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# Google Ads aapki website se offer utha raha hai?

Automated promotions ko check karne, band karne ya sahi rakhne ka step-by-step guide.
**Kiske liye:** Jo bhi business Google Search ya Performance Max ads chalata hai.

## Kya badla hai?

Google ne advertisers ko bataya ki **12 October 2026** se eligible accounts mein **Automated promotions** by default ON ho gaye. Google aapke landing pages par jo offer/discount dikhta hai, use pehchan kar aapke ad ke saath promotion asset ki tarah dikha sakta hai.
**Risk:** Website par purana offer (jaise Diwali sale) laga reh gaya, toh wahi offer aapke ad ke saath dikh sakta hai — customer confuse, trust kam.
**Achhi baat:** Google kehta hai ye promotions roz re-check hote hain aur sirf tab tak chalte hain jab tak offer website par dikhta hai. Aap kabhi bhi opt-out kar sakte hain.

## Setting kahan hai — 3 steps

**Step 1: Google Ads kholiye** aur sahi account select kijiye.
**Step 2: Assets** section mein jaiye, phir **Account-level automated assets** kholiye.
**Step 3: Advanced settings** mein **Automated promotions** dhundhiye aur use **Off** kijiye — ya ON rakhiye aur website offers update rakhiye.
**Path:** Assets → Account-level automated assets → Advanced settings → Automated promotions
**Tip:** Google ke banaye assets mein "Added by: Google AI" jaisa label dikhta hai — inhe ek baar zaroor check kijiye.
*Google Ads ka interface kabhi-kabhi badalta hai; naam thode alag dikh sakte hain.*

## Off karein ya ON rakhein?

**ON rakhiye agar:** website par offers hamesha current rehte hain, aur aap chahte hain ki deals ad mein bhi dikhein.
**Off kijiye agar:** website par purane banners reh jaate hain, ya aap ad copy par poora control chahte hain.

## Weekly 2-minute check

- Website ke saare offer banners ki date check kijiye
- Khatam offer turant hataiye
- Google Ads → Assets mein naye auto-assets dekhiye
- Galat asset dikhe toh remove/disable kijiye

**Madad chahiye?** Google Ads audit ke liye WhatsApp kijiye: +91 96503 81400