



# How To Set Up Your First Google Ad

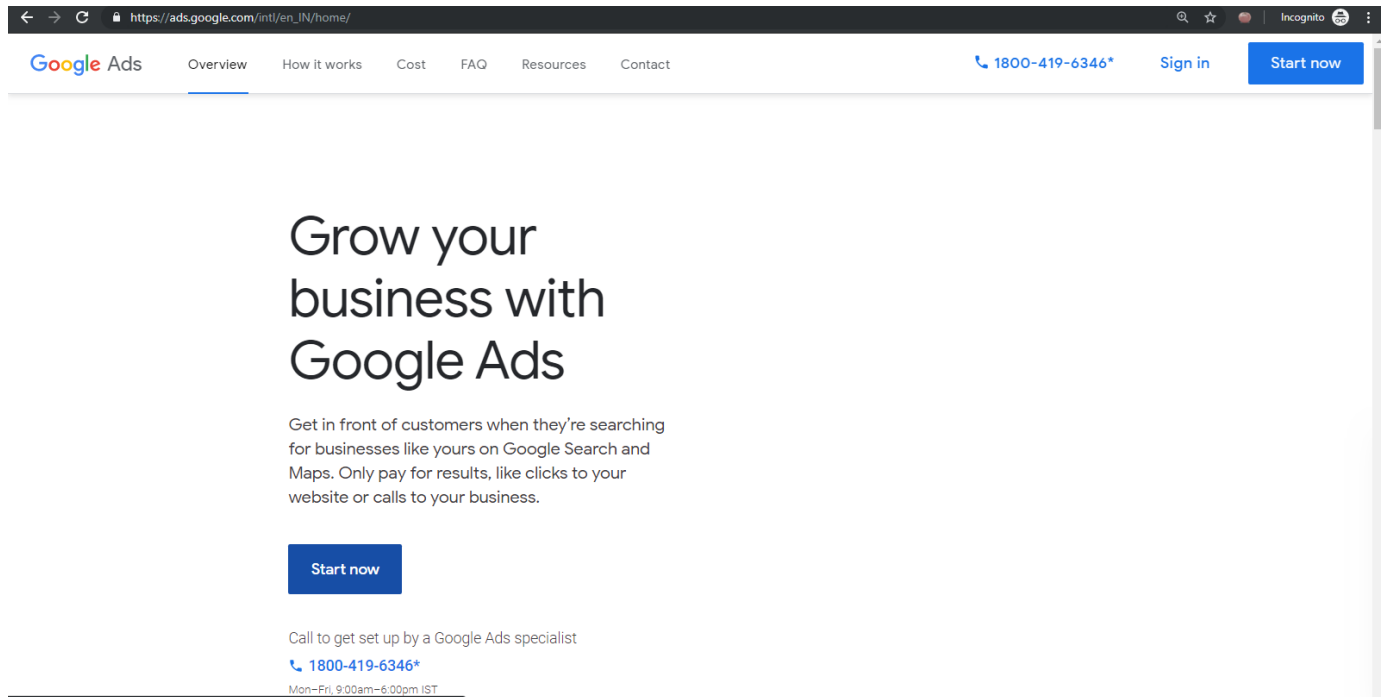
*Google Ads (earlier called Adwords) is Google's advertising system in which marketers bid on certain keywords so that their clickable ads come first on Google search page results.*

*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.

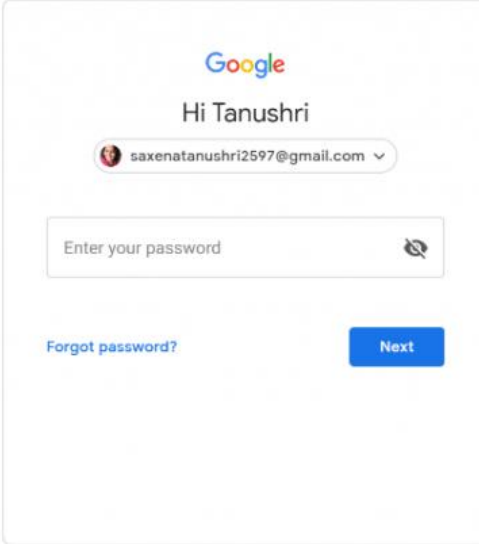
# STEP 1

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!



## 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.



The image shows a Google sign-in interface. At the top is the Google logo. Below it, the text "Hi Tanushri" is displayed. Underneath is a dropdown menu showing a profile picture and the email address "saxenatanushri2597@gmail.com". Below the email is a password input field with the placeholder text "Enter your password" and a toggle icon for visibility. At the bottom left of the sign-in box is a link for "Forgot password?". At the bottom right is a blue "Next" button. Below the sign-in box, at the very bottom of the page, are links for "English (United States)", "Help", "Privacy", and "Terms".

Google

Hi Tanushri

saxenatanushri2597@gmail.com

Enter your password

[Forgot password?](#) [Next](#)

[English \(United States\)](#) [Help](#) [Privacy](#) [Terms](#)

# 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?


Google Ads


New campaign


334-385-2858  
saxenatanushri2597@gmail.com

What's your main advertising goal?


Ads that focus on a specific goal help you get the results you want

 Get more calls

 Get more visits to your physical location

 Get more website sales or sign-ups

[Experienced with Google Ads?](#)



Need help?

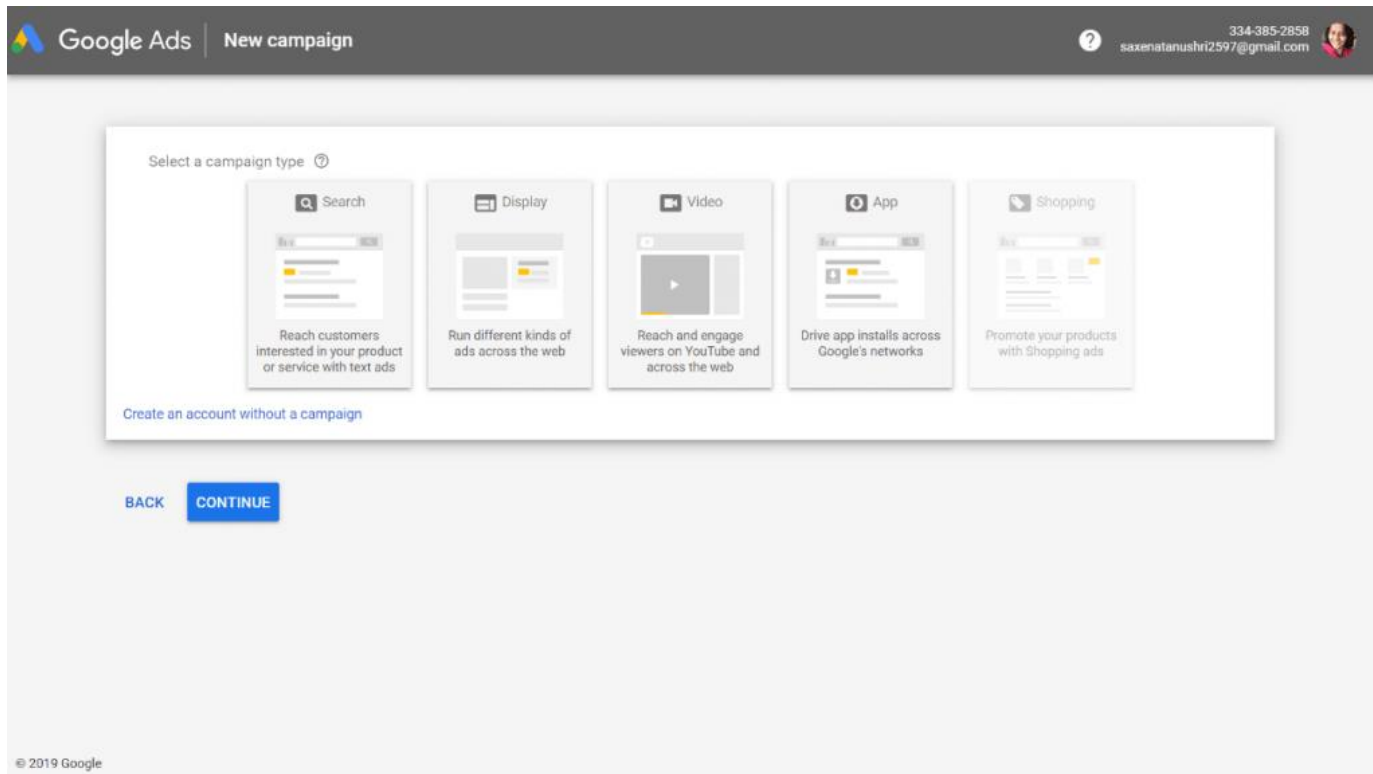
Call for free ad setup help at **1800-200-4228**  
9.30 am to 6.30 PM IST, Mon-Fri

[More help options](#)

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# 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.

 Google Ads | Start reaching more people

 334-385-2858  
saxenatanushr2597@gmail.com 


### Confirm your business information

This information will be used to create your account. You can't change these settings later, so choose carefully.




Billing country

India



Time zone

(GMT+05:30) India Time



Currency


Indian Rupee (INR ₹)



SUBMIT


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# 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.

 **Google Ads** | Start reaching more people

 **TOOLS** 

334-385-2858  
saxenatanushri2597@gmail.com 

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. [LEARN MORE](#) [DISMISS](#)

Congrats! You're all done.

[EXPLORE YOUR ACCOUNT](#)



**Resources**

 **Download the mobile app**  
Manage ads while you're on the go  
[Android app](#) | [iOS app](#)

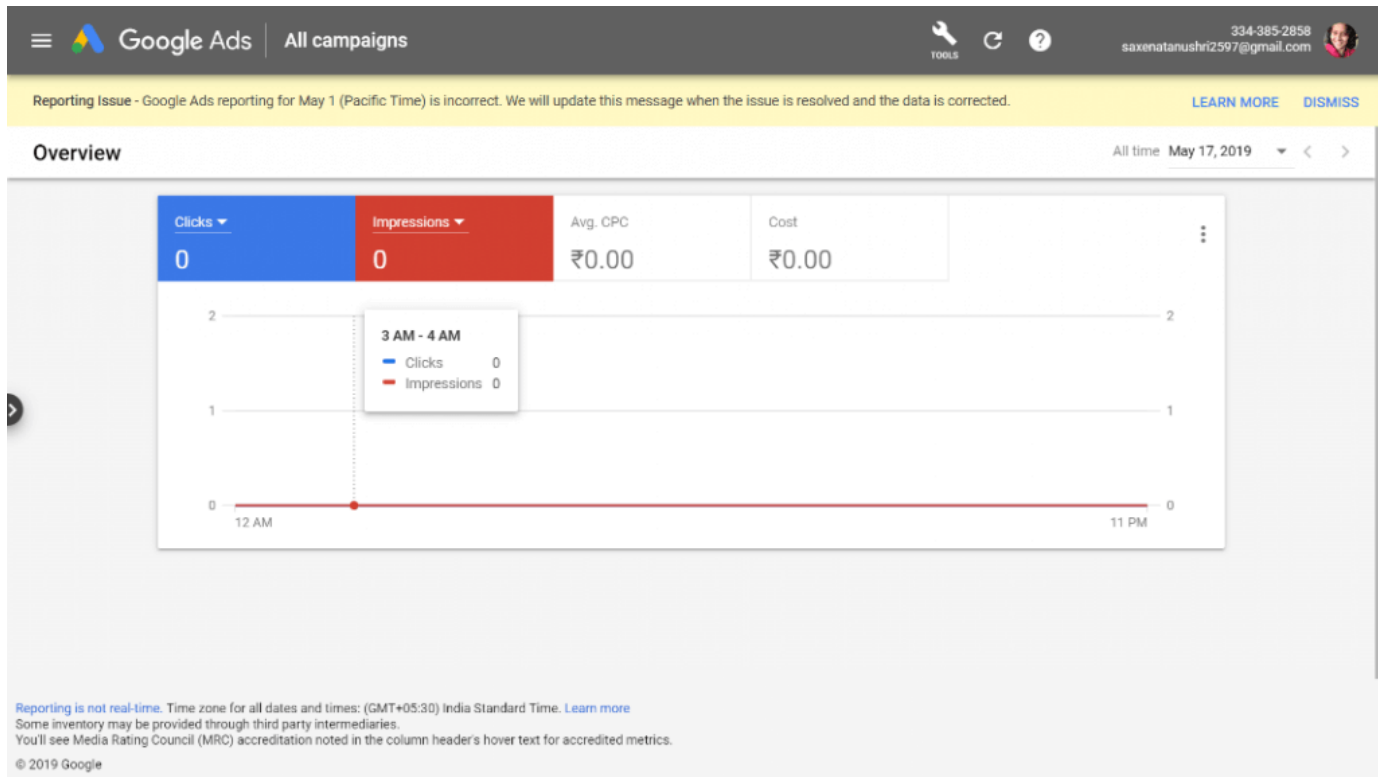
 **Learn more**  
Get answers to your questions  
[Visit the Help center](#)

 **Contact us**  
Monday - Friday: 9 AM to 9 PM  
1-866-246-6453

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# STEP 7

## YOUR GOOGLE AD ACCOUNT DASHBOARD





# HOW TO CREATE YOUR FIRST GOOGLE AD CAMAPAGIN

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**

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](#)

Overview [Campaigns](#) Settings Locations Change history

**Campaigns** All time 24 Feb - 17 May 2019

2 Mar 2019 12 May 2019

[+ Campaign](#) Campaign status: All but removed [ADD FILTER](#)

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	Campaign	Budget	Status	Campaign type
You don't have any enabled campaigns				
<a href="#">+ NEW CAMPAIGN</a>				
Total: Account		₹0.00/day		

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#)  
Some inventory may be provided through third-party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

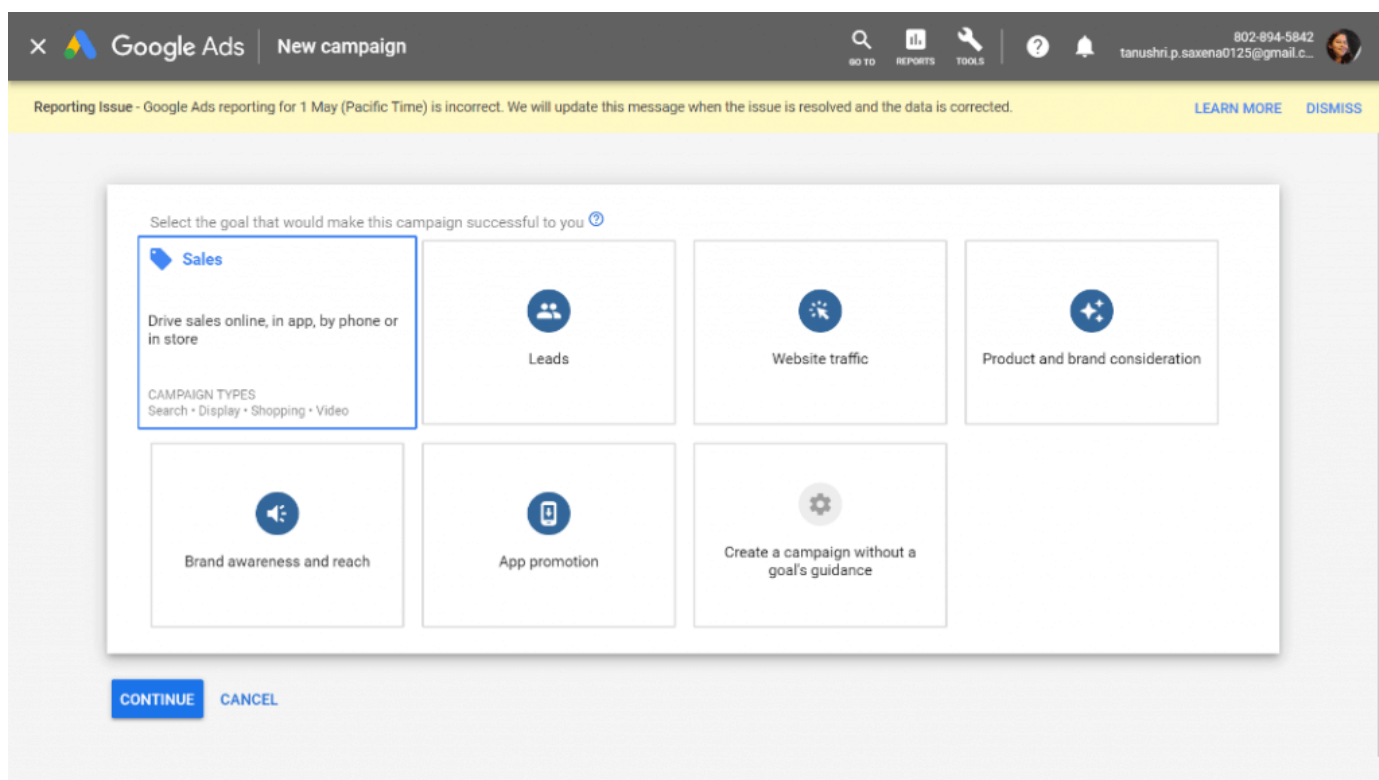
[https://ads.google.com/aw/campaigns?ocid=313401485&authuser=0&\\_u=B153355991&\\_c=2100785765](https://ads.google.com/aw/campaigns?ocid=313401485&authuser=0&_u=B153355991&_c=2100785765)

## 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.



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**.

Google Ads | New campaign

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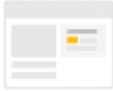
Select a campaign type ?

**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](#)

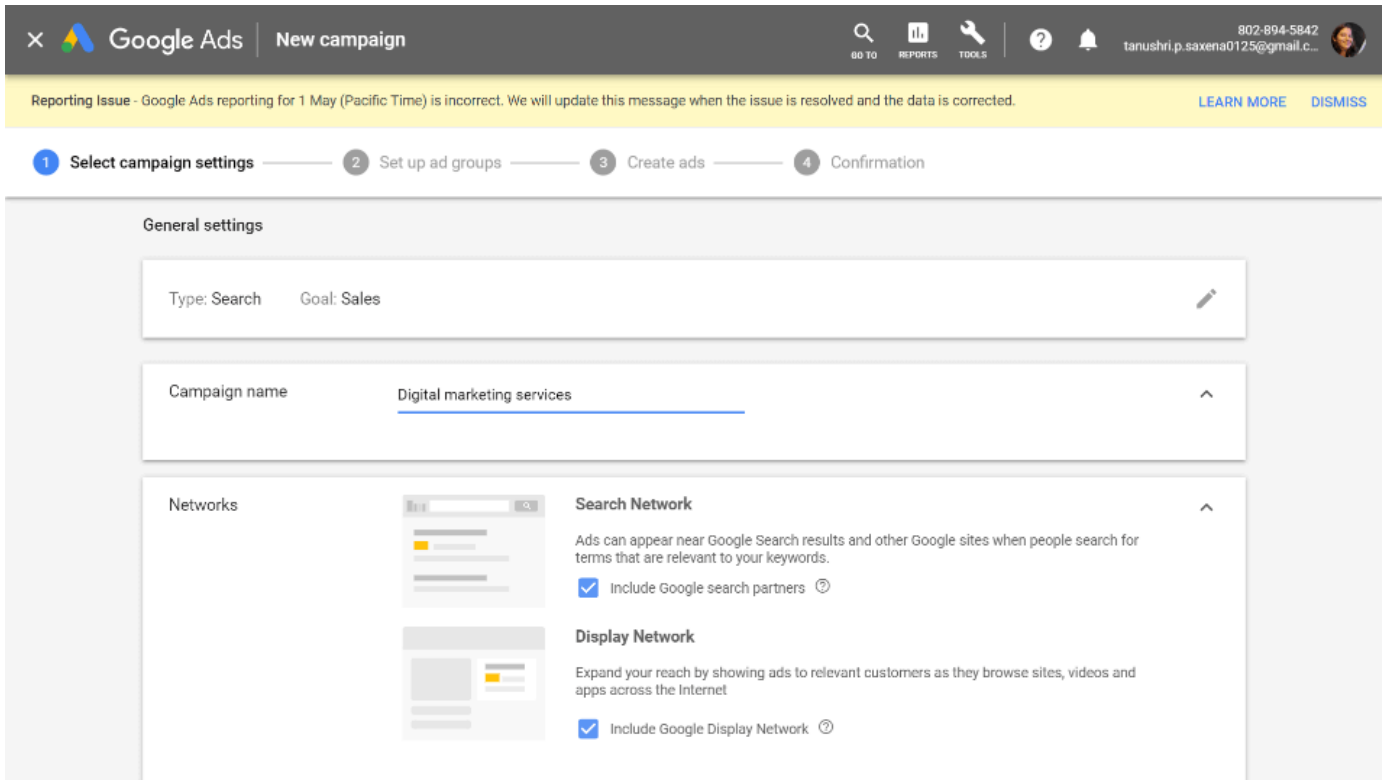
3) You can see the 4 options given to you for selecting a way to reach your goal.

- 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 'New campaign' setup interface. At the top, there's a navigation bar with 'Google Ads' and 'New campaign' text, along with icons for 'GO TO', 'REPORTS', 'TOOLS', and a user profile. A yellow banner below the navigation bar contains a 'Reporting Issue' message. Below the banner is a progress bar with four steps: '1 Select campaign settings', '2 Set up ad groups', '3 Create ads', and '4 Confirmation'. The main content area is titled 'General settings' and contains three sections: 'Type: Search' and 'Goal: Sales' in a single row; 'Campaign name' with the value 'Digital marketing services'; and 'Networks' which includes 'Search Network' and 'Display Network' options, both of which are checked.

Google Ads | New campaign

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

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

General settings

Type: Search Goal: Sales

Campaign name Digital marketing services

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

☒ Include Google search partners

Display Network

Expand your reach by showing ads to relevant customers as they browse sites, videos and apps across the Internet

☒ Include Google Display Network

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

GO TO

REPORTS

TOOLS

?

802-894-5842

tanushri.p.saxena0125@gmail.c...

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LEARN MOREDISMISS

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

Advanced search

For example, a country, city, region or postcode

Location options

Languages

Select the languages your customers speak ⓘ

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](#).

Google Ads | New campaign

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< 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

Ad group name  
Social Media Marketing Services

social media marketing  
Facebook marketing  
social media  
digital marketing  
best digital marketing company  
online marketing

Match types help control which searches can trigger your ads  
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

+ NEW AD GROUP

SAVE AND CONTINUE CANCEL

Get keyword ideas  
<https://webkrow.com>

social media marketing

Keywords	Monthly searches
+ digital marketing company	10K - 100K
+ best marketing books	1K - 10K
+ social media optimization	1K - 10K
+ social advertising	1K - 10K

[ADD ALL IDEAS](#)

## 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 during the 'Create ads' step. The top navigation bar includes the Google Ads logo, 'New campaign', and links for 'GO TO', 'REPORTS', 'TOOLS', a help icon, a notification bell, and a user profile. A red banner at the top states: 'Your account cannot show ads - To start running your ads, enter your billing information.' with 'FIX IT' and 'LEARN MORE' links.

The main content area has a progress bar with four steps: 'Select campaign settings' (checked), 'Set up ad groups' (checked), '3 Create ads' (active), and '4 Confirmation'. Below the progress bar, the 'Create ads' section is divided into two columns.

**Left Column (Form Fields):**

- Final URL:** <https://webkew.com/social-media/>
- Headline 1:** Click here
- Headline 2:** Click magic (10 / 30 characters)
- Headline 3:** (0 / 30 characters)
- Display path:** [www.example.com](http://www.example.com) / Path 1 / Path 2 (0 / 15 characters)
- Description 1:** Get it from experts/ boost your sale (37 / 90 characters)
- Description 2:** (0 / 90 characters)
- Ad URL options:** (collapsed)

**Right Column (Preview):**

The preview shows a mobile device screen displaying the ad. The ad text is: 'Click here | Click magic', followed by a green 'Ad' icon and the URL 'www.example.com', and the description 'Get it from experts/ boost your sale'. Below the preview, a note states: '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. [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.c... 802-894-5842

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

✓ Select campaign settings ——— ✓ 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

+ NEW AD

CLICK HERE | CLICK MAGIC  
Ad www.webkrow.com  
GET it from experts/ Boost your sale

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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](#).