

GOOGLE ADS FIELD MANUAL

How to plan, launch and improve your first Google Ads search campaign for a local service business in Türkiye, starting from zero. Every step uses one car repair shop as the worked example.

~55 min read Updated Oct 2026 Example business: Kaya Oto Servis (fictional)

This page is the Google Ads deep dive of the [Workshop Marketing Manual](#). If you have not read the short Google Ads module there, [start with it](#). It takes five minutes and gives you the big picture.

AT KAYA OTO SERVİS

Our running example is **Kaya Oto Servis**, a *fictional* independent car repair shop in Ataşehir, İstanbul. It has 12 staff (8 mechanics, 2 service advisors, the owner and 1 admin). It does periodic maintenance (*periyodik bakım*), brakes, engine diagnostics, timing belts (*triger kayışı*), tyre change and storage (*lastik oteli*), A/C service and pre-purchase inspection (*ekspertiz*). It has a website, a Google Business Profile, Instagram, Facebook and WhatsApp Business. Every ₺ figure about Kaya on this page is illustrative, not real data.

The modules build on each other. Read them in order the first time. Later, use the chips in the top bar to jump to what you need.

01 MODULE

How Google Ads works

YOU'LL LEARN

- What happens in the split second after someone searches "oto servis"
- What Ad Rank and Quality Score are, and why quality can beat money
- Why you usually pay less than your maximum bid

Google Ads is Google's advertising system. On the search results page, the top and bottom results marked "**Sponsored**" are ads. Businesses pay Google to show them there.

For a search campaign, you choose the **search words** you want to show up for, write a short text ad, and say how much you are willing to pay. You pay only when someone **clicks** the ad. If the ad shows but nobody clicks, it costs nothing.

DEFINITION

CPC (cost per click) is what you pay for one click. **Max CPC** (maximum bid) is the most you are willing to pay for one click. **Keyword** is a word or phrase you choose so your ad can show when people search for it.

The auction, in plain words

Every time someone searches, for example `ataşehir oto servis`, Google runs a quick auction. All advertisers whose keywords fit that search take part. The auction takes a fraction of a second and happens again for every single search.

The auction does not simply pick the highest bidder. It gives each ad a score called **Ad Rank**. Ad Rank decides whether your ad shows at all, and in which position.

Google lists six things that feed Ad Rank:

1. **Your bid**: the most you will pay for a click.
2. **Ad and landing page quality**: how relevant and useful your ad and the page behind it are. The *landing page* is the page of your website people arrive on after the click.
3. **Ad Rank thresholds**: the minimum quality an ad needs to show at all.
4. **Competitiveness of the auction**: how close you are to the advertisers around you.
5. **Context of the search**: the person's location, device, time of day, the exact words, and other signals.

6. **Expected impact of assets:** extra information such as your phone number, address or extra links (Module 05 covers these).

Google says two important things about this. You **often pay less than your maximum bid**. And **higher-quality ads usually get lower CPCs**. That second point is the most useful idea in this whole manual: a relevant ad and a good page save you money.

Quality Score: your report card

Quality Score is a number from **1 to 10** that Google shows for each keyword. It tells you how your ad and page compare with other advertisers on the same searches.

Google calls it a **diagnostic tool**. It is *not* an input in the auction itself. The auction uses real-time quality signals. Think of Quality Score as a report card that summarises them, so you know where to improve.

It has three parts. Each is rated *Above average*, *Average* or *Below average*, compared with other advertisers over the last 90 days:

1 • Expected CTR

How likely people are to click your ad when it shows. **CTR** (click-through rate)
= clicks ÷ times shown.

2 • Ad relevance

How closely your ad matches what the searcher wants. A "fren tamiri" search should see an ad about brake repair, not a generic "we fix cars" ad.

3 • Landing page experience

How relevant and useful the page is after the click. Is it about brakes? Does it load fast on a phone? Is the phone number easy to tap?

A new keyword shows "—" instead of a number until enough people have searched for exactly that keyword.

Google's own advice for improving it: group keywords by tight themes, use the searcher's words in your ads, make a clear offer with a call to action, and send people to a matching page that is fast and works well on a phone.

Worked example: how quality beats money

Google does not publish its Ad Rank formula. Courses teach a simple version to show the idea: **Ad Rank $\approx$ max bid $\times$ quality**. Treat it as a teaching model only; the real auction also uses thresholds, context and assets.

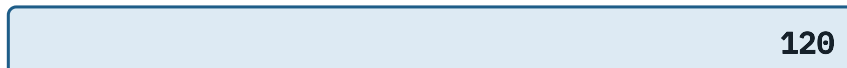
Three shops bid on the same search. The numbers are illustrative.

ADVERTISER	MAX CPC	QUALITY (1–10)	SIMPLIFIED AD RANK
Kaya Oto Servis	£20	8	160
Competitor B	£30	4	120
Competitor C	£25	3	75

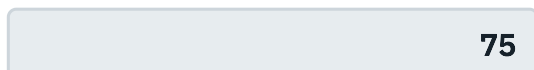
1st · Kaya Oto Servis — bid £20 $\times$ quality 8



2nd · Competitor B — bid £30 $\times$ quality 4



3rd · Competitor C — bid £25 $\times$ quality 3



Kaya only needs to beat B's 120. In the simple model:

$$120 \div 8 = \pounds 15 + \pounds 0.01 \approx \pounds 15.01 \text{ per click}$$

The dashed line marks B's Ad Rank. Bars drawn to scale (Ad Rank $\times$ 3.5 px).

Kaya bids the least but has the best ad and page, so it wins the top spot and pays about £15, not its £20 maximum. Illustrative teaching model.

Three lessons from this example:

- Kaya wins the top position even though Competitor B bids 50% more.
- Kaya pays only enough to beat the ad below it, about £15.01, not its £20 maximum.
- Improving quality is often cheaper than raising your bid.

AT KAYA OTO SERVIS

Kaya's brake ad says "Ataşehir Fren Servisi" and sends people to a brake page with prices, photos and a big call button. Competitor B sends every click to its home page with a generic "Oto Servis" headline. Kaya's ad is more relevant, gets more clicks and keeps people on the page. That is why its quality is higher.

COMMON MISTAKE

Trying to win by bidding more. If your ads are generic and your page is the home page, you pay more per click for worse results. Fix relevance first, then think about bids.

Q Is Quality Score used directly in the auction?

No. Google calls Quality Score a diagnostic tool. The auction uses real-time quality signals; Quality Score summarises them so you can see whether expected CTR, ad relevance or landing page experience needs work.

Q In the simplified model, Kaya has bid £20 × quality 8. The next ad has Ad Rank 120. Roughly what does Kaya pay per click?

About £15.01: just enough to beat 120 ($120 \div 8 = 15$, plus a tiny increment). You usually pay less than your maximum bid.

Q Name the three parts of Quality Score.

Expected CTR, ad relevance and landing page experience.

02

MODULE

Account structure

YOU'LL LEARN

- The four levels of a Google Ads account and what you set at each level
- How Kaya Oto Servis should organise its first campaign
- What assets are and where they attach

A Google Ads account works like a set of folders inside folders. Each level controls different settings. Getting this right on day one makes everything later easier: reports are clearer, ads are more relevant and you can move money to what works.

LEVEL	WHAT IT IS	WHAT YOU SET HERE
Account	Your business's home in Google Ads.	Billing, currency, time zone, account-level settings. Choose currency and time zone carefully at the start; the currency can't be changed later.
Campaign	A container with one budget and one set of targeting rules.	Daily budget, bidding strategy, networks, locations, languages, ad schedule.
Ad group	One theme inside a campaign, for example one service.	The keywords for that theme and the ads that answer them.
Keywords + ads	What triggers your ad, and what people see.	Keywords and their match types; responsive search ads.

DEFINITION

Assets (formerly called "extensions") are extra pieces of information added to your ad: phone number, address, extra links, short selling points, images. They can be attached at account, campaign or ad group level. Module 05 covers them in detail.

Kaya's first structure

The rule is simple: **one ad group per service**. Each ad group gets keywords about that one service, an ad about that one service, and a link to that service's page. This is what "tight themes" means in Google's Quality Score advice.

ACCOUNT · Kaya Oto Servis

billing · currency TRY · time zone Europe/Istanbul

CAMPAIGN · Search – Ataşehir – Services

budget · bidding · Search only · 10 km radius · Turkish · opening hours

AD GROUP · Periyodik bakım (maintenance)

"periyodik bakım ataşehir" · [araç bakımı]

"yağ değişimi" · "egee bakım fiyatı"

1 ad → /periyodik-bakim

AD GROUP · Fren (brakes)

"fren tamiri" · [fren balatası değişimi]

"fren servisi ataşehir" · "balata değişimi"

1 ad → /fren-servisi

AD GROUP · Triger (timing belt)

"triger kayışı değişimi" · [triger seti değişimi]

"triger değişim ücreti"

1 ad → /triger-kayisi

AD GROUP · Lastik (tyres + storage)

"lastik değişimi ataşehir" · "lastik oteli"

"rot balans" · [lastik saklama]

1 ad → /lastik

CAMPAIGN 2 (optional) · Search – Brand

"kaya oto servis" — protects searches for your own name; usually cheap

Kaya's starting structure. Quotes mean phrase match and square brackets mean exact match (Module 04).

Keywords are examples; real volumes come from Keyword Planner. Assets (call, location, sitelinks) attach to the campaign.

AT KAYA OTO SERVIS

The owner starts with these four services because they are frequent, profitable and have their own pages on the website. Engine diagnostics, A/C and ekspertiz can become ad groups later, once the first four work. A small budget spread over ten ad groups means none of them gets enough clicks to learn from.

TIP

Use a naming pattern you can read at a glance: Search – [area] – [theme] for campaigns, the service name for ad groups. Months later, you and anyone who helps you will thank you.

COMMON MISTAKE

One ad group called "Servis" with 60 keywords about everything. Then a brake search sees a generic ad and lands on the home page. Relevance drops, Quality Score drops, and you pay more per click.

Why keep the brand campaign separate? Searches for your own name ("kaya oto servis") are people who already know you. They click more and cost less. If you mix them into the services campaign, they make the numbers look better than they are. Keep them apart so you can see what new-customer searches really cost.

Q At which level do you set the daily budget and the locations?

At the campaign level. Ad groups hold keywords and ads; the account holds billing, currency and time zone.

Q Kaya wants to advertise A/C service in May. Where should it go?

A new ad group "Klima" inside the services campaign, with A/C keywords, an A/C ad and a link to the A/C service page. (Or a separate campaign if it needs its own budget.)

03

MODULE

Campaign types

YOU'LL LEARN

- The main campaign types and what each one is for
- Why a local repair shop should start with Search
- What is not available in Türkiye, and what Google has recently changed

When you create a campaign, Google asks you to choose a **campaign type**. The type decides where your ads appear (search results, YouTube, websites, Maps) and how much control you keep. Some types let you choose almost everything; others hand most decisions to Google's automation.

For a local repair shop, the most valuable moment is when someone *actively searches* for a service: "fren tamiri", "oto servisi yakınımda". Their car has a problem now. That is called **high intent**, and Search campaigns capture exactly that moment.

TYPE	WHAT IT IS	FOR KAYA?
Search	Text ads on Google results when people search your keywords.	Start here Urgent, high-intent searches. Full control over keywords, negatives and locations.
Performance Max (PMax)	One goal-based campaign across Search, Maps, YouTube, Display, Gmail and Discover. Google's AI picks the placements.	Later Only after conversion tracking works. Since 2025 it supports campaign-level negative keywords (up to 10,000), a search terms report and channel-level reporting.
AI Max for Search	An optional feature layer on a Search campaign (launched 2025): broader query matching, auto-generated text and automatic landing-page choice.	Later, as a test Launch without it so you can see which searches trigger your ads.

TYPE	WHAT IT IS	FOR KAYA?
Demand Gen	Visual ads on YouTube, Discover and Gmail to create demand. Video Action campaigns were upgraded into Demand Gen.	Low priority Could suit a seasonal push, e.g. "kış bakımı" (winter check-up).
Display	Banner and image ads on websites and apps.	Low priority Mostly for remarketing (showing ads to past visitors).
Video (YouTube)	Video ads on YouTube.	Optional Brand building, not urgent repair demand.
Smart campaigns	Simplified mode using "keyword themes" instead of keywords, with automatic bidding. Ads can show on Search, Maps, YouTube, partner sites and Display.	Not recommended Easy, but you lose control of keywords, negatives and networks.
Call ads (call-only)	Ads where the click places a phone call.	Being retired No new call-only ads since February 2026; existing ones stop serving in February 2027. Use a search ad with a call asset instead.
Local Services Ads (LSA)	Pay-per-lead "Google Guaranteed/Screened" ads.	Not in Türkiye Available only in a list of countries (US, Canada, UK, several EU countries and Switzerland).

TÜRKİYE

Local Services Ads are not available in Türkiye, so ignore any English-language tutorial that tells you to start there. Also, Google's **call reporting** relies on Google forwarding numbers, and Türkiye is not on Google's list of countries where they are offered. Module 09 explains the workaround: track taps on your phone number instead.

AI Max for Search, briefly

AI Max is a switch inside a Search campaign, announced in May 2025. It adds three features:

- **Search term matching:** uses broad match and "keywordless" technology to find searches beyond your keywords.

- **Text customization:** writes extra headlines and descriptions from your ads, website and keywords.
- **Final URL expansion:** sends people to the page on your site it predicts will work best.

You get controls such as brand inclusions/exclusions and URL inclusions/exclusions.

Google says AI Max will not work well on **budget-limited** campaigns. Google also claims advertisers typically see 14% more conversions at a similar cost per conversion. That is Google's own figure, not independent data.

Google is moving the older **Dynamic Search Ads** into AI Max. The automatic upgrade of those was postponed to February 2027. Some campaigns that use automatically created assets or campaign-level broad match were scheduled to be upgraded in September 2026, so check your campaign settings to see whether AI Max is on.

TIP

Launch your first Search campaign **without AI Max**. You need to see the real searches that trigger your ads and build a negative list. Test AI Max later as an experiment, once conversion tracking is reliable and your budget is not limited.

A sensible order for a beginner

1. **Weeks 0–8:** one Search campaign, linked to your Google Business Profile, with a call asset and conversion tracking.
2. **When conversions are steady:** switch to a conversion-based bid strategy (Module 08), then test AI Max as an experiment.
3. **Later:** a Performance Max campaign with lead goals, using brand exclusions and negatives. Optionally a small YouTube or Demand Gen campaign for seasonal offers.

AT KAYA OTO SERVIS

Kaya chooses **Search** with the goal "Leads". The owner wants to know which search words bring calls, and to control the radius around Ataşehir. PMax goes on the list for spring, once three months of tracked calls and WhatsApp clicks exist.

COMMON MISTAKE

Choosing Smart or Performance Max first because the setup looks easier. Without conversion data, automation has nothing to learn from, and you cannot see or block the searches you are paying for.

Q Why is Search the best first campaign type for a repair shop?

It reaches people at the moment they search for a service (high intent), and it gives you full control over keywords, negative keywords, locations and networks.

Q A tutorial tells you to set up Local Services Ads and call-only ads. What is wrong with that advice in Türkiye in 2026?

LSA is not available in Türkiye, and new call-only ads cannot be created since February 2026. Use a Search campaign with a call asset instead.

04 MODULE

Keywords

YOU'LL LEARN

- The three match types and which searches each one catches
- How negative keywords stop you paying for useless clicks
- How to find keywords and check what people really searched

A **keyword** is not the search itself. It is a rule you give Google: "show my ad for searches like this". The **match type** tells Google how loosely or strictly to apply that rule. The person's actual words are called the **search term**.

The three match types

MATCH TYPE	HOW YOU WRITE IT	SHOWS YOUR AD ON...
Exact	<code>[fren tamiri]</code>	Searches with the <i>same meaning or intent</i> . This includes close variants such as plurals and misspellings, so it no longer means "exactly these letters".
Phrase	<code>"fren tamiri"</code>	Searches that <i>include the meaning</i> of the keyword, and may be more specific: "fren tamiri fiyatları ataşehir".
Broad	<code>fren tamiri</code> (no symbols; the default)	Searches <i>related</i> to the keyword, even if they do not contain its words. Widest reach. Google recommends pairing it with Smart Bidding.

BROAD fren tamiri

related searches, even without your words

balata değişimi
fren pedalı sertleşti

disk değişimi
fren nasıl değiştirilir x

PHRASE "fren tamiri"

contains the meaning, may add words

fren tamiri fiyatları ataşehir
en yakın fren tamiri
fren tamiri usta maaşı x

EXACT [fren tamiri]

same meaning or intent

fren tamiri
fren tamir
frenn tamiri (misspelling)
fren onarımı (same meaning)
narrowest · most control

x = a search you would not want to pay for → needs a negative keyword

Each wider match type covers everything inside it and more. Example searches are illustrative; Google decides the actual matching. The wider you go, the more you need negative keywords.

TIP

Beginner rule: start with **phrase and exact** match on your service keywords. Add broad match only after conversion tracking works and you use a conversion-based bid strategy, and keep a strong negative list.

Which keywords? Think in intents

Not every search is worth the same. Someone typing "fren balatası değişimi" (brake pad replacement) is close to booking. Someone typing "fren sesi neden gelir" (why do brakes squeak) is curious. Group keywords by intent:

INTENT	TURKISH EXAMPLES	ENGLISH GLOSS
Urgent / near me	oto servis yakınımda, en yakın oto tamirci, ataşehir oto servis, açık oto servis pazar	car repair near me, nearest mechanic, Sunday-open garage
Service-specific (high)	fren balatası değişimi, triger kayışı değişimi, klima gazı dolumu, oto elektrikçi, motor revizyonu	brake pad replacement, timing belt replacement, A/C regas, auto electrician, engine rebuild
Maintenance	periyodik bakım, araç bakımı fiyatları, yağ değişimi, fiat egea bakım fiyatı	scheduled service, service prices, oil change, Egea service price
Price research (mid)	fren balatası değişimi fiyatı, triger seti değişim ücreti	brake pad price, timing kit cost
Informational (low)	motor arıza lambası neden yanar, fren sesi neden gelir	why is the engine light on, why do brakes squeak

Start with the urgent, service-specific and maintenance rows. Informational searches are usually better served by blog content and SEO (see the [SEO Field Manual](#)) than by paid clicks.

Negative keywords: words that block your ad

A **negative keyword** tells Google: "never show my ad when the search contains this". It is how you stop paying for people looking for a mechanic's job, a DIY video or a second-hand car.

- **Negative broad** (default): blocks a search if it contains *all* the negative's words, in any order.
- **Negative phrase**: blocks searches containing those words in that order.
- **Negative exact**: blocks only that exact search.

TÜRKİYE

Negative keywords do not match close variants. Turkish adds suffixes to words, so you must add the forms yourself: `iş ilanı` , `iş ilanları` , and the version typed without Turkish letters, `is ilani` . Many people type without `ç`, `ğ`, `ı`, `ö`, `ş`, `ü` on their phone.

A starter negative list for a car repair shop. Adapt it: never block a word for a service you actually offer.

THEME	TURKISH NEGATIVES (ADD VARIANTS)	ENGLISH GLOSS
Jobs	<code>iş ilanı</code> , <code>iş ilanları</code> , <code>eleman</code> , <code>eleman arıyor</code> , <code>usta aranıyor</code> , <code>çırak</code> , <code>maaş</code> , <code>maaşları</code> , <code>kariyer</code> , <code>staj</code> , <code>cv</code>	job ad(s), staff wanted, mechanic wanted, apprentice, salary, career, internship
Learning / DIY	<code>nasıl yapılır</code> , <code>kendin yap</code> , <code>kurs</code> , <code>kursu</code> , <code>eğitim</code> , <code>ders</code> , <code>pdf</code> , <code>video</code> , <code>sertifika</code> , <code>belgesi</code>	how to, do it yourself, course, training, lesson, certificate
Buying cars or parts	<code>ikinci el</code> , <code>sahibinden</code> , <code>satılık</code> , <code>galeri</code> , <code>kiralık</code> , <code>yedek parça toptan</code>	second-hand, by owner, for sale, dealer lot, for rent, wholesale parts (only if you don't sell parts)
Free intent	<code>bedava</code> , <code>ücretsiz</code>	free (careful: keep "ücretsiz" off the list if you offer a free check)
Vehicles not served	<code>motosiklet</code> , <code>kamyon</code> , <code>tır</code> , <code>iş makinesi</code> , <code>tekne</code>	motorbike, truck, lorry, construction machine, boat (only if you don't serve them)
Other	<code>oyun</code> , <code>simülatör</code> , <code>oyuncak</code> , <code>garanti şikayeti</code> , <code>yetkili servis + brands you are not authorised for</code>	game, simulator, toy, warranty complaint, authorised dealer service

English negatives work the same way, for example `jobs` , `salary` , `how to` , `diy` , `course` , `used` , `for sale` , if you also target English searches.

TIP

Save your negatives as a **shared negative keyword list** and apply it to every campaign. One list, maintained once, protects them all.

AT KAYA OTO SERVİS

Kaya is an independent shop, not a dealer service. It adds **yetkili servis** (authorised service) as a negative and never uses that phrase in its ads. Kaya does offer a free brake check, so it does *not* add **ücretsiz** as a negative.

Keyword Planner

Keyword Planner is a free tool inside Google Ads. It gives you:

- Keyword ideas from a word or your website address.
- Monthly search estimates and competition level.
- The **top-of-page bid range** (low and high): what advertisers typically paid to appear at the top. This is your best local CPC estimate.
- Forecasts of clicks and conversions for a given budget, refreshed daily from the last 7–10 days.

You need billing set up for full access. Accounts with little or no spend may see search volumes only as broad ranges.

The search terms report: the truth

The **search terms report** lists the *actual* searches that triggered your ads. It is where you discover that "fren tamiri" also matched "fren tamiri usta maaşı".

Review it **at least weekly** in the first months:

- Irrelevant search → add it (or its key word) as a negative.
- Good search that brought leads → add it as a new phrase or exact keyword.

COMMON MISTAKE

Broad match with no negatives. You end up paying for "oto tamirci maaşları" (mechanic salaries) and "fren nasıl değiştirilir" (how to change brakes). Neither person will ever book a job.

Q Your keyword is "fren tamiri" in phrase match. Could your ad show for "fren tamiri fiyatları kadıköy"?

Yes. Phrase match covers searches that include the keyword's meaning, even with extra words. That is why you also need the right location settings and negatives.

Q You added the negative "iş ilanı". Will it block "iş ilanları"?

No. Negative keywords do not match close variants. Add "iş ilanları", "iş ilanı" and other forms yourself.

Q Where do you find what people actually typed before clicking your ad?

In the search terms report. Review it weekly: add bad searches as negatives and good ones as keywords.

05

MODULE

Writing ads

YOU'LL LEARN

- How responsive search ads work and their exact limits
- What Ad Strength and pinning are
- A complete Turkish ad for Kaya's brake ad group

- Which assets every repair shop should add

The standard text ad on Google Search today is the **responsive search ad (RSA)**. You don't write one fixed ad. You write a set of headlines and descriptions, and Google **mixes them** for each search, testing which combinations work best. Each time the ad shows, only some of your headlines and descriptions appear.

PART	HOW MANY	MAX LENGTH
Headlines	3–15	30 characters
Descriptions	2–4	90 characters
Display path (the words shown after your domain, e.g. /fren-servisi/atasehir)	2 fields	15 each
Final URL	1	—

DEFINITION

Ad Strength rates the variety and relevance of your headlines and descriptions: Poor, Average, Good or Excellent. Google says going from Poor to Excellent brings 15% more clicks and conversions on average (Google's own figure). Aim for every ad group to have an ad rated Good or Excellent; Google's help page suggests running two such RSAs per ad group once you can. Ad Strength is a writing guide, not the auction itself.

DEFINITION

Pinning fixes a headline or description to one position, e.g. always headline 1. It reduces the combinations Google can test, and Google says it is not recommended for most advertisers. Use it sparingly, for example to always show your shop name or a legally required line.

Kaya's brake ad: 15 headlines, 4 descriptions

Ad group *Fren* • Final URL `kayaotoservis.example/fren-servisi` (example address) • Path `/fren-servisi/atasehir`. Character counts are checked; all fit the limits.

#	HEADLINE (≤30)	ENGLISH GLOSS
1	Ataşehir Fren Servisi 21	Ataşehir brake service
2	Fren Balatası Değişimi 22	Brake pad replacement
3	Aynı Gün Fren Kontrolü 22	Same-day brake check
4	Randevunuzu Hemen Alın 22	Book your appointment now
5	Deneyimli Usta Kadrosu 22	Experienced mechanics
6	Tüm Marka Araçlara Servis 25	Service for all car makes
7	Disk ve Balata Değişimi 23	Disc and pad replacement
8	İşçilikte Garanti 17	Warranty on labour
9	Şeffaf Fiyat, Sürpriz Yok 25	Clear prices, no surprises
10	İşe Başlamadan Fiyat Onayı 26	Price approved before work starts
11	Orijinal ve Muadil Parça 24	Original and equivalent parts
12	Hafta İçi 08:00–19:00 Açık 26	Open weekdays 08:00–19:00
13	Kaya Oto Servis Ataşehir 24	Shop name + district
14	Frenden Ses mi Geliyor? 23	Are your brakes making noise?
15	Online Randevu Alın 19	Book online

#	DESCRIPTION (≤90)	ENGLISH GLOSS
1	Fren sesi, titreme ya da uzun fren mesafesi mi? Ustalarımız aynı gün kontrol eder. 82	Squeaking, shaking or long stopping distance? Our mechanics check it the same day.
2	Balata, disk ve hidrolik değişimi. İşe başlamadan önce fiyat onayınızı alıyoruz. 80	Pads, discs and hydraulics. We get your price approval before any work starts.
3	Deneyimli usta kadrosu ve modern ekipman. Ataşehir'de, kolay ulaşım. 68	Experienced team and modern equipment. In Ataşehir, easy to reach.
4	Online randevu alın ya da hemen arayın. Aracınız güvenli ellerde. 65	Book online or call now. Your car is in safe hands.

WATCH OUT

Only claim what is true and shown on your landing page: "Aynı Gün" (same day), "Garanti" (warranty), "Ücretsiz" (free). Google's misrepresentation policy forbids misleading claims, and Turkish advertising law requires that you can prove them. Never call yourself "yetkili servis" (authorised dealer service) if you are not one.

What it might look like

GENERIC PREVIEW · NOT A REAL GOOGLE SCREENSHOT · LAYOUT VARIES

Sponsored



Kaya Oto Servis

kayaotoservis.example > fren-servisi > atasehir

Ataşehir Fren Servisi | Aynı Gün Fren Kontrolü | İşçilikte Garanti

Fren sesi, titreme ya da uzun fren mesafesi mi? Ustalarımız aynı gün kontrol eder. Balata, disk ve hidrolik değişimi.

[Periyodik Bakım](#) [Fren Servisi](#) [Randevu Al](#) [İletişim & Yol Tarifi](#)

Ataşehir, İstanbul · [Open](#) · [Call](#) · [Directions](#)

The blue links under the description are **sitelinks**; the address line comes from the **location asset**. Both are assets, explained next.

Copy tips

- Put the **service + area** in at least 2–3 headlines ("Ataşehir Fren Servisi"). This helps ad relevance.
- Give a **reason to choose you**: speed, warranty, clear pricing, team size, reviews.
- Include a **call to action**: "Randevu alın" (book), "Hemen arayın" (call now).
- Make headlines work in **any order**; Google combines them.
- Send each ad group to its **matching service page**, not the home page (Module 06).

Assets: make the ad bigger and more useful

Assets add information to your ad. They take up more space, give people more reasons to click, and Google counts their expected impact in Ad Rank (Module 01).

ASSET	WHAT IT ADDS	KAYA EXAMPLE
Call	Your phone number; tap to call on mobile.	Shop number, scheduled for opening hours only.
Location	Address, distance, hours and map. Needs a linked location source; Google Business Profile is the main one.	Linked to Kaya's GBP.
Sitelinks	Extra links to pages on your site. Text up to 25 characters.	Periyodik Bakım · Fren Servisi · Randevu Al · İletişim & Yol Tarifi
Callouts	Short selling points, no link. Up to 25 characters.	Aynı Gün Servis · Orijinal Yedek Parça · İşçilik Garantisi · Ücretsiz Fren Kontrolü (only if true)
Structured snippets	A header plus a list.	Hizmetler (Services): Bakım, Fren, Klima, Triger, Lastik
Images	Pictures next to the ad.	Real photos of the workshop, team and lifts, not stock photos.
Price (optional)	Service prices.	"Periyodik bakım ... ₺'den başlayan" (from ...)
Message (check)	Lets people text you.	Whether WhatsApp is offered for Türkiye varies; check in your account.

TIP

Link your Google Business Profile to Google Ads **before** launch. Without it there is no location asset, and your ad loses the address, distance and Maps visibility.

WATCH OUT

Google can add **automated assets** and "text customization" that write text for you. Check what they say. If they invent claims you cannot keep, turn them off in the account-level asset settings.

Q How many headlines and descriptions can an RSA have, and how long can they be?

Up to 15 headlines of 30 characters and up to 4 descriptions of 90 characters (minimum 3 and 2).

Q Why should you avoid pinning every headline?

Pinning reduces the combinations Google can test. Google does not recommend it for most advertisers. Pin only what must always appear.

Q Which asset shows your address and distance, and what does it need?

The location asset. It needs a linked location source, usually your Google Business Profile.

06

MODULE

Landing pages

YOU'LL LEARN

- What "message match" means and why it lowers your costs
- What a good service landing page for a repair shop contains

The **landing page** is the page people arrive on after clicking your ad. You pay for the click either way. Whether that click becomes a phone call depends almost entirely on this page.

It also affects your price. *Landing page experience* is one of the three parts of Quality Score (Module 01). A relevant, fast, mobile-friendly page helps you win auctions at a lower CPC.

Message match

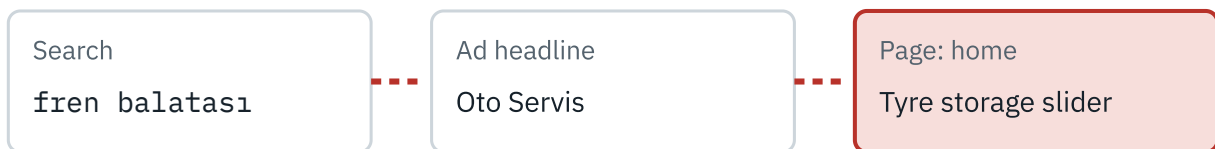
Message match means the page continues the exact conversation the search and the ad started. Someone searched "fren balatası değişimi", saw an ad saying "Fren Balatası Değişimi", and should land on a page whose headline is about brake pads, not on the home page with a slider about tyre storage.

MATCHED



Same words at every step → the visitor knows they are in the right place.

MISMATCHED



The visitor must search again on your site, or press Back. You still paid.

Carry the searcher's words from keyword to ad to page. This is why each ad group links to its own service page.

What a good service page has

- ☐ A headline that repeats the service and area: "Ataşehir'de Fren Balatası ve Disk Değişimi".
- ☐ A **sticky call button** and a **WhatsApp button** that stay visible while scrolling on a phone.
- ☐ A price or price range ("... ₺'den başlayan") and what is included.
- ☐ Real photos of the workshop and team, a warranty note, and the steps ("we call you with the price before starting").
- ☐ Reviews from real customers (link or excerpt from your Google profile).
- ☐ Address, map, opening hours and a "Yol tarifi al" (get directions) link.

☐ A short appointment form that leads to a **thank-you page** (needed for tracking in Module 09).

☐ Fast loading on mobile data; no huge images or pop-ups covering the call button.

☐ Every claim in your ads ("aynı gün", "garanti", "ücretsiz kontrol") also stated on the page.

TÜRKİYE

About **82% of web traffic in Türkiye is on mobile** (StatCounter, September 2026).

Design and test your landing page on a phone first. People with a broken car want to tap "Ara" (call) or WhatsApp, not fill in a long form.

AT KAYA OTO SERVİS

Kaya's website had one "Hizmetlerimiz" (our services) page listing everything. Before launch, the owner has four short pages made: `/periyodik-bakim`, `/fren-servisi`, `/triger-kayisi`, `/lastik`. Each one has a price range, three workshop photos, two reviews, the call and WhatsApp buttons, and a five-field appointment form.

COMMON MISTAKE

Sending all traffic to the home page. The visitor has to hunt for the service, many leave, and Google rates your landing page experience lower.

Your landing pages also do SEO work. The [SEO Field Manual](#) covers how to write service pages that rank on their own.

Q What is message match?

Using the same words and offer from the search, through the ad, to the landing page, so the visitor immediately sees they are in the right place.

Q Name three things a repair-shop service page needs on mobile.

Any three of: a sticky call button, a WhatsApp button, a price range, real photos, reviews, address and map, a short form, fast loading.

07

MODULE

Settings that save money

YOU'LL LEARN

- The campaign settings that quietly waste beginners' budgets
- How to target only people near the shop
- How to keep control of auto-applied recommendations

Most wasted money in a first campaign does not come from bad ads. It comes from default settings nobody checked. These settings are all at the **campaign level** (Module 02).

Location: presence, not interest

Google offers two options under *Locations* → *Location options*:

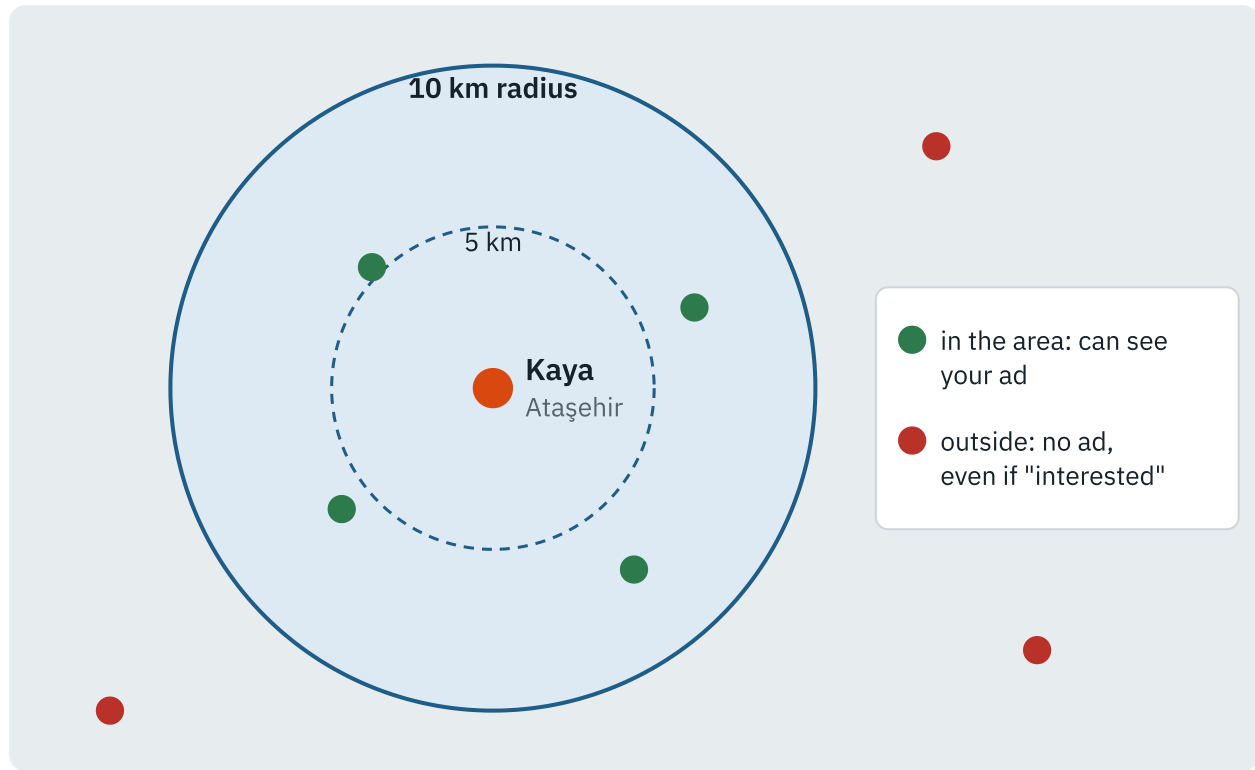
Presence or interest **default**

People who are in your area *and* people who show interest in it, wherever they are. Someone in Ankara reading about İstanbul could see your ad.

Presence **use this**

Only people who are physically in, or regularly in, your target area. Right for a business people must drive to.

Location **exclusions** always work on presence. The old "search interest" option no longer exists.



Presence targeting with a radius around the shop. Start with what people realistically drive for a repair, then adjust using location reports. Not to scale with a real map.

Radius or districts? Draw a radius of, for example, 5–15 km around the shop, or target districts (ilçe) by name. In a big city, district targeting plus a radius often works better than a whole province (il). You can see later which areas brought leads and adjust.

AT KAYA OTO SERVİS

Kaya targets a 10 km radius with **Presence**. That covers Ataşehir and nearby districts on the Asian side. The owner checks on a map which areas fall inside the circle and plans to adjust after a month of location data.

Networks: search only

A Search campaign can also show ads on two extra networks:

- **Google Search Partners:** other sites that show Google search ads. **Included by default** in new Search campaigns. Untick "Include Google search partners".

- **Display Network:** banner placements on websites and apps. Practitioners report it is often ticked during creation. Untick it too.

For a first campaign, you want clean data from Google Search only. You can re-enable Search Partners later as a controlled test.

Language, schedule and devices

- **Language:** Turkish, plus English only if you serve English-speaking customers and write English ads too. Google works out a person's language from signals such as their settings and the language they search in, not from your keyword language; check Google's help page on language targeting for details.
- **Ad schedule:** show ads when someone can answer the phone. At minimum, schedule the call asset for opening hours only.
- **Devices:** most urgent local searches happen on mobile. Make sure the landing page has a tap-to-call button before you think about device bid changes.

AT KAYA OTO SERVİS

Kaya is open weekdays 08:00–19:00 and Saturday 09:00–15:00. Ads and the call asset run only during those hours. Outside hours, there are no ads.

Auto-applied recommendations

Google shows **recommendations** in your account: add keywords, raise budgets, change bidding. Some accounts have **auto-apply** switched on, which means Google makes the change for you. Auto-apply can cover ads and assets, bidding, and keywords and targeting (for example "Add broad match keywords").

- Go to *Recommendations* → *Auto-apply* and turn off anything that adds keywords, changes match types or changes bidding.
- Check the *History* tab to see what was applied.
- Read recommendations weekly and apply only what makes sense to you.

COMMON MISTAKE

Leaving the defaults: Presence or interest, Search Partners on, Display on, auto-apply on. Each one alone can spend a meaningful share of a small budget on clicks that will never become a customer.

Q Which location option should a repair shop use, and why?

Presence. It shows ads only to people physically in (or regularly in) the area. "Presence or interest" can show ads to people far away who are only interested in the area.

Q Which two networks should you untick in a beginner's Search campaign?

Google Search Partners (on by default) and the Display Network.

08

MODULE

Budget & bidding

YOU'LL LEARN

- How Google's daily budget really works (the 2× and 30.4× rules)
- Which bidding strategy to use first, and when to switch
- What Google Ads actually costs in Türkiye after fees and KDV
- How to work out a starting budget from the number of leads you want

How the daily budget works

You set an **average daily budget** per campaign. Two rules matter:

- On any one day, a campaign **may spend up to 2×** its average daily budget, to catch busy days.

- Over a month, you are **not charged more than $30.4 \times$ the daily budget** (30.4 is the average number of days in a month).

So you plan monthly and divide: **monthly budget $\div$ 30.4 = daily budget**. Example: £9,120 a month $\div$ 30.4 = £300 a day. Some days will spend up to £600, but the month stays at or under £9,120 of media spend.

WATCH OUT

Don't panic and lower the budget when one day spends nearly double. That is normal; it evens out over the month.

Bidding strategies

The **bidding strategy** tells Google what to aim for when it sets your bid in each auction. Automated strategies that aim for conversions are called **Smart Bidding**. A **conversion** is an action you count as valuable, such as a call or a booking form (Module 09 sets these up).

STRATEGY	WHAT IT DOES	WHEN
Manual CPC	You set the max CPC per keyword or ad group.	Maximum control; more work. Good for learning.
Maximize clicks	As many clicks as possible within budget. Set a max CPC limit .	Google suggests it when you lack conversion data.
Maximize conversions	As many conversions as possible within budget. Tries to spend the full budget. Requires conversion tracking.	Once tracking works and you have some conversions.
Target CPA	Aims for an average cost per conversion you set.	Once conversions are steady.
Target ROAS / Maximize conversion value	Optimises revenue (value), not count.	Rare for a repair shop unless you send job values back to Google.
Target impression share	Aims to appear at the top, or absolute top, of the page.	Brand campaign only.

DEFINITION

CPA (cost per acquisition, or cost per conversion) = $\text{cost} \div \text{conversions}$. **Learning phase:** after you switch to or change Smart Bidding, Google needs about **7–14 days** to adjust. Avoid frequent changes during it.

1

Maximize clicks + max CPC cap

(or Manual CPC) · first 2–4 weeks

Cap from Keyword Planner's top-of-page range.

Goal: traffic + conversion data. Tracking must already work.

Switch when: ~15–30 tracked leads

2

Maximize conversions

Google bids for calls, WhatsApp clicks and forms.

7–14 day learning phase · don't change settings daily

Switch when: steady volume (e.g. 30+/month)

3

Add a Target CPA

Start near your real CPA, a little above it.

Later: offline job values → value-based bidding

Thresholds are practitioner rules of thumb, not Google minimums.

A starter path. Each step needs more conversion data than the last. Move forward only when the data is there.

Why this order? Smart Bidding learns from your conversions. With no data it has nothing to learn from, so you start by buying clicks at a controlled price. Once you have a few weeks of tracked leads, Google can find more people like the ones who called. Practitioners suggest setting a first Target CPA a little above (for example 10–20% above) your real CPA, so Google is not starved; treat that as a starting point to test.

AT KAYA OTO SERVIS

Week 1: Maximize clicks with a ₺25 max CPC cap (illustrative; Kaya takes the cap from Keyword Planner's top-of-page range for its keywords). Week 5: 24 tracked leads, so the owner switches to Maximize conversions and leaves it alone for two weeks.

What Google Ads really costs in Türkiye

Accounts served from Türkiye are billed by **Google Reklamcılık ve Pazarlama Ltd. Şti. (Google Türkiye)**. Two charges are added on top of what your clicks cost:

- **Regulatory operating cost: 4.5%** on ads served in Türkiye, from 1 January 2026 (it was 7%). It is Google passing on the digital services tax. It appears as a separate line on the invoice and is itself subject to KDV.
- **KDV (VAT)** at Türkiye's standard rate, currently **20%**, on the total.

₺10,000 of clicks becomes a ₺12,540 invoice (illustrative)



Bars drawn to scale. Plan roughly 25% on top of your media budget.

TÜRKİYE

Plan about +25% on top of your media spend. For a VAT-registered business, the KDV is generally deductible as input VAT. Income tax, withholding (stopaj) and how to book these costs are questions for your **mali müşavir** (accountant); this is not tax advice. Choose **TRY** as the account currency when you create the account; the currency cannot be changed later.

Payment is usually by credit or debit card; bank transfer is reported as possible, and PayPal is reported as not available in Türkiye. Check *Billing → Payment methods* in your account, because options depend on your address and currency.

What do clicks cost? Benchmarks, with care

There is no reliable published CPC figure for car repair in Türkiye. The best public benchmarks are American:

SOURCE (US CAMPAIGNS)	CTR	CPC	CONV. RATE	COST/LEAD
WordStream/LocaliQ 2026, Automotive – Repair, Service & Parts (Apr 2025–Mar 2026, medians)	5.56%	\$4.35	15.51%	\$29.96
LocaliQ Automotive 2026, Auto Repair/Service (Apr 2025–Jun 2026)	4.41%	\$6.42	15.39%	\$42.10
WordStream/LocaliQ 2026, all industries	6.64%	\$5.42	8.18%	\$66.69

Read these as a **range** and for the *shape*, not the price: repair searches convert well (around 15% of clicks become leads in the US data), because people searching for a repair need one. **Turkish CPCs differ** from US dollar figures. One Turkish agency blog gives an average Google Ads CPC of about \$0.65 in Türkiye, but with no auto-repair figure and no clear method, so treat it as a rough indication only. Use **Keyword Planner's top-of-page bid range** for your district and keywords.

Working out a starting budget

Start from the number of leads you want, not from a round number:

Clicks needed = target leads ÷ conversion rate
Monthly media budget = clicks needed × expected CPC
Daily budget = monthly ÷ 30.4

A **lead** here means a tracked call tap, WhatsApp click or form. Not every lead becomes a paying job; Module 09 shows how to count those.

TOOL · BUDGET PLANNER

Target leads per month

30

Expected CPC (₺)

15

Landing-page conversion rate (%)

10

Fee + tax buffer (%)

25

300

Clicks needed / month

₺4.500

Media budget / month

₺148

Daily budget to enter (÷
30.4)

₺5.625

Estimated invoice incl.
buffer

₺150

Cost per lead (media)

9,9

Clicks per day

About 9,9 clicks a day. Practitioners suggest roughly 10+ per campaign for learning; consider fewer ad groups or a bigger budget. On busy days Google may spend up to ₺296.

Buffer default 25%: Google's 4.5% fee plus 20% KDV on top comes to about 25.4% (1.045×1.20). Set 0 to see media only.

AT KAYA OTO SERVIS

The planner is prefilled with Kaya's illustrative numbers: 30 leads, ₺15 CPC, 10% conversion rate (deliberately below the ~15% US median). Result: 300 clicks, ₺4,500 media a month, about ₺148 a day, roughly ₺5,600 on the invoice and ₺150 per lead. If one brake job brings well over ₺150 in profit, the maths can work. The planner also warns that 300 clicks a month is just under 10 a day, one reason Kaya starts with four ad groups rather than ten. Replace the CPC with Keyword Planner's figure before trusting any of it. (The tool shows Turkish number formatting: ₺4.500 = ₺4,500.)

TIP

Run the campaign for at least **4–6 weeks** before judging it. Practitioners also suggest a daily budget that buys roughly 10 or more clicks a day per campaign; with fewer, learning is slow. If your budget can't do that, cut the campaign to fewer ad groups rather than spreading it thin.

Q Your monthly budget is ₺6,080. What daily budget do you enter, and what's the most it can spend in a single day?

$₺6,080 \div 30.4 = ₺200$ a day. On one day it may spend up to ₺400 (2×), but the month stays at or under ₺6,080 of media.

Q Why start with Maximize clicks and not Maximize conversions?

Maximize conversions learns from conversion data. A new campaign has none. Maximize clicks with a CPC cap (or Manual CPC) collects data at a controlled price; switch after roughly 15–30 tracked leads.

Q You spend ₺10,000 on clicks shown in Türkiye. Roughly what will the invoice say?

About ₺12,540: $₺10,000 + 4.5\%$ fee (₺450) = ₺10,450, plus 20% KDV (₺2,090). Confirm the tax treatment with your mali müşavir.

09

MODULE

Conversion tracking

YOU'LL LEARN

- What to count as a conversion for a repair shop, and what not to
- How calls are tracked in Türkiye, where Google's call reporting is unavailable

- The tools involved: Google tag, GA4 import, enhanced conversions, offline import

A **conversion** is an action you count as valuable: a phone call, a WhatsApp chat, a booking form. Conversion tracking tells Google Ads which clicks led to these actions. Without it you only know you spent money; with it you know which keywords and ads bring customers. It is also the fuel for the Smart Bidding strategies in Module 08.

COMMON MISTAKE

Launching ads before tracking works. You spend weeks of budget and learn nothing. Set up tracking **before** you go live.

What Kaya counts

ACTION	HOW IT'S MEASURED	USE AS
Appointment form sent	Thank-you page view (most reliable) or the form's success event	Primary
Tap on phone number on the website (tel: link)	Click trigger in Google Tag Manager	Primary
Tap on WhatsApp button (wa.me link)	Click trigger in Google Tag Manager	Primary
Call button in the ad (call asset)	Google Ads "calls from ads", based on call clicks in Türkiye	Primary
"Get directions" clicks	Click trigger on Maps link; local actions from the location asset	Secondary
Page views, scrolls, time on site	GA4	Don't count

DEFINITION

Primary conversions are the ones Google's bidding optimises for and that appear in the main "Conversions" column. **Secondary** conversions are recorded for information only. Mark too many weak actions as primary, and Smart Bidding will chase page views instead of customers.

Calls in Türkiye: the workaround

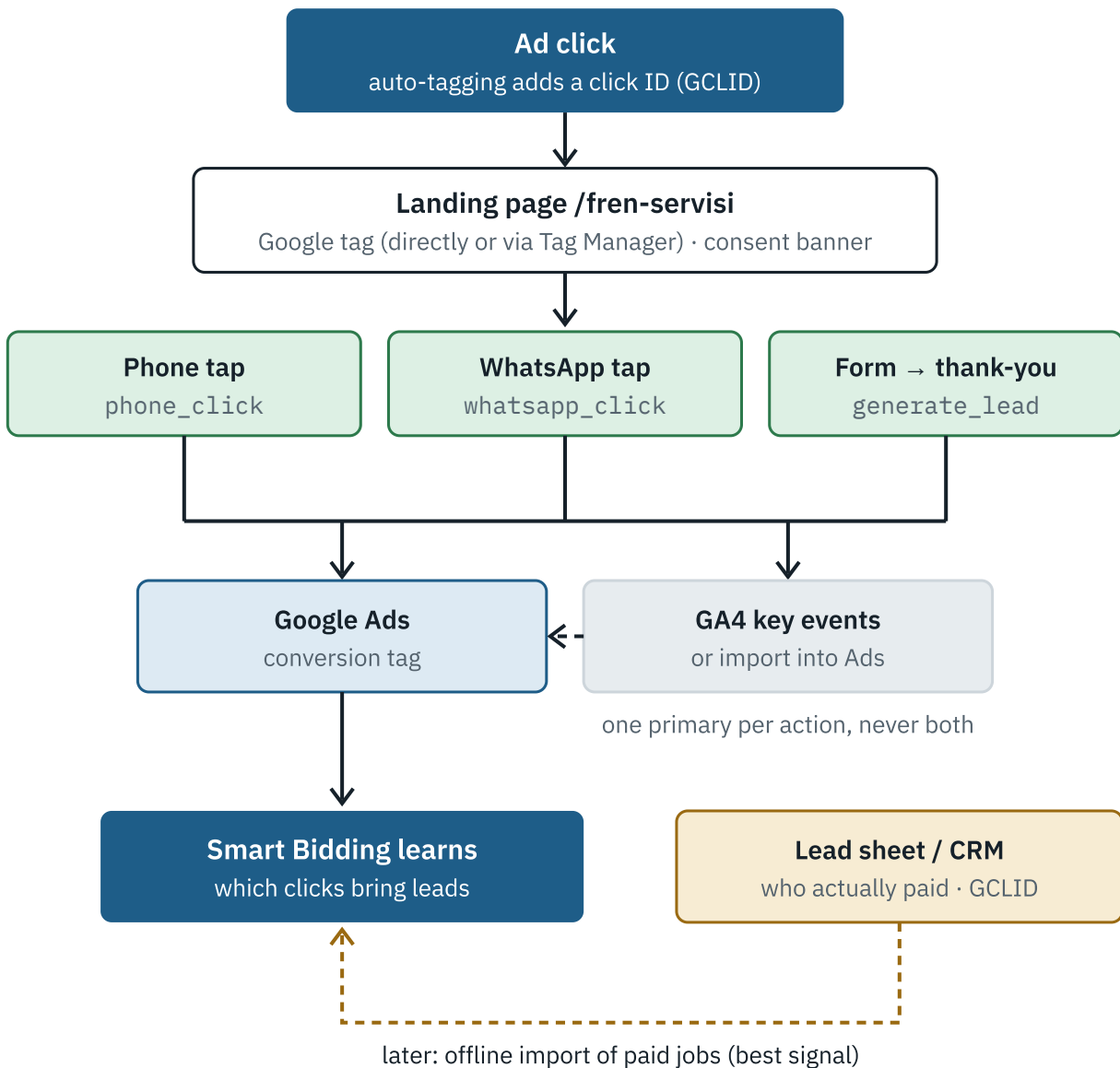
TÜRKIYE

Google's detailed **call reporting** (call length, caller area code, counting only calls above a minimum length) and **website call conversions** (swapping your number for a Google number) both need **Google forwarding numbers**. Türkiye is **not** on Google's list of countries where they are available. Google says that when call duration is unavailable, call conversions are classified from ad interaction data (taps on the call button), not from real call length. Check what your account shows; the list can change.

So, in practice:

- Treat ad call conversions as **call-button clicks**, not completed calls.
- Track **taps on the phone number** on your mobile site with a tag.
- Compare both with the shop's real **call log**. Ask every caller "Bizi nereden duydunuz?" (where did you hear about us?).
- Optional: use a separate virtual number (from a *sanal santral*, cloud phone provider) only in Google Ads. The phone system's log then shows calls from ads.

How the pieces connect



From click to customer. Website actions reach Google Ads through its own tag or through imported GA4 key events. Paying customers flow back later as offline conversions.

The tools, one by one

- **Google tag** (gtag.js, or installed via Google Tag Manager) goes on every page of the site. Conversion events for form, phone tap and WhatsApp tap are built on top of it.
- **GA4 import:** if Google Analytics 4 is set up, you can import its **key events** (GA4's name for important actions, renamed from "conversions" in 2024) into Google Ads instead of using the Ads tag. Link the accounts and keep **auto-tagging** on. Don't make both the Ads tag and the GA4 import primary for the same action, or you count it twice.

- **Enhanced conversions:** sends hashed (scrambled) email or phone from your form to improve matching. Since April 2026, enhanced conversions for web and for leads are being unified into one setting.
- **Offline conversion import** (later stage): record which leads became paid jobs, with their value, and upload them. Smart Bidding then optimises for real jobs, not just taps. Auto-tagging (GCLID) must be on. For developers: since 15 June 2026, these uploads go through the Data Manager API.

WATCH OUT

Tracking tags for ads and analytics need the visitor's **explicit consent** under KVKK, so a consent banner with equally visible Accept / Reject / Preferences comes before the tags. Uploading customer emails or phones, even hashed, is personal-data processing and transfer abroad; get advice from a KVKK consultant. Not legal advice.

AT KAYA OTO SERVIS

Kaya's admin keeps one Google Sheet: date, name, phone, channel (call / WhatsApp / form / walk-in), source, service, quote, became customer?, invoice ₺. After two months (illustrative numbers) it shows Google Ads reported 52 conversions, while the sheet shows 31 real enquiries from Google Ads and 17 paid jobs. The owner judges the campaign on the 17, not the 52.

TIP

A tap on the phone number is not a completed call, and a WhatsApp click is not a sent message. Treat platform conversions as signals; the real result is paying customers in your workshop.

Tracking Field Manual

Step-by-step Tag Manager recipes for phone, WhatsApp and form tracking, GA4 [Open deep dive →](#)
setup, consent, UTMs and offline imports.

Q Why can't a Turkish advertiser rely on Google's call reporting?

Call reporting and website call conversions need Google forwarding numbers, which are not available in Türkiye. Track call-button clicks and phone-number taps instead, and compare with the real call log.

Q You import a GA4 key event for the form AND have a Google Ads tag for the same form, both primary. What's the problem?

Each form is counted twice. Keep only one of them as primary for that action.

Q Should "page view of the price list" be a primary conversion?

No. It is a sign of interest, not a lead. Counting it as primary makes Smart Bidding chase page views instead of customers.

10

MODULE

Launch: step by step

YOU'LL LEARN

- The full order of work, from creating the account to going live
- A pre-launch checklist you can tick off (it saves in this browser)

Everything from Modules 01–09 now comes together. Follow the steps in order. Menu names in Google Ads change from time to time; if a label differs, search for it in the account's search bar.

- 1 Create the account.** Go to ads.google.com and sign in with a Google account the business owns (not a staff member's personal email). If the guided setup steers you toward a simplified Smart campaign (Module 03), make sure you end up creating a

Search campaign instead. Choose **TRY** as currency and **Europe/Istanbul** as time zone. The currency can't be changed later, and changing the time zone afterwards is restricted and muddles your reports, so get both right now.

- 2 Set up billing.** Add the business details and a payment method under *Billing*. Invoices come from Google Türkiye with KDV and the 4.5% regulatory cost (Module 08).
- 3 Complete advertiser verification.** Google requires business and identity documents. Have your *vergi levhası* (tax certificate) or *ticaret sicil* (trade registry) documents ready; the exact list appears in the account. In Türkiye, the Ads Transparency Center shows the advertiser and paying entity.
- 4 Link accounts.** Link your Google Business Profile (for location assets) and GA4. Install the Google tag on every page, with the consent banner in place.
- 5 Create conversion actions.** Form, phone tap, WhatsApp tap as primary; directions as secondary. Test each one yourself on a phone and check that it registers (Module 09).
- 6 Create the Search campaign.** Goal: Leads. Type: Search. Networks: untick Search Partners and Display. Location: 10 km radius or districts, **Presence**. Language: Turkish. Schedule: opening hours. AI Max: off for now.
- 7 Set budget and bidding.** Daily budget = monthly ÷ 30.4. Bidding: Maximize clicks with a max CPC cap from Keyword Planner (or Manual CPC).
- 8 Build ad groups.** 4–7 ad groups by service, each with 5–15 phrase and exact keywords, including district and "yakınımda" (near me) variants.
- 9 Add negatives.** Create the shared negative list (Module 04) and apply it to the campaign.
- 10 Write ads.** One RSA per ad group, rated Good or Excellent, pointing to its own service page.
- 11 Add assets.** Call (scheduled), location (GBP), 4+ sitelinks, 4+ callouts, a structured snippet, real images.
- 12 Check auto-apply.** In Recommendations, turn off auto-apply for anything that adds keywords or changes bidding.

13

Publish and wait for review. Ads go through a policy review before they can show. Check the status column for "Eligible" or any "Disapproved" message the next day.

Pre-launch checklist

- ☐ Account in TRY, time zone Europe/Istanbul, owned by a business Google account
- ☐ Billing set up; advertiser verification started or done
- ☐ Google Business Profile linked; location asset shows the correct address
- ☐ Google tag on every page; consent banner working
- ☐ Form, phone-tap and WhatsApp-tap conversions tested on a real phone
- ☐ Search Partners and Display Network unticked
- ☐ Location option set to Presence; radius or districts correct
- ☐ Ad schedule matches the hours someone answers the phone
- ☐ Keywords in phrase/exact; shared negative list applied
- ☐ Each ad group links to its own service page; all ad claims appear on that page
- ☐ Call asset, sitelinks, callouts, structured snippet and images added
- ☐ Auto-apply recommendations reviewed; risky ones off
- ☐ Lead sheet ready; staff ask "Bizi nereden duydunuz?"

AT KAYA OTO SERVIS

The owner blocks two quiet afternoons. Day 1: account, billing, verification, linking and tracking tests. Day 2: campaign, ad groups, ads, assets. The service advisors are briefed to answer the phone with "Kaya Oto Servis, buyrun" and to log every call's source in the sheet.

COMMON MISTAKE

Clicking through the guided setup without reading it, and ending up with a Smart campaign or the wrong currency. Read every screen before you press Next.

Q Which two account settings must you get right at creation?

Currency (it can't be changed later) and time zone (changing it later is restricted and breaks report continuity). Choose TRY and Europe/Istanbul.

Q What should you do before publishing, so the first weeks of spend teach you something?

Set up and test conversion tracking (form, phone tap, WhatsApp tap) on a real phone.

11

MODULE

Optimize: your routine

YOU'LL LEARN

- The few metrics that matter and how they are calculated
- What impression share lost to budget and to rank tell you
- A daily, weekly and monthly routine
- What to do when a specific problem appears

Key metrics

METRIC	FORMULA	WHAT IT TELLS YOU
Impressions	—	How often your ad was shown.
CTR	clicks ÷ impressions	Is the ad attractive and relevant to the search?
Avg. CPC	cost ÷ clicks	What a visitor costs.
Conversion rate	conversions ÷ clicks	Does the landing page turn visitors into leads?
CPA (cost/conv.)	cost ÷ conversions	What a lead costs.
ROAS	conversion value ÷ cost	Revenue per £1. Only meaningful if you send job values.
Search impression share	impressions received ÷ impressions you were eligible for	How much of the available demand you capture.
Search lost IS (budget)	% of eligible impressions lost because the budget ran out	Campaign level only.
Search lost IS (rank)	% lost because Ad Rank was too low	Bid and/or quality too low.

All searches you were eligible for = 100% (illustrative)



 **Lost to budget** → if CPA is good, raise the budget

 **Lost to rank** → improve ad relevance and landing page, or raise bids

Bar to scale. Lost IS (budget) is not compatible with Maximize conversions; use the budget simulator there instead.

Impression share splits the searches you could have appeared on into shown, lost to budget and lost to rank. Each loss has a different fix.

DEFINITION

IS = impression share. Add these columns to your campaigns table to see them.

Your routine

Daily · 5 min (first month)

- Ads and assets approved? Any policy warnings?
- Spend in line with budget? Any sudden CPC spike?
- Conversions recording? Compare with real calls and forms.

Weekly · 30 min

- **Search terms report:** add negatives, promote good terms to keywords.
- CTR, CPC, conversion rate and CPA per ad group.
- Pause keywords with high spend and no conversions (after spending roughly 2–3× your target CPA on them).
- Read recommendations; apply only what makes sense.
- Check the call log: are calls answered during ad hours?

Monthly · 1 hour

- Lost IS (budget and rank). Move budget to the best campaigns.
- Replace "Low" performing headlines; add seasonal messages (kış bakımı in autumn, klima bakımı before summer).
- Location and hour/day performance → adjust schedule and radius.
- Bid strategy: enough conversions to move to the next step?
- Landing pages: speed, mobile buttons, reviews, prices.
- Reconcile ad leads with real jobs in the sheet.

COMMON MISTAKE

Changing settings every day, especially during Smart Bidding's 7–14 day learning phase, and judging results after 3 days or 3 leads. Make one change, write it in a change log with the date, and wait.

When X happens, do Y

SYMPTOM	LIKELY CAUSES	WHAT TO DO
No impressions	Ads still in review or disapproved; billing or verification incomplete; keywords with "low search volume"; radius too small; schedule too narrow; bid too low to pass the threshold.	Check ad and account status first. Then widen the radius or schedule, add more common keyword variants, or raise the max CPC cap toward Keyword Planner's range.
Low CTR	Ad doesn't match the searches; generic headlines; irrelevant searches matching.	Check search terms; add negatives. Put service + area in headlines. Split broad ad groups into tighter themes. Add assets.

SYMPTOM	LIKELY CAUSES	WHAT TO DO
High CPC	Competitive keywords; low quality; "Presence or interest" or partners pulling expensive traffic.	Improve ad relevance and landing page (Module 01). Focus on specific service keywords instead of generic "oto servis". Check settings (Module 07).
Clicks but no leads	Tracking broken; landing page weak on mobile; wrong searches; ads running when nobody answers.	Test tracking yourself on a phone. Read search terms. Review the page against Module 06. Check the schedule and call log.
Leads but no paying jobs	Low-quality enquiries (price shoppers, wrong area, services you don't offer); slow follow-up.	Check which keywords produced them; tighten location; add price ranges to pages; answer WhatsApp within minutes.
Budget runs out by midday	High lost IS (budget).	If CPA is good, raise the budget. If not, cut weak keywords or narrow to the best services first.
Sudden zero conversions	Usually broken tracking (website update), not a dead campaign.	Re-test every conversion action; check the tag is still on the pages.

AT KAYA OTO SERVIS

Week 3: the Lastik (tyres) ad group has many clicks but few leads. The search terms report shows "lastik fiyatları" (tyre prices) and "ikinci el lastik" (second-hand tyres): people shopping for tyres, not fitting. The owner adds **ikinci el** (second-hand) and **satılık** (for sale) as negatives and moves the "lastik oteli" (tyre storage) keyword into its own ad group with its own page.

Q Your campaign shows high "lost IS (rank)" and low "lost IS (budget)". Should you raise the budget?

No. You are losing impressions because Ad Rank is too low, not because money runs out. Improve ad relevance and the landing page, or raise bids.

Q Conversions suddenly drop to zero after the website got a new theme. What's the first thing to check?

Tracking. A sudden zero usually means the tag or triggers broke. Test each conversion action yourself.

Q How often should a beginner review the search terms report?

At least weekly in the first months.

12 MODULE

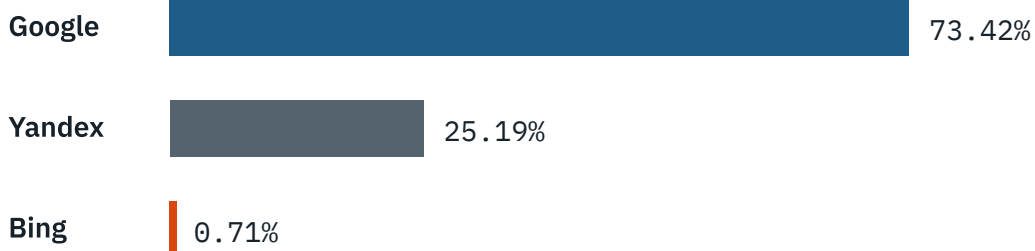
Microsoft Advertising (Bing) in brief

YOU'LL LEARN

- Whether Bing ads are worth it for a Turkish local business
- How to copy a working Google campaign over if you try it

Microsoft Advertising shows search ads on Bing and Microsoft's partner sites. It is organised much like Google Ads, and it can import your Google Ads campaigns directly.

Search share in Türkiye · StatCounter, Sep 2026



Bars to scale (5 px per point). StatCounter samples page views.

Bing has under 1% of search in Türkiye. Yandex has about a quarter.

- **Availability:** a Türkiye-based account can reportedly be opened and Turkish is reported as a supported ad language (per a Turkish agency guide). Microsoft lists Turkish Lira but notes it is "not yet available for everyone". Check at signup.
- **Google import:** Microsoft Advertising can import campaigns, ads, targeting, assets, settings and budgets from Google Ads, once or on a schedule (daily, weekly, monthly). Not everything carries over, so review everything after importing.
- **Tracking:** it uses its own conversion tag (UET). You need it only if you run Bing ads.

TÜRKIYE

With under 1% share, Bing is **low priority** for a local repair shop. A sensible use: once Google Ads works, import the campaign with a small budget to reach some desktop users. Yandex, with about 25%, matters more in Türkiye; at minimum, claim your free Yandex Business (Yandex Haritalar) listing (see the [SEO Field Manual](#)). Yandex's ad platform was not covered in this course's research; check its terms yourself before spending.

AT KAYA OTO SERVİS

Kaya skips Bing for the first six months. All attention goes to making the Google Search campaign profitable.

Q Should Kaya start with Bing ads alongside Google?

No. Bing has under 1% search share in Türkiye. Get Google working first; a small imported Bing campaign can be a later test.

Q What's the fastest way to set up a Bing campaign once Google Ads works?

Use Microsoft Advertising's Google Ads import, then review what transferred.

Common beginner mistakes

Ten mistakes that waste the most money in a first campaign, each with the module that fixes it.

#	MISTAKE	FIX
1	Broad match with no negatives: paying for "oto tamirci maaşları" and "fren nasıl değiştirilir".	Phrase + exact, a shared negative list, weekly search terms review (04).
2	Display Network or Search Partners left on in a Search campaign.	Untick both (07).
3	Auto-applied recommendations adding broad keywords or changing bidding without you noticing.	Review auto-apply; check History (07).
4	Sending all traffic to the home page.	One service page per ad group (06).
5	No conversion tracking, or counting page views as conversions.	Form, phone tap, WhatsApp tap as primary (09).
6	"Presence or interest" for a strictly local business.	Presence + radius (07).
7	Budget too small to learn, or changing settings daily during learning.	Fewer ad groups; one change at a time; wait 4–6 weeks (08).
8	Google Business Profile not linked, so no location asset.	Link GBP before launch (05).
9	Ads running when nobody answers the phone.	Ad schedule + call asset hours (07).
10	Automated assets or text customization writing claims the shop can't keep.	Review them or turn them off (05).

Case studies

No verifiable Türkiye auto-repair Google Ads case study with published numbers was found during research for this course. The examples below are from the US. They are **self-reported marketing material by agencies or vendors**, not independent audits. Read them for what was done, not for the exact numbers.

USA • AUTO BODY SHOP • GOOGLE ADS •
AGENCY-REPORTED

Gross & Son Paint & Body (Pensacola, Florida)

- WHAT** The agency restructured campaigns by service, set up conversion tracking, refined negative keywords from search-term analysis, and tested bidding strategies (2023).
- RESULT** Reported 1,000+ qualified leads (about 1,700 calls and forms), \$9.28 cost per lead and a 34% click-to-lead rate; the towing ad group reached 51%.
- LESSON** Service-based ad groups, negatives and tracking: Modules 02, 04 and 09.

Source: [Lasso Up case study](#) (agency)

USA • TRUCK REPAIR • GOOGLE ADS •
AGENCY-REPORTED

Truck repair service (mobile and shop)

- WHAT** Four ad groups by service type, a comprehensive negative keyword list, call-only ads and a dedicated landing page.
- RESULT** Reported about 27% conversion rate, so many leads that the client asked to *reduce* the budget. Phone leads closed better than email leads.
- LESSON** Same recipe. Call-only ads are now being retired; the modern equivalent is an RSA with a call asset.

Source: [LinkNow Media blog, Jan 2022](#) (agency)

USA · AUTO DETAILING · SEARCH + SEO ·
VENDOR-REPORTED

Empire Auto Spa (Longwood & Sanford, Florida)

WHAT Search ads together with SEO, website, listings and social, managed by LocaliQ. The owner had first managed the campaigns alone for six months with poor results.

RESULT Reported 130% business growth from year one to year two; calls doubled within a month of adding SEO; added 3 vans and moved to a bigger location.

LESSON Multi-channel, so the Google Ads share can't be isolated. Ads and organic work together.

Source: [LocaliQ case study](#) (vendor)

USA · AUTO REPAIR · GOOGLE ADS ·
VENDOR-REPORTED

South Street Auto Care (Rochester, Michigan)

WHAT Handed Google Ads management to an auto-repair marketing platform and used its call-tracking dashboard.

RESULT Reported year-over-year: new customers from ads +135%, phone leads from ads +90%, new-customer revenue +63%. Timeframe not specified.

LESSON Search ads work for repair when calls are tracked. Running them well takes real time; decide early whether to learn it or delegate.

Source: [KUKUI case study](#) (vendor)

TIP

Google's own aggregate claims, such as "14% more conversions" with AI Max or "15% more clicks and conversions" from Poor to Excellent Ad Strength, are vendor claims too. Test them in your own account before you rely on them.

Glossary

Ad group	One theme inside a campaign (e.g. one service), holding its keywords and ads.
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Ad Rank	The score Google calculates in each auction from bid, quality, thresholds, competition, context and assets. Decides if and where your ad shows.
Ad Strength	A rating (Poor to Excellent) of the variety and relevance of an RSA's headlines and descriptions.
AI Max for Search	An optional layer on a Search campaign (2025) with broader query matching, generated text and automatic landing pages.
Asset	Extra information on an ad: call, location, sitelinks, callouts, snippets, images. Formerly "extension".
Auto-tagging / GCLID	Google Ads adds a click ID (GCLID) to your landing page link, so conversions can be traced back to the click.
Campaign	A container with its own budget, bidding, networks, locations, language and schedule.
Conversion	An action you count as valuable, e.g. a form, phone tap or WhatsApp tap. Primary ones drive bidding.
CPA	Cost per acquisition (per conversion) = $\text{cost} \div \text{conversions}$.
CPC	Cost per click. Max CPC is the most you'll pay for a click.
CTR	Click-through rate = $\text{clicks} \div \text{impressions}$.
Enhanced conversions	Sends hashed email or phone from your form to improve conversion matching.
Impression share (IS)	Impressions received $\div$ impressions you were eligible for. Lost IS splits into budget and rank.
KDV	Turkish VAT; 20% standard rate, added to Google Türkiye invoices.

Key event	GA4's name for an important action (formerly "conversion" in GA4).
Keyword	A word or phrase that tells Google which searches may show your ad.
Landing page	The page people arrive on after clicking your ad.
Match type	How loosely a keyword matches searches: broad, phrase or exact.
Negative keyword	A word that stops your ad from showing. Does not match close variants.
Performance Max	A goal-based campaign that runs across all Google channels, with Google choosing placements.
Presence	Location option that reaches only people physically or regularly in your target area.
Quality Score	A 1–10 diagnostic per keyword, from expected CTR, ad relevance and landing page experience.
Regulatory operating cost	Google's 4.5% surcharge on ads served in Türkiye (from 1 Jan 2026), shown as a separate invoice line.
RSA	Responsive search ad: up to 15 headlines and 4 descriptions that Google combines.
Search Partners	Non-Google sites showing Google search ads. On by default in new Search campaigns.
Search term	What a person actually typed. Seen in the search terms report.
Smart Bidding	Automated bid strategies that aim for conversions or value (Maximize conversions, Target CPA, Target ROAS).

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[← Back to the Workshop Marketing Manual](#) · Other deep dives: [SEO](#) · [Meta Ads](#) · [Tracking](#)

Facts checked October 2026 — platforms change often, verify in the platform's help center before you act.

Kaya Oto Servis is fictional and its numbers are illustrative. Tax notes are not tax advice; confirm with your mali müşavir.