

Google Search Campaign Report

Garudavega International Courier - Chennai & Bengaluru

Project Name	Garudavega Google Search Campaign
Slug	garudavega-google-search-chennai-bangalore
Campaign Type	Google Ads - Search Campaign
Objective	Capture high-intent courier searches and generate calls / enquiries from Google Search.
Target Locations	Chennai, Tamil Nadu & Bengaluru, Karnataka
Daily Budget	Rs. 800 per day
Approx. Monthly Budget	Rs. 24,000 for a 30-day month

Campaign Description

A Google Search campaign was managed for Garudavega International Courier across Chennai and Bengaluru. The campaign focused on users actively searching for international courier services and Garudavega-related terms, with search ads designed to generate direct calls and high-intent enquiries.

Primary Keyword Focus

Core service keywords: international courier, international courier near me, international courier Chennai, international courier Bangalore.

Brand keywords: Garudavega, Garudavega Chennai, Garudavega Bangalore, along with additional closely related service and location search terms.

Optimization Strategy

1. Segmented targeting around Chennai and Bengaluru to maintain strong local relevance.
2. Prioritized high-intent service, near-me, city-specific and brand search terms.
3. Continuously refined keyword targeting, search-term relevance and negative keywords to reduce irrelevant traffic.
4. Optimized bids, ad relevance and location-focused messaging to compete for prominent Search placement.
5. Used call-focused ad assets so users could directly contact the relevant courier service number from Search.
6. Managed the Rs. 800 daily budget with ongoing monitoring of search visibility and keyword performance.

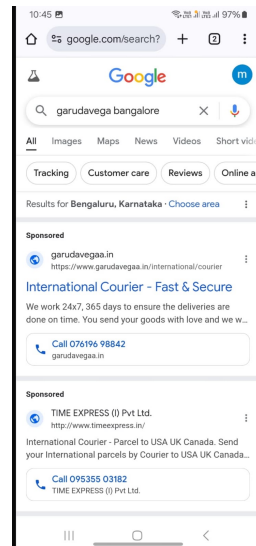
Key Achievements

The campaign was optimized to maintain strong visibility for priority searches. Based on campaign monitoring and the provided search-result evidence, the ads appeared within the **top two sponsored positions on approximately 80% of monitored days** for key target searches. The supplied screenshots also demonstrate prominent sponsored visibility across both Chennai and Bengaluru searches.

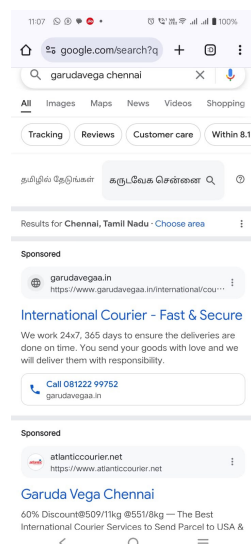
Rs. 800	~Rs. 24,000	2 Cities	~80%
Daily Budget	30-Day Budget	Chennai + Bengaluru	Monitored Days in Top 2*

*Top-two visibility percentage is based on the campaign monitoring information supplied for this report; Google Search ad position can vary by auction, user, device, location and time.

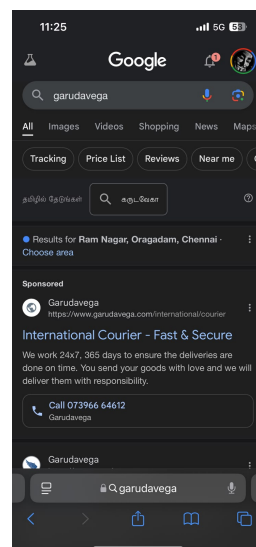
Search Visibility Evidence



Bengaluru Search Result



Chennai Search Result



Chennai / Local Search Result

Report Note

Screenshots are included as evidence of live sponsored Search visibility at the time they were captured. This report describes campaign setup and observed visibility; it does not claim a guaranteed fixed Google Ads position, because

placement is determined dynamically in each search auction.