search [Google]	"typically" 14% more conversions or value at a similar CPA/ROAS	Google's own average; not auto-repair specific
Ad Strength Poor → Excellent [Google]	+15% clicks and conversions on average	Google average
Enhanced conversions for leads vs classic offline import [Google]	Median +10% conversions	Google median

EXAMPLE	RESULT	CAVEAT
"Presence or interest" location option [Google]	+5% conversions for travel, real estate, education	Not local services
US auto repair search ads [LocaliQ, Jun 2026]	Conversion rate 15.51%, cost per lead \$29.96	US data from one vendor's clients

TÜRKİYE

The clearest documented Turkish example is a warning. The Reklam Kurulu fined fake "authorised services" about 15 million TL over two years for ads on search engines and social media [Bloomberg HT, May 2024]. Never write "yetkili" unless you are.

See your competitors' ads

01 Open the Ads Transparency Center

Go to adstransparency.google.com and set the region to Türkiye.

02 Search by advertiser or website

Enter a competitor's name or domain (chains and local shops you know). It appears to search by advertiser, not by keyword; this was not verified.

03 Note their angles

Which services they push, which offers and claims they use ("garantili", prices, "yetkili").

04 Search live on a phone

Search "fren balata değişimi" plus your district at different times. Do not click competitors' ads again and again; it wastes their money and is bad practice.

Mistakes that waste money

MISTAKE	DO THIS INSTEAD
Running ads without conversion tracking	Track forms and phone taps first (section 09).

MISTAKE	DO THIS INSTEAD
Soft actions (page views, directions) as primary conversions	Keep them secondary; only real leads are primary.
Smart mode or the sign-up wizard's automated campaign	Switch to Expert mode (section 02).
Search partners and Display expansion left on	Untick both at launch (section 07).
Broad match + Maximize clicks + no negatives	Phrase and exact match plus a shared negative list. This combination is how shops buy "balata değişimi nasıl yapılır" and "oto tamirci iş ilanı" clicks.
Missing Turkish suffix forms in negatives	ilan, ilanı, ilanları are three separate negatives.
"Presence or interest" for a local shop	Use "Presence".
Every ad goes to the home page	One service, one ad group, one landing page with call and WhatsApp buttons (section 06).
Ads run when nobody answers	Schedule to opening hours; reply to forms and WhatsApp within minutes.
Accepting all recommendations or auto-apply to raise the score	Review each one; keep auto-apply off (section 11).
Changing too much too often	Wait 1–2 weeks between big bidding or budget changes.
Judging by clicks or CTR	Judge by leads, booked jobs and gross profit.
Forgetting the 25.4% fee-and-KDV layer	Plan with ad spend $\times$ 1.254 (section 02).
"Yetkili servis" claims, brand logos, unprovable superlatives	"[Marka] Özel Servis" and only provable claims (section 05).
Too many ad groups on a small budget	With about 400 TL a day, 5–8 tight ad groups are enough.
Skipping the weekly search terms check	Put it in the calendar (section 11).
Following old tutorials	Enhanced CPC, call-only ads, Discovery, DSA and rule-based attribution are gone or going (section 03).

ÖRNEK OTO SERVİS

Each month the owner checks five of these first: tracking still records, only real leads are primary, search terms reviewed, auto-apply still off, and cost per new customer below 1,500 TL including fee and KDV. (Fictional example.)

SELF-CHECK

A Google representative says your optimization score is 62% and suggests applying all recommendations. What is the best response?

Apply all of them; a higher score means more profit.

✓ **Review each one against your leads and job profit, and decline what does not fit.**

The score is not a performance measure. Some recommendations, such as adding broad match keywords, can raise spend on poor searches.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — AI Max for Search](#)
2. [Google Ads Help — Responsive search ads](#)
3. [Google Ads Help — Offline conversion imports](#)
4. [Google Ads Help — Location options](#)
5. [LocaliQ — Search Advertising Benchmarks 2026](#)
6. [LinkNow Media — When Google Ads works too well \(21 Jan 2022, agency case study\)](#)
7. [KUKUI — South Street Auto Care case study \(vendor, undated\)](#)
8. [LocaliQ — Empire Auto Spa case study \(vendor, undated\)](#)
9. [Bloomberg HT — Sahte yetkili servislere ceza \(May 2024\)](#)
10. [Google Ads Transparency Center](#)



MARK SECTION 13 AS DONE

GLOSSARY AND SOURCES

READ

Reference

USE IT FOR

Looking up a term, checking what could not be verified, and finding free courses.

AD RANK

The value that decides your ad's position for each search: bid, ad and landing page quality, thresholds, competition, context and assets.

ACTUAL CPC

What you really pay per click: just enough to beat the ad below you or clear the threshold.

AD GROUP

A group of keywords and ads for one service, with one landing page.

ADVERTISER VERIFICATION

Google's check of who the advertiser is. In Türkiye the verified name and location show in the Ads Transparency Center.

AD STRENGTH

Google's rating of how varied and relevant your RSA text is: Poor, Average, Good, Excellent.

AI MAX FOR SEARCH

A Search campaign setting that adds broad and keywordless matching, text customization and final URL expansion.

ASSET

An extra part of an ad: sitelinks, callouts, call, location, images, price and more. Formerly "extension".

AUTO-TAGGING / GCLID

Google adds a click ID (gclid) to your page address so each click can be linked to later actions.

BROAD / PHRASE / EXACT MATCH

How close a search must be to your keyword: related searches / searches including its meaning / same meaning or intent.

CONSENT MODE

Passes a visitor's cookie choice to Google tags. Basic blocks tags until consent; Advanced sends cookieless pings.

CONVERSION ACTION	A valuable action Google Ads counts, such as a sent form or a phone tap. Primary actions drive bidding; secondary ones are only observed.
CPC / TBM	Cost per click (<i>tıklama başına maliyet</i>).
CPL / CPA	Cost per lead / cost per acquisition. $\text{Ad cost} \div \text{leads}$, or $\div$ customers.
CTR	Click-through rate: $\text{clicks} \div \text{impressions}$.
DATA-DRIVEN ATTRIBUTION	Google's default way of sharing credit for a conversion among the ad clicks before it.
DEMAND GEN	Visual ads on YouTube, Discover, Gmail and Display. Replaced Discovery campaigns.
ENHANCED CONVERSIONS	Sending hashed email or phone data with a conversion so Google can match it better.
EXPERT MODE / SMART MODE	The full Google Ads interface / a simplified one that allows only Smart campaigns.
GOOGLE FORWARDING NUMBER	A Google number that forwards calls and records them. Not available in Türkiye.
IMPRESSION SHARE	$\text{Impressions you got} \div \text{impressions you could have got}$. "Lost IS" shows why you missed the rest: budget or rank.
KDV	Turkish VAT, 20%, charged on Google Türkiye invoices on top of media spend and the 4.5% fee.
KEYWORD PLANNER	Google's free tool for keyword ideas, search volumes and bid ranges.
LANDING PAGE	The page a person reaches after clicking your ad. Its relevance and usefulness form one part of Quality Score.

LCP (LARGEST CONTENTFUL PAINT)	The time until the biggest image or text block on the screen appears. Aim for 2.5 seconds or less.
LEARNING PERIOD	The time Smart Bidding needs to recalibrate after a change, typically 1–2 conversion cycles.
MESSAGE MATCH	Using the searcher's words and the ad's offer again on the landing page, so visitors see at once that they are in the right place.
NEGATIVE KEYWORD	A word that stops your ad from showing. It does not cover plurals or other suffix forms.
OFFLINE CONVERSION IMPORT	Uploading booked or completed jobs back to Google Ads, linked by gclid or customer data.
OPTIMIZATION SCORE	Google's estimate of how well the account is set up against its own recommendations. Not a profit measure.
PERFORMANCE MAX	One automated campaign across Search, Maps, YouTube, Display, Gmail and Discover.
PINNING	Fixing a headline or description to one position in an RSA.
PRESENCE	Location option that reaches people in or regularly in your area. The default, "Presence or interest", also reaches people interested in it.
QUALITY SCORE	A 1–10 diagnostic per keyword with three parts: expected CTR, ad relevance, landing page experience. Not an auction input.
ROAS	Return on ad spend: $\text{revenue} \div \text{ad cost}$. Uses revenue, not profit.
RSA	Responsive search ad: up to 15 headlines (30 characters) and 4 descriptions (90 characters) that Google combines.
SEARCH INTENT	What a person wants to do with a search: book a service, compare prices, learn something, or find a job. Bid on service intent; block the rest.

SEARCH TERMS REPORT

The real searches that triggered your ads.

SMART BIDDING

Automatic bid strategies that use conversion data: Maximize conversions, Target CPA, Maximize conversion value, Target ROAS.

TURKEY REGULATORY OPERATING COST

Google's 4.5% surcharge (2026) on ads served in Türkiye; 7% until the end of 2025.

What this guide left out or marks as unverified

- Türkiye CPCs for car repair keywords: no reliable published data; all CPCs here are example numbers.
- The TL amounts of Google's new-advertiser credit in Türkiye, and agency claims about them.
- A named car-repair Google Ads case study in Türkiye. The US case studies in section 13 are agency- or vendor-reported. A further US body-shop case study (Lasso Up, Gross & Son Paint & Body) was left out because its source page did not load for checking.
- The exact list of documents Google accepts for advertiser verification in Türkiye.
- Lead form asset availability in Türkiye; the exact payment methods for TRY accounts; the invoice timing.
- Whether Google lowers the 4.5% fee when DST drops to 2.5% in 2027.
- Stopaj and KDV-2 treatment (from an accounting firm, not the tax office) and whether KDV is deductible for you.
- Third-party reports of 2026 changes: removal of language targeting on Search, ads in AI Mode for exact and phrase match, "exploration" on by default, auto-applied promotions.
- Microsoft Advertising sign-up for Türkiye (inferred from documentation) and its Google Import page; Yandex Direct billing and minimums.
- Some menu names (marked † in section 10).

Free ways to keep learning

- [Google Skillshop](#) — free Google Ads courses; Türkçe is in its language list.
- [Microsoft Advertising Learning Lab](#) — free search ads courses (no Turkish version listed).
- Google Ads Help Center pages linked throughout this guide; check them before you act, because menus change often.

BACK TO THE MAIN COURSE

MARKETING CRASH COURSE

Module 15 puts Google Search and Meta Click-to-WhatsApp together in a 90-day plan for Örnek Oto Servis.



▼ MAIN SOURCES USED IN THIS GUIDE

1. Google Ads Help Center and Google Ads policy pages, checked October 2026 (each section lists the exact pages).
2. [Google blog — DSA upgrade to AI Max \(Apr/Jun 2026\)](#)
3. [LocaliQ — Automotive Search Advertising Benchmarks \(Sep 2026\)](#)
4. [StatCounter — Türkiye search engine share \(Sep 2026\)](#)
5. [Google — Turkey Regulatory Operating Cost](#) and [EY — DST rates 2026/2027](#)
6. Course research notes in Marketing/research/: ClaudeCode-R1 (marketing fundamentals and Türkiye), ClaudeCode-R4 (Google Ads) and ClaudeCode-R6 (tracking), October 2026.



MARK SECTION 14 AS DONE

Made with Claude Code as a learning course. Facts were checked against the listed sources in October 2026. Ad platforms change their menus and rules often, so confirm details in the official help centers before you act.

Örnek Oto Servis is a fictional business. Its numbers are examples, not market data. Nothing here is legal or tax advice.