



Creators of
Captivating
Communication

03 | SETTING UP GOOGLE ADS

To create your free Google Ads account, if you don't already have one, head to [Google Ads](#) and sign up using your email and website URL:

Welcome to Google AdWords!

We'll help you sign up and start advertising in just a few steps.
Experienced with AdWords? [Skip the guided setup.](#)

What is your email address?

⚠ Please enter your email address in the box above.

What is your website?

Continue



Get started advertising on Google
in just a few steps.

Next, you will likely notice a whole bunch of overwhelming setup factors that you aren't even sure of yet:



Creators of
Captivating
Communication

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget \$10.00 per day

2. Choose a target audience

Locations All countries and territories

Networks Search Network, Display Network

Keywords **content marketing**

3. Set your bid

Bid AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

4. Write your ad

Text ad

test - test
Ad www.getcodeless.com

test

Save and continue

For example, budgets, targeting, bidding and already writing a text ad.



Creators of
Captivating
Communication

Let us walk you through the key factors here.

First off, for your budget, start small. You can always increase from here, and the beginning stages are always going to be random.

Set a comfortable budget that allows you to bring in some traffic and conversions without breaking the bank just yet.

When choosing your targeted audience, start by selecting locations that you want to target:

2. Choose a target audience

A screenshot of a targeting tool's 'Locations' section. It features a title 'Locations' and four radio button options: 'All countries and territories' (selected), 'United States', 'United States and Canada', and 'Let me choose...'. Below the options is a search input field with the placeholder text 'Enter a location to target or exclude.' and a link for 'Advanced search' with the subtext 'For example, a country, city, region, or postal code.' At the bottom are 'Save' and 'Cancel' buttons.

Locations

All countries and territories United States and Canada

United States Let me choose...

Enter a location to target or exclude.

[Advanced search](#)
For example, a country, city, region, or postal code.

Save **Cancel**

Do you only sell products to the US? Select that. Are your products sold worldwide? Select “All countries and territories.”

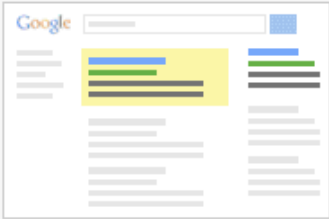
When choosing networks, as we discussed earlier, select the networks you want to focus on the most:




Creators of
Captivating
Communication

Networks Sites that show your ads along with their own search results, new articles or other content.

Search Network
Includes Google search sites and non-Google sites that use Google as a search engine



Display Network
Includes Google content sites and non-Google content partners that show ads



We recommend simply **selecting both**, as you can easily change this later and will likely want to use the **display network for remarketing at some point in the near future.**

Lastly, for keywords, enter a few that you want to focus on in relation to your business or specific products you want to sell.



Creators of
Captivating
Communication

Keywords Add around 15-20 keywords. [?](#)
These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity ?
content marketing	<div style="width: 90%; background-color: #8bc34a;"></div> 90500 ×
your keyword	
your keyword	
your keyword	
your keyword	
your keyword	
your keyword	
your keyword	
your keyword	
your keyword	

For what bidding, let Google Ads automatically set your keyword bidding for the start.

3. Set your bid

Bid The most you're willing to pay for a click on your ad.

AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

I'll set my bids manually



Creators of
Captivating
Communication

Your daily budget won't change, and Google Ads will never spend more than what you set, so don't worry!

Next, write a basic text ad and click continue.

Once you enter your payment and hit continue, your Google Ads account is live and ready to use.

Voila! That's it.

Remember: you can edit all of this later! And we will walk you through the campaign setup including ads, keywords, and more.

But before you jump into any campaigns, **there are a few more key factors** -that most will overlook in the account setup process- **that are critical.**

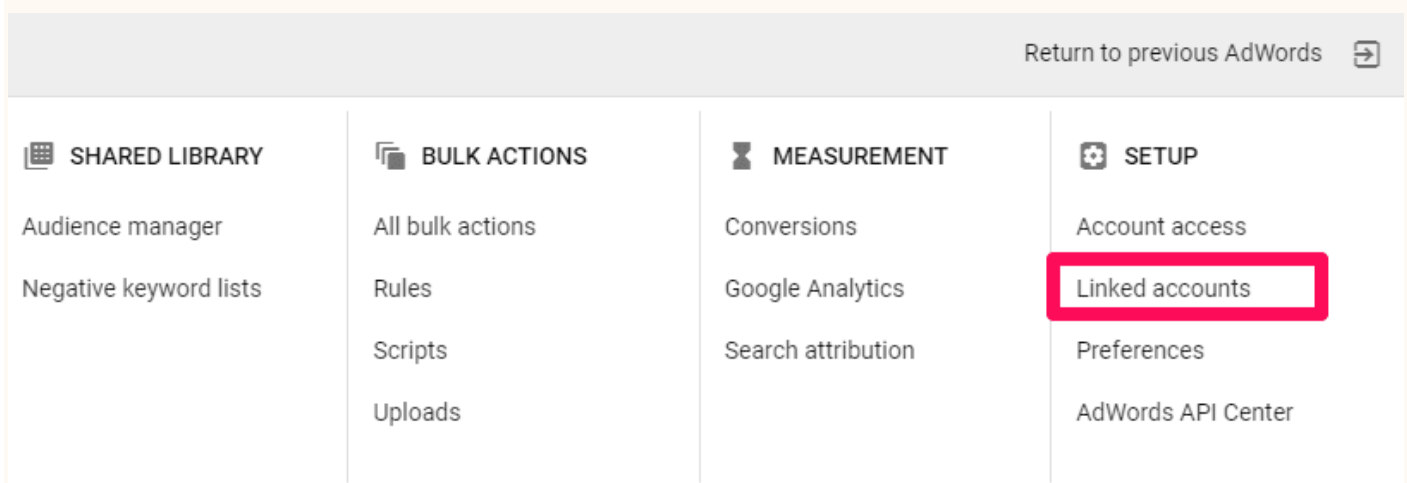
Critical Factor #1: Link Google Analytics

This is a crucial way to generate better reports and data that can help you make better marketing decisions.

Without it, you can't compare the success of paid search to organic or social traffic.

Plus, Analytics has better call-tracking data than Google Ads, making it an excellent addition to call-based campaigns.

To link Google Analytics, navigate to your "Linked accounts" in the toolbox:



Select the Google Analytics option and follow the on-screen instructions to link your accounts:



Creators of
Captivating
Communication



Google Analytics

Gain insight into the actions people take on your website after an ad click or impression. Import site engagement metrics, track Analytics goals and transactions as conversions, and import Analytics remarketing audiences.

[DETAILS](#)