



# How To Set Up Your First Google Ad

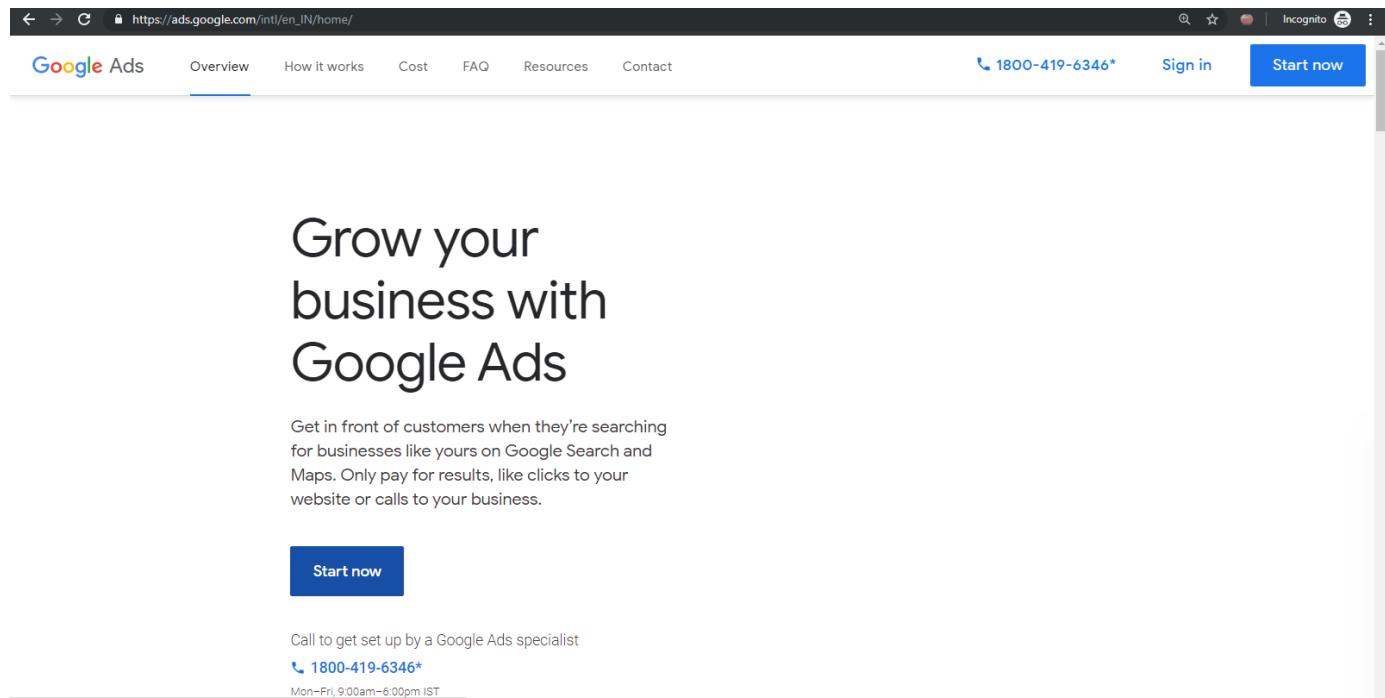
***Google Ads (earlier called Adwords) is Google's advertising system in which marketers bid on certain keywords so that their clickable ads come first on Google search page results.***

***This blog is all about how to set up a Google ad account, Google campaign and your first Google text ad.***

A step by step guide for creating a Google Ad Account.

# STEP 1

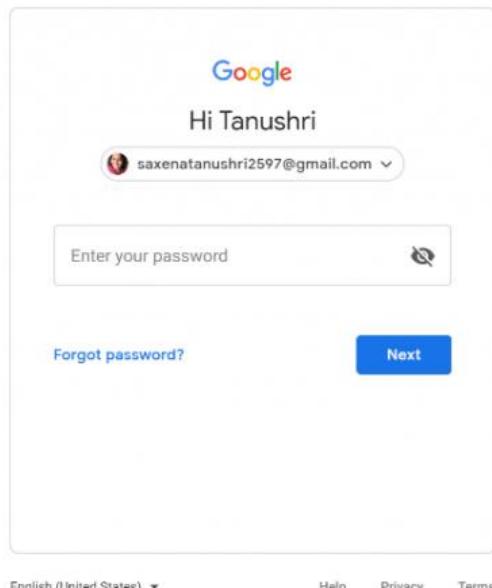
First you need to go on <https://ads.google.com> and click the START NOW button. Congratulations, you are now starting the process to make your first ever Google ad!



The screenshot shows the Google Ads homepage at [https://ads.google.com/intl/en\\_IN/home/](https://ads.google.com/intl/en_IN/home/). The page features a large central heading: "Grow your business with Google Ads". Below the heading is a descriptive text: "Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business." At the bottom of this section is a blue "Start now" button. Above the "Start now" button, there is contact information: "Call to get set up by a Google Ads specialist" followed by the phone number "1800-419-6346\*" and the note "Mon-Fri 9:00am-6:00pm IST". The top navigation bar includes links for Overview, How it works, Cost, FAQ, Resources, Contact, and Sign in, along with a "Start now" button.

## STEP 2

You can use your own Google account to sign-in, or if you want to make a different account then you can set up one.



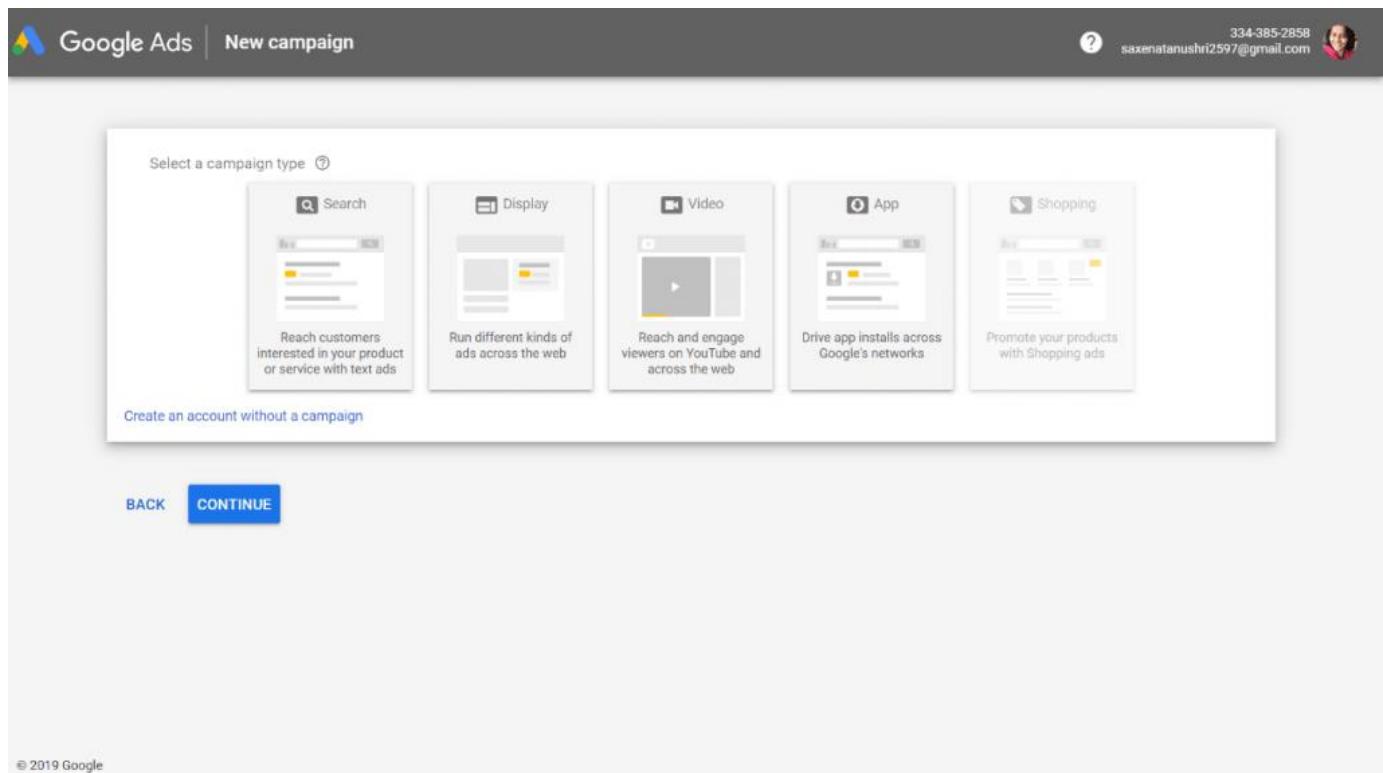
# STEP 3

You will land to this page. You can skip the “goals of advertisement: because here we focus on creating a Google ad account (not the simpler “Google Ad Express” account which has limited features). So just click on Experienced with Google Ads?

The screenshot shows the Google Ads interface for creating a new campaign. At the top, it says "Google Ads | New campaign". On the right, there's a user profile with a question mark icon, the number 334-385-2858, and the email address saxenatanushri2597@gmail.com. The main content area asks "What's your main advertising goal?" and provides three options: "Get more calls", "Get more visits to your physical location", and "Get more website sales or sign-ups". Below these options is a link "Experienced with Google Ads?". At the bottom right, there's a "Need help?" section with icons for a question mark and a speech bubble, contact information (1800-200-4228, 9:30 am to 6:30 PM IST, Mon-Fri), and a "More help options" link. The footer contains the copyright notice "© 2019 Google".

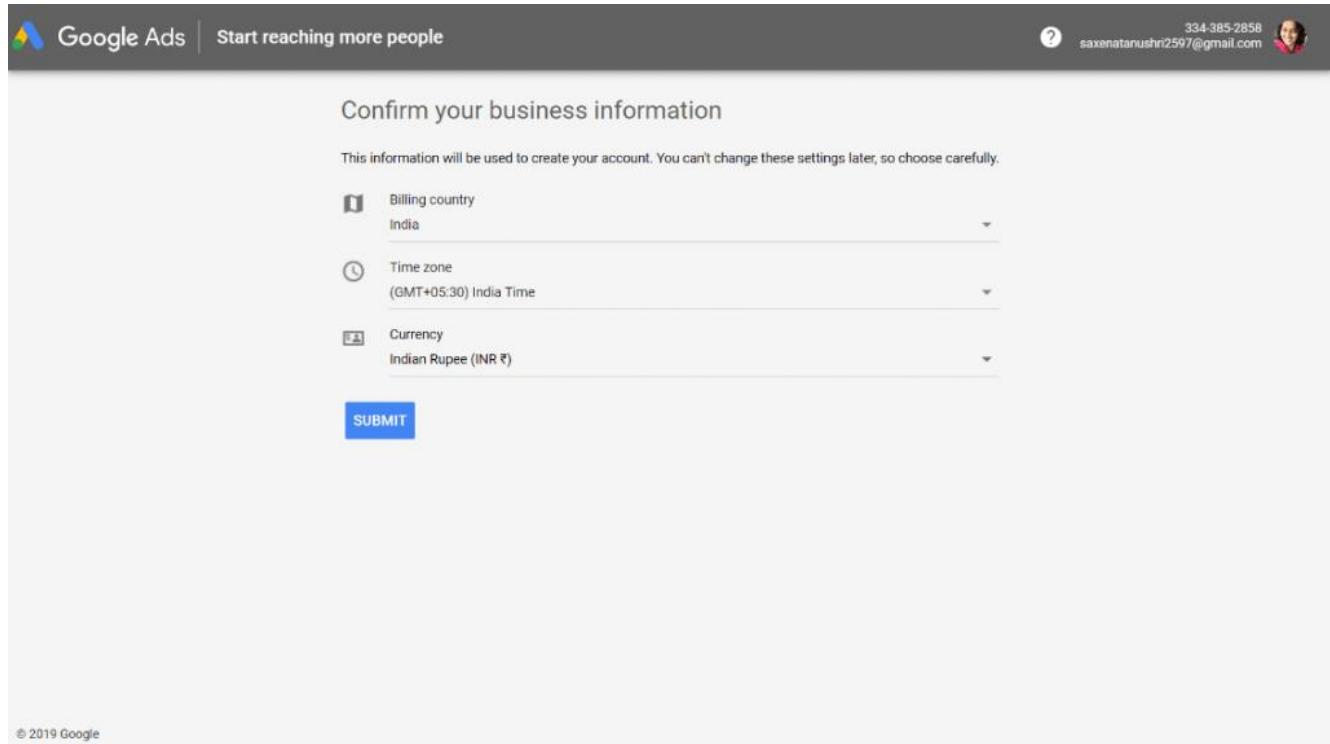
## STEP 4

You can select any type of campaign you want. But here we are skipping that part as we will cover it later, so just click on **Create an account without a campaign**. Alternately, you can also create a dummy campaign and then pause it immediately after the account is created.



# STEP 5

Now you have to fill up all the details about your billing country, time zone and currency. Everything here is by default in the context of your country. If you want to edit any of this, you can do it here.



The screenshot shows the Google Ads account setup interface. At the top, there's a header with the Google Ads logo, the tagline "Start reaching more people", and a user profile with a phone number (334-385-2858) and email (saxenatanushri2597@gmail.com). Below the header, the main title is "Confirm your business information". A sub-instruction below it says, "This information will be used to create your account. You can't change these settings later, so choose carefully." There are three dropdown menus: "Billing country" set to India, "Time zone" set to (GMT+05:30) India Time, and "Currency" set to Indian Rupee (INR ₹). A blue "SUBMIT" button is at the bottom left of the form area. At the very bottom left, there's a small copyright notice: "© 2019 Google".

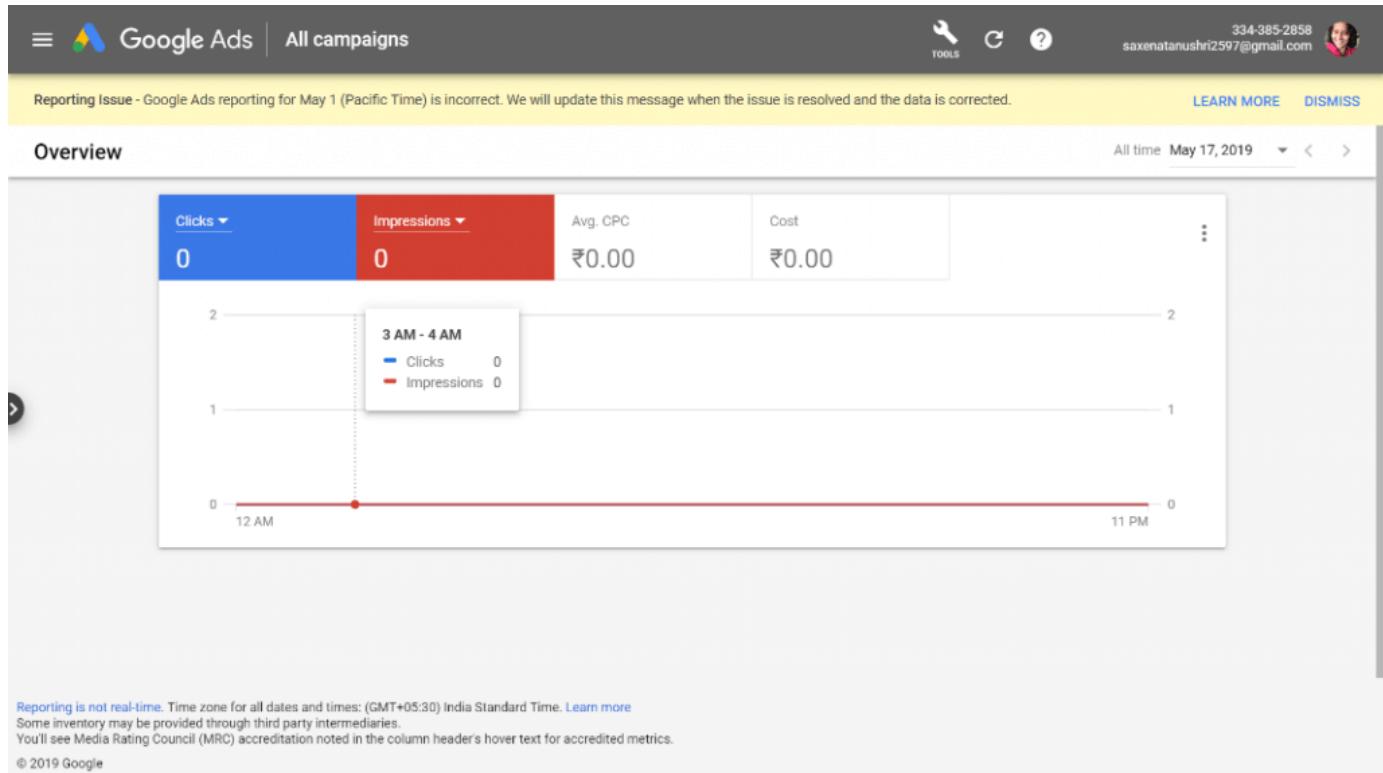
# STEP 6

Congratulations! You are done here. Just click on Explore account and you will land on the dashboard of your new Google Ad Account.

The screenshot shows the Google Ads homepage. At the top, there's a banner with the text "Reporting Issue - Google Ads reporting for May 1 (Pacific Time) is incorrect. We will update this message when the issue is resolved and the data is corrected." with "LEARN MORE" and "DISMISS" buttons. Below the banner, a large yellow button says "EXPLORE YOUR ACCOUNT". To the right of the button is a golden trophy icon surrounded by colorful confetti. The main content area has a heading "Congrats! You're all done." and a section titled "Resources" with three items: "Download the mobile app" (Android and iOS links), "Learn more" (link to the Help center), and "Contact us" (Monday-Friday 9 AM to 9 PM, 1-866-246-6453). At the bottom left, it says "© 2019 Google".

# STEP 7

## YOUR GOOGLE AD ACCOUNT DASHBOARD



# HOW TO CREATE YOUR FIRST GOOGLE AD CAMPAIGN

Now that you have made your Google Ad account, your next step is to create your first Google Ad Campaign.

## STEP 1

You can go to **campaigns** at the left corner and click the **blue + button**

The screenshot shows the Google Ads interface. On the left, a sidebar has 'Campaigns' selected. The main area is titled 'Campaigns' and shows a chart with 'No data'. A blue '+' button is highlighted under the heading 'Campaign'. Below the chart, there's a search bar and filter options. A message at the bottom says 'You don't have any enabled campaigns' and has a 'NEW CAMPAIGN' button. The URL at the bottom is [https://ads.google.com/aw/campaigns?ocid=313401485&authuser=0&\\_u=8153355991&\\_c=2100785765](https://ads.google.com/aw/campaigns?ocid=313401485&authuser=0&_u=8153355991&_c=2100785765).

## STEP 2

1) Google Ads wants to help you by asking certain specifications. You can now select a goal for your campaign. You can select from the following:

- Sales
- Leads
- Website Traffic
- Product and Brand Consideration
- Product and Brand Awareness
- App Promotion
- Without a goal's guidance

Here I am selecting **Sales** because it is a common purpose for running Google Ads. You can select any of them which suits your purpose.

The screenshot shows the Google Ads interface for creating a new campaign. At the top, there's a banner with a reporting issue message and links to learn more or dismiss. Below the banner, a modal window titled 'Select the goal that would make this campaign successful to you' is displayed. The 'Sales' option is selected and highlighted with a blue border. The other options shown are 'Leads', 'Website traffic', 'Product and brand consideration', 'Brand awareness and reach', 'App promotion', and 'Create a campaign without a goal's guidance'. At the bottom of the modal are 'CONTINUE' and 'CANCEL' buttons.

2) Now you have to select the Campaign type from the following

- Search
- Display
- Shopping
- Video

I want my campaign to be of Search type, where the user types in a relevant search query in Google and then my add shows up. So here I will select **Search**.

Select a campaign type ?

**Search**  Reach customers interested in your product or service with text ads

Display  Run different kinds of ads across the web

Shopping  Promote your products with Shopping ads

Video  Reach and engage viewers on YouTube and across the web

Select the ways you'd like to reach your goal ?

Website visits

Phone calls

Shop visits

App downloads

**CONTINUE** **CANCEL**

3) You can see the 4 options given to you for selecting a way to reach your goal.

- Website Visits
- Phone Calls
- Shop Visits
- App downloads

In this example, I will select Website visits. Phone Calls is a good option if your business runs mostly on phone calls – such as if you're a service provider. Shop visits and App downloads are, of course, relevant if you have a physical shop or if you have a mobile app for which you want more downloads.

## STEP 3

1) Give a name to your campaign. The name is not shown to anyone else, but it is for your own use. Keep it relevant to your business and its purpose. Here I have named my campaign as Digital Marketing Services.

The screenshot shows the Google Ads interface for creating a new campaign. At the top, there's a banner about a reporting issue. Below it, a navigation bar shows steps 1 through 4: 'Select campaign settings', 'Set up ad groups', 'Create ads', and 'Confirmation'. The current step is 'Select campaign settings'. Under this step, there are sections for 'General settings' (Type: Search, Goal: Sales), 'Campaign name' (set to 'Digital marketing services'), and 'Networks'. The 'Search Network' section is expanded, showing options to include Google search partners (which is checked) and Google Display Network (also checked). The 'Display Network' section is also expanded, showing the same inclusion options.

2) Enter your location.

You can be very specific here or leave it to the default state. It depends on your campaign type and your target audience. In Search ads, it is recommended to not narrow down your target audience too much unless you have a specific niche to target to.

3) Language You can select language apart from the default language, which is English.

Google Ads | New campaign

Reporting Issue - Google Ads reporting for 1 May (Pacific Time) is incorrect. We will update this message when the issue is resolved and the data is corrected.

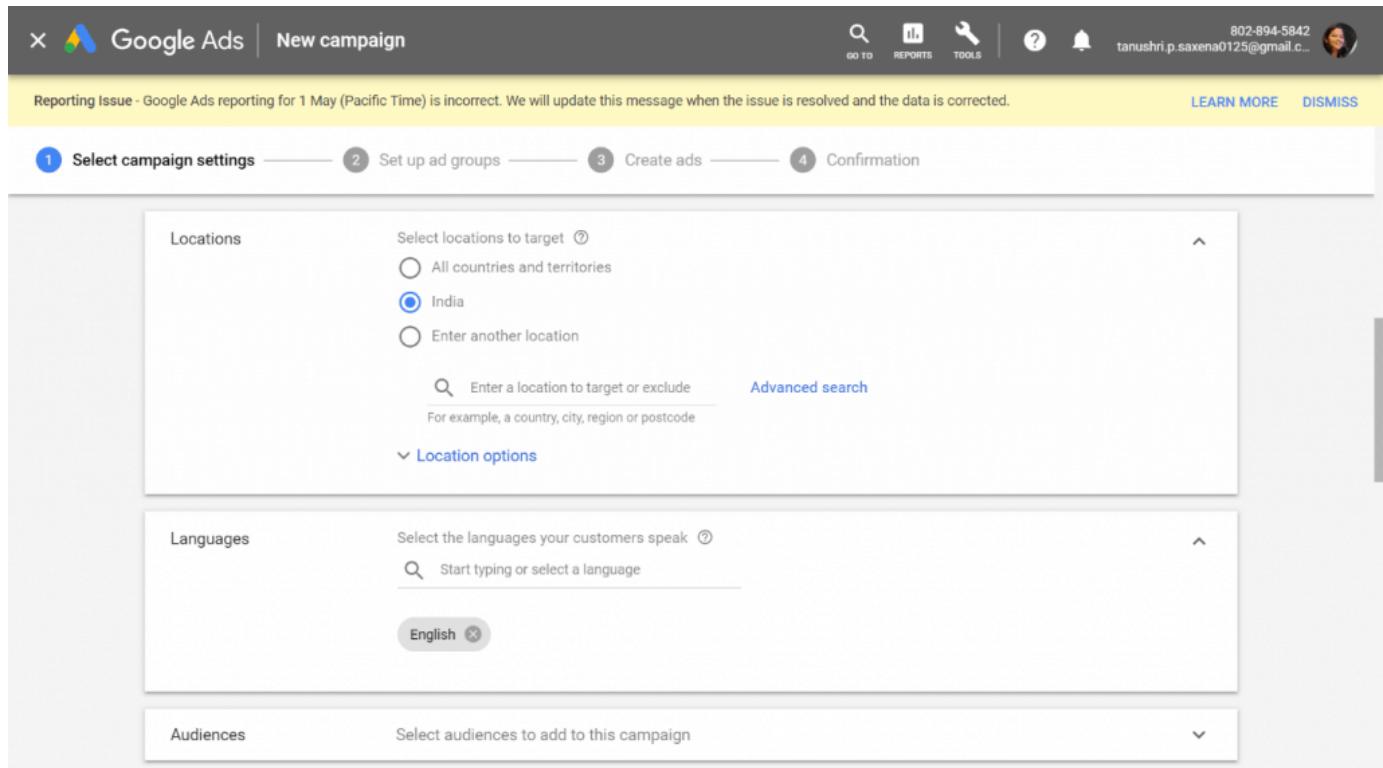
LEARN MORE DISMISS

1 Select campaign settings —— 2 Set up ad groups —— 3 Create ads —— 4 Confirmation

**Locations** Select locations to target ⓘ  
 All countries and territories  
 India  
 Enter another location  
Enter a location to target or exclude Advanced search  
For example, a country, city, region or postcode

**Languages** Select the languages your customers speak ⓘ  
Start typing or select a language  
English ×

**Audiences** Select audiences to add to this campaign



- 4) You can add extensions for Site links, Callouts and Calls. They are not compulsory but are available and can help your ads' performance.

## STEP 4

Now it's time to create your Ad Group. A single campaign can have multiple ad groups. For example, you could have a campaign for generating sales on an ecommerce site, whereas each ad group might target different types of audiences or product categories.

Here I am creating only one ad group as an example. My ad group is for "social media marketing services". This is that product or service you want to sell.

You can take the help of keyword planner tool to suggest the best ideas for the 'keywords' for your product or service. (Keywords are what the user will type into Google search for your ad to appear.) Google Ads also provides you many ideas relevant to your business. Select the best ideas for your ad and save and continue.

There are four types of keywords which you can learn in detail about [on this link](#).

The screenshot shows the Google Ads interface for setting up ad groups. At the top, it says 'New campaign'. Below that, a message reads 'Your account cannot show ads - To start running your ads, enter your billing information.' On the right, there are links for 'FIX IT' and 'LEARN MORE'. The main area is divided into two sections: 'Select campaign settings' (step 1) and 'Set up ad groups' (step 2). In the 'Set up ad groups' section, the 'Ad group name' is set to 'Social Media Marketing Services'. Below this, a list of suggested keywords is shown: social media marketing, Facebook marketing, social media, digital marketing, best digital marketing company, and online marketing. A note below the list says 'Match types help control which searches can trigger your ads' and defines keyword types: Broad match, Phrase match, and Exact match. To the right, a 'Get keyword ideas' section shows results from 'https://webkow.com' for the query 'social media marketing'. It lists several keywords with their monthly search volume: digital marketing company (10K - 100K), best marketing books (1K - 10K), social media optimization (1K - 10K), and social advertising (1K - 10K). There is a 'ADD ALL IDEAS' button at the bottom of this list. At the bottom of the page, there are 'SAVE AND CONTINUE' and 'CANCEL' buttons.

## STEP 5

Now is the time to create your first ever text Ad.

- 1) First enter the final URL of the webpage you want your visitors to visit when they click your Ad.
- 2) Write Headline 1 and Headline 2 (maximum 30 characters) and an optional Headline 3, and a mini-description (maximum 90 characters) which will be displayed like this:

The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes the Google Ads logo, 'New campaign', and various account settings. Below the navigation is a progress bar with four steps: 'Select campaign settings' (step 1), 'Set up ad groups' (step 2), 'Create ads' (step 3, currently active), and 'Confirmation' (step 4). A red banner at the top states: 'Your account cannot show ads - To start running your ads, enter your billing information.' On the left, the 'Create ads' section contains fields for 'Final URL' (https://webkow.com/social-media/), 'Headline 1' ('Click here'), 'Headline 2' ('Click magic'), and 'Headline 3'. It also includes a 'Display path' field ('www.example.com / Path 1 / Path 2') and a 'Description 1' field ('Get it from experts/ boost your sale'). On the right, a 'Mobile' preview window shows a sample ad card with the headline 'Click here | Click magic' and the URL 'www.example.com'. A note below the preview says: 'Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad.' At the bottom right of the preview window is a link to 'Learn more'.

Click on save and continue button and hey, congratulations! You created your first Ad Campaign on Google Ads.

Google Ads | New campaign

GO TO REPORTS TOOLS ? ! tanushri.p.saxena0125@gmail.com 802-894-5842

< 1 / 2 > Your account cannot show ads - To start running your ads, enter your billing information. FIX IT LEARN MORE

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Confirmation

Create ads

For each ad group, we recommend that you create at least three ads that closely relate to the theme of your keywords.

Ad group: Social Media Marketing Services  
Keywords: social media marketing, Facebook marketing, social media and 3 more

CLICK HERE | CLICK MAGIC  
[www.webkow.com](#)

GET it from experts/ Boost your sale

NEW AD

SAVE AND CONTINUE CANCEL

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Google also came up with the new 'responsive search ads' which you can read about [by clicking here](#).

If you faced any doubts, feel free to [reach out to us](#).