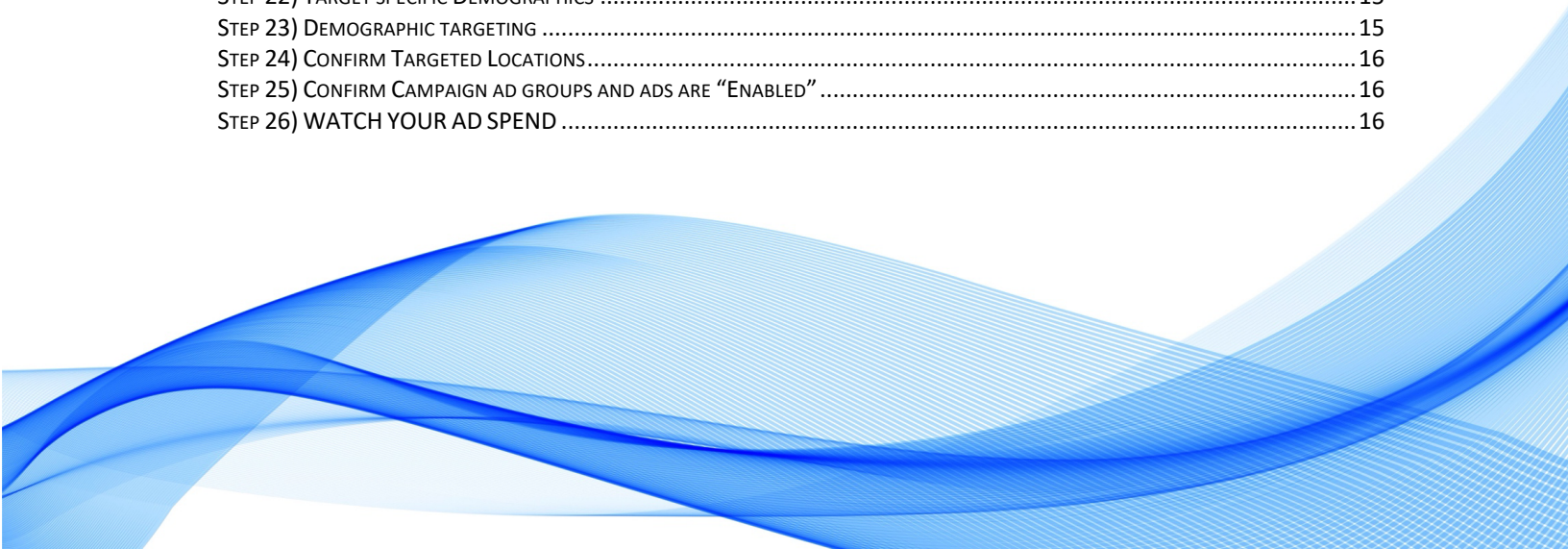# CREATING YOUR FIRST GOOGLE AD

Liam Tayler
SME Business Solutions
www.smesolutions.ca

Create a Google Ads Account

Step 1) Sign up for a Google Ads account.

Go to https://ads.google.com/home/ and sign up for a new account.
If you have an existing business profile on Google My Business, then you can link it in. If not, then I suggest you claim your business and set it up.
At this point you want to "Switch to Expert Mode" to allow you to control how you set up your campaign.

Create your Campaign

Remember, Campaigns are organized based on 3 elements. Product, Location and sometimes Language.
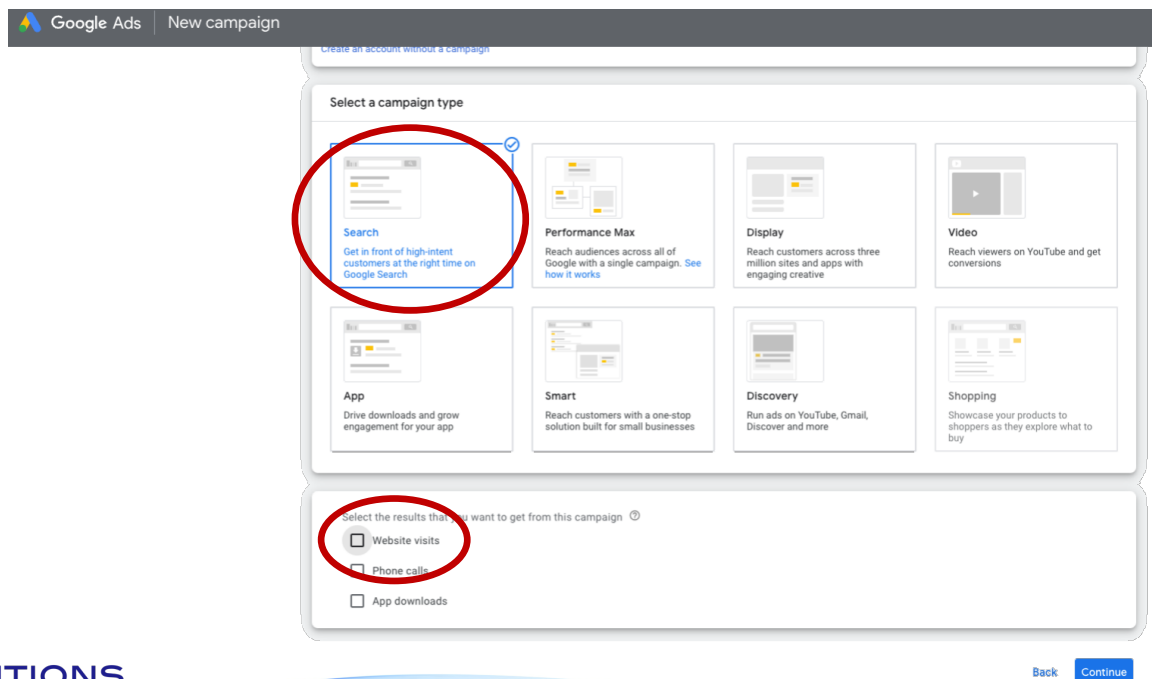
Step 2) Choose an objective for your Campaign.

In this case, we don't want to select one at this point, so we select, "create a campaign without a goal"
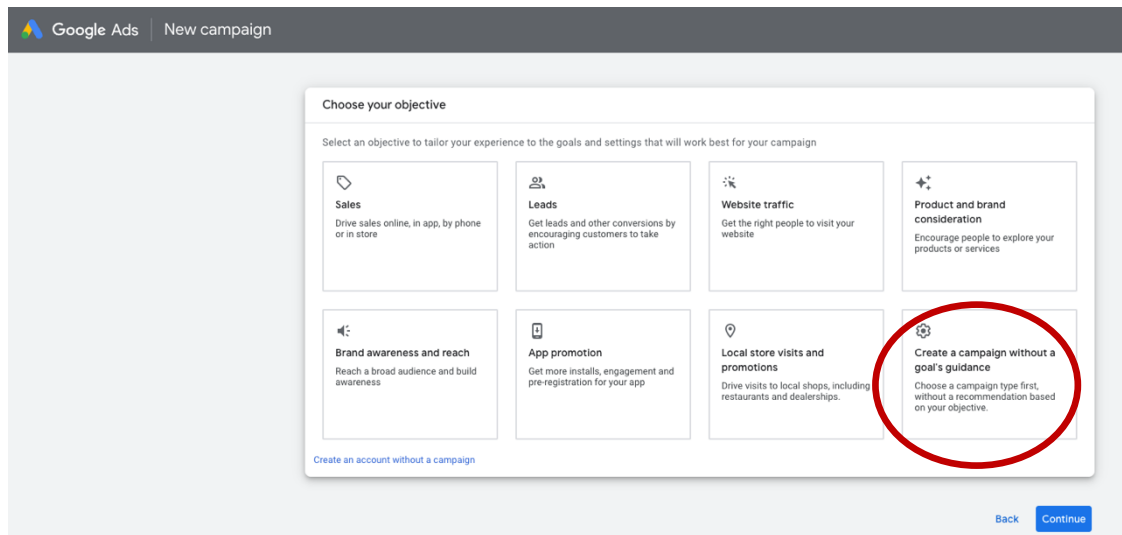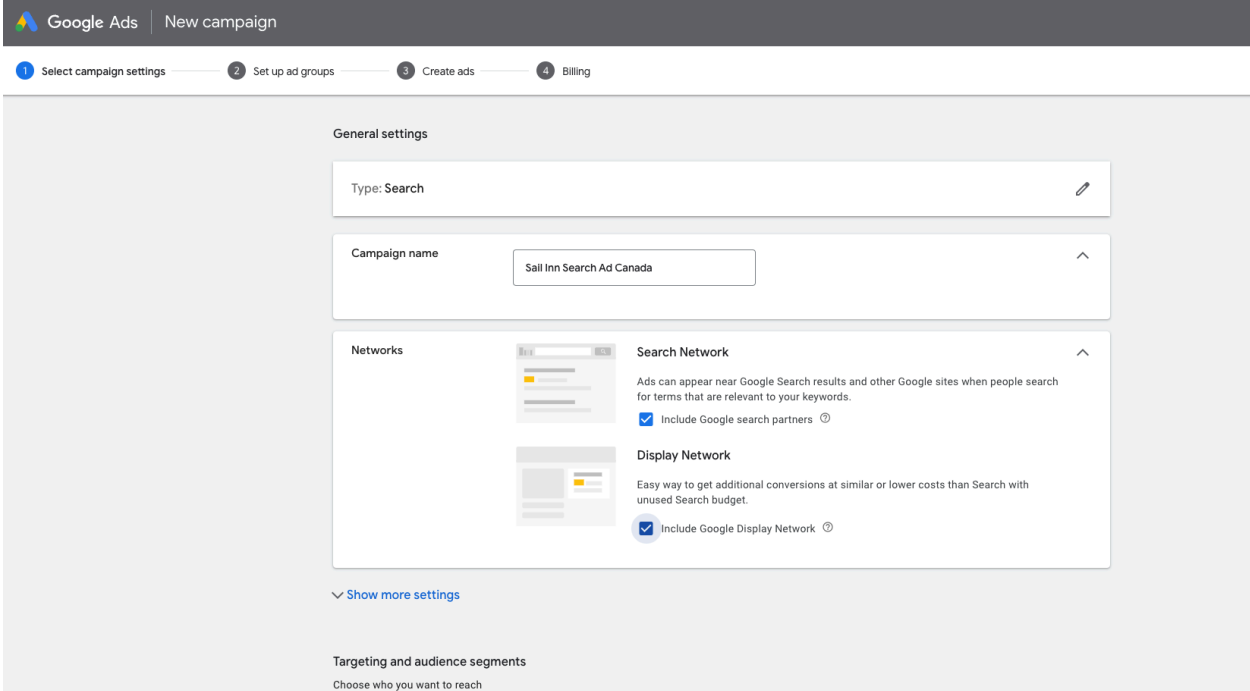

Step 3) Choose an objective for your Campaign step 2

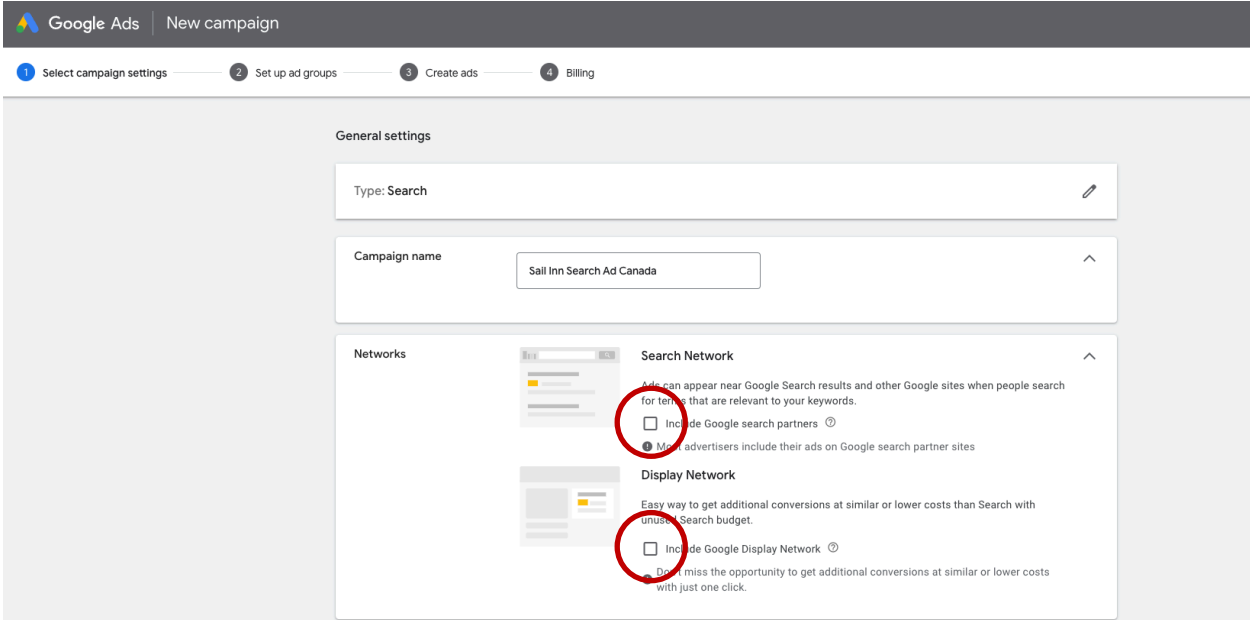We select "Search" and then "Website Visits"

Step 4) Name your Campaign - Part 1

Step 5) Name your Campaign – Part 2

Deselect Search and Display Network

Step 6) Define where you want your ad to appear

Here you can identify specific locations based on your customer demographic

Step 7) Budget and Bidding Strategy

This is the average amount you will spend every day.
Leave the "set a maximum CPC Bid limit"

Click on "Hide More settings" to confirm that your Ad rotation is optimized.

Create your Ad Group

Remember Ad Groups use the same keywords.

Step 8) Create Ad Group

This is where you Name your Ad group.

Step 9) Identify Keywords.

These are very general Keywords as we are going to enhance this in a few steps.

Step 10) Skip creating the ad at this stage

You should just save and continue here and skip creating the ad until you have properly researched the keywords you identified above. Scroll down to skip creating the ad.

Step 11) Billing information

You will need to fill in your credit card and billing info before you can continue.

Step 12) Explore your campaign options

Don't worry that your campaign is not showing, let's confirm your keywords are appropriate for your ad first.

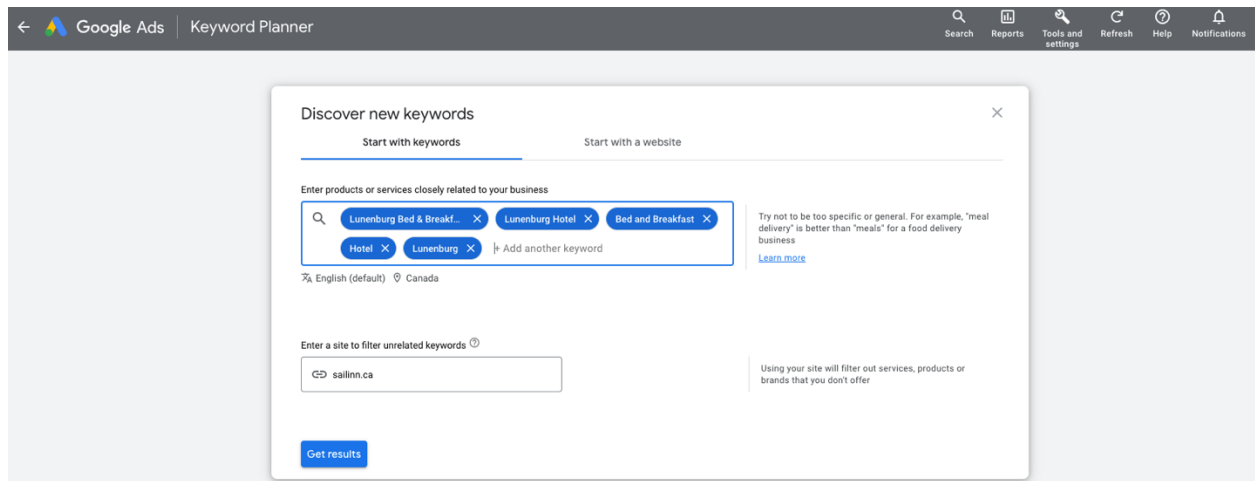## Step 13) Using the Keyword Planner

Go up to the "Tools and Settings" in the top bar, click on "Planning" and then "Keyword Planner". When the window opens, select "Discover New Keywords".

Step 14) Using the Keyword planner 2

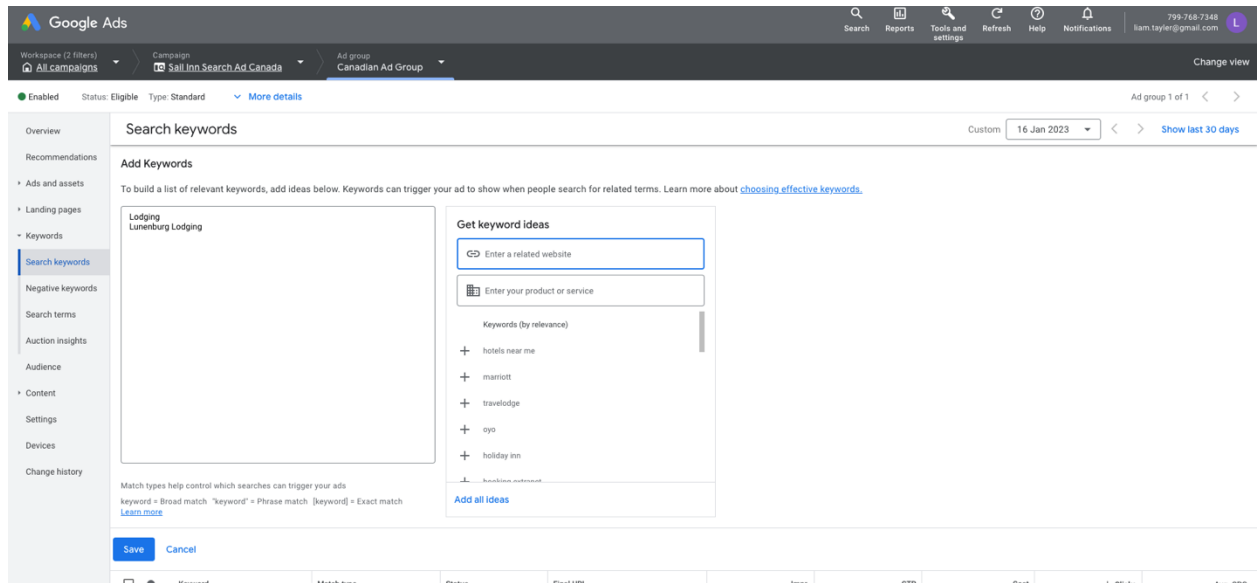Here you can introduce the keywords you came up with in step 9. Click "Get Results".

Step 15) Keyword planner results

These keyword ideas that google comes up with may help you identify additional keywords or give you an idea of different Ad groups.
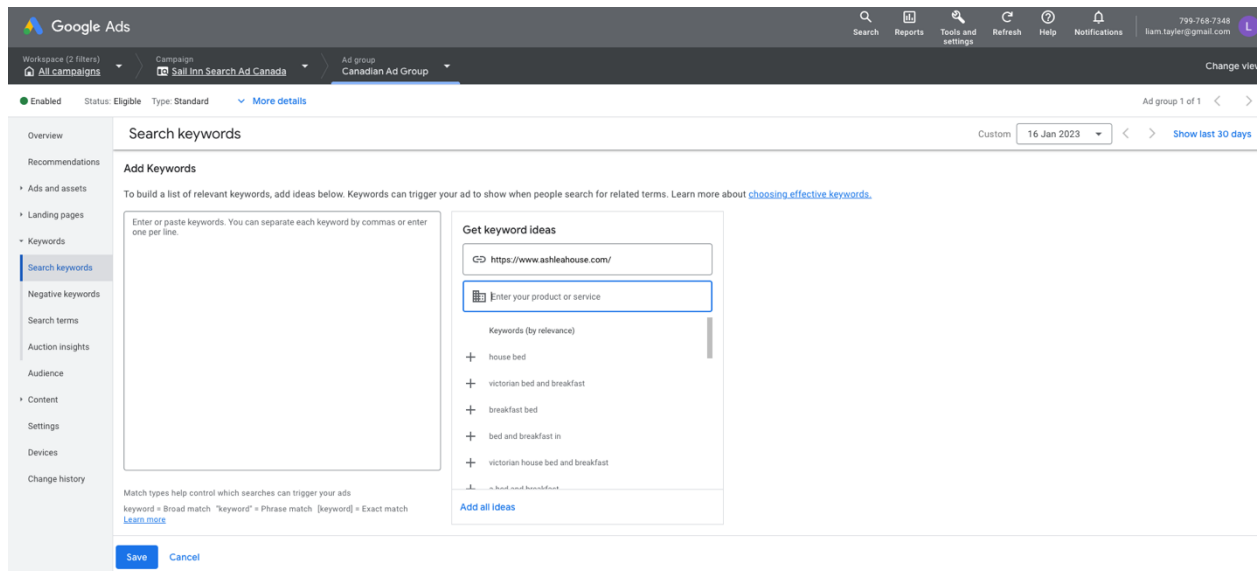
Step 16) Return to Ad Group and add additional Keywords

Now you have your definitive keyword list, you can return to your ad group and add in the keywords. As a last check you can add in a competitor's website to see which adwords they might use.

Create Your Ad

Step 17) Create your ad - Step 1

You need to click on "Ads" in the column on the left and then "Responsive Search ad".
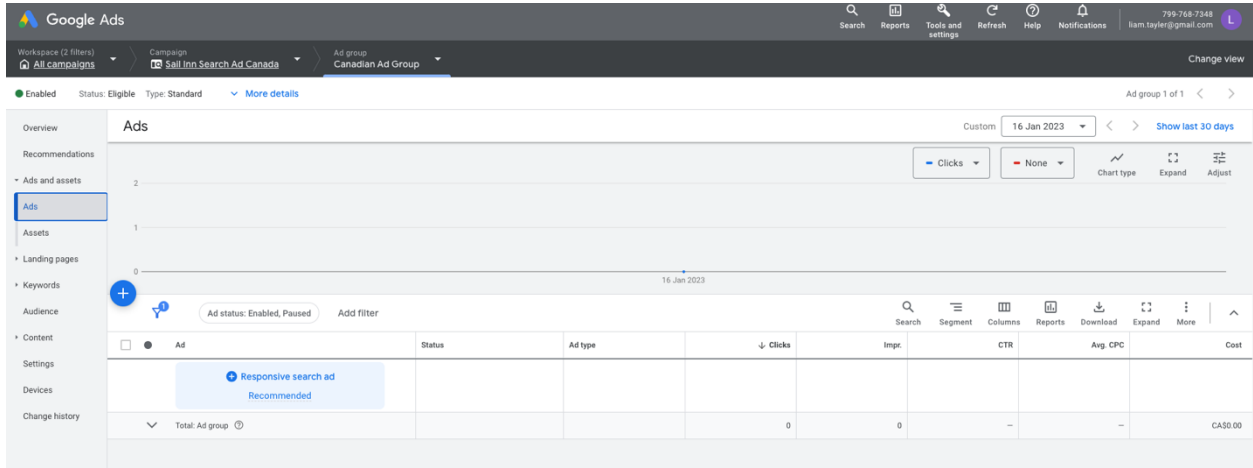
Step 18) Create your ad – Step 2: URL

Add in the final web address (URL) that you want to send your customers to.

Step 19) Create your ad – Step 3: Headlines

You can enter up to 15 Headlines, which google will then rotate based on what your customer is searching for. Try and use your Keywords in the headlines for more impact.
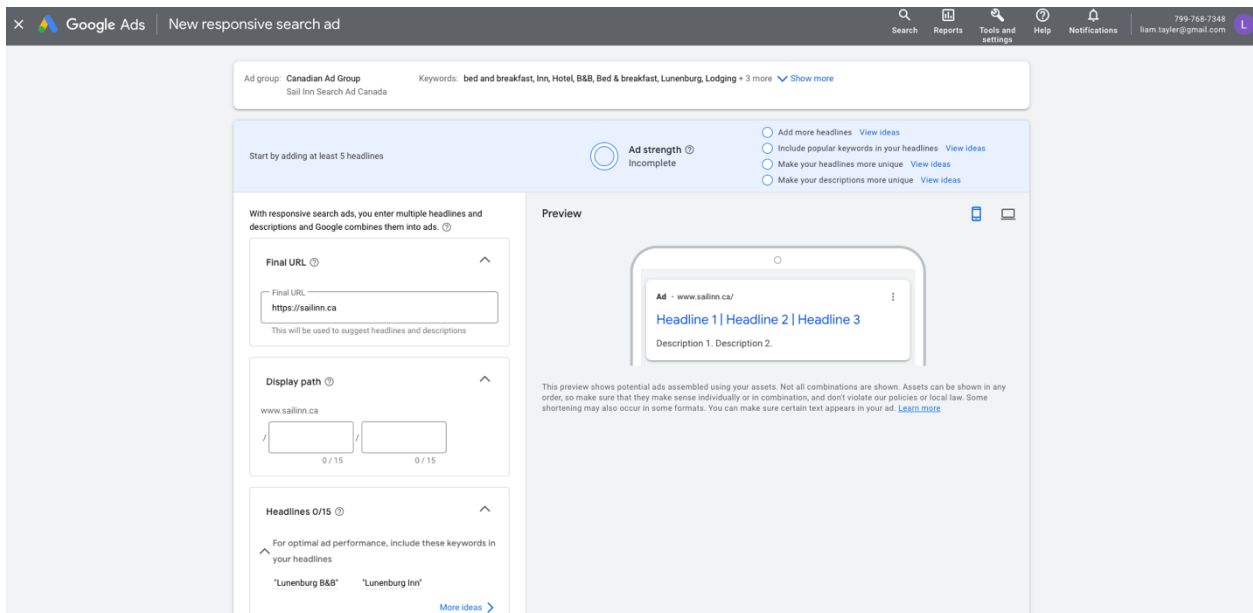

Step 20) Create your ad – Step 4: Descriptions

Here you have a bit more space to describe your business and create a "Call to Action" like "Book now, before it is too late".

Step 21) Create your ad – Step 5: Sitelinks

Sitelinks appear under your ad and can direct your customer to a specific page. Think of the pages your clients mostly visit and include them here

Congratulations, you have created your first ad!

Audience

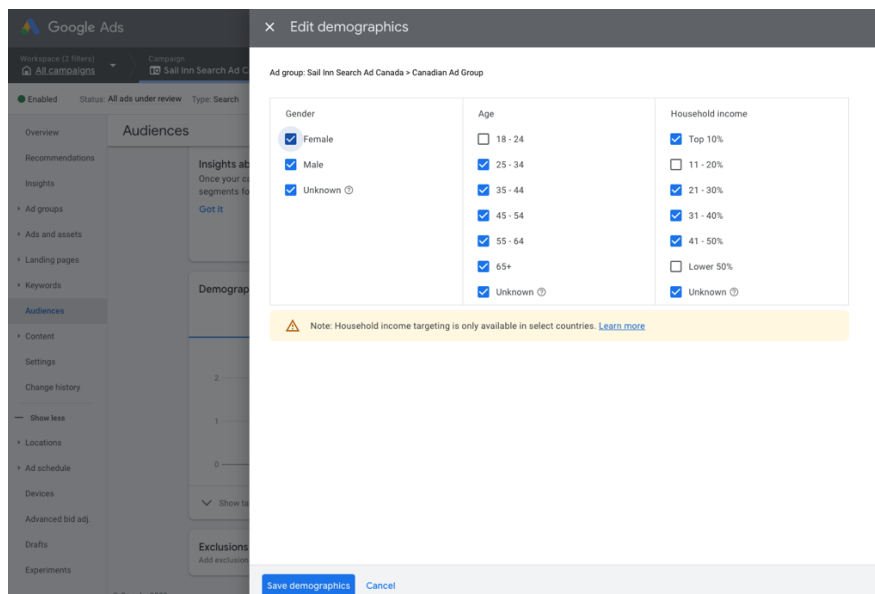This is where you can define your audience more specifically and really target your ads.

Step 22) Target specific Demographics

If you can, you should really drill into your specific target customer base
Click on the left column "Audiences"
Then click on "Edit Demographics"
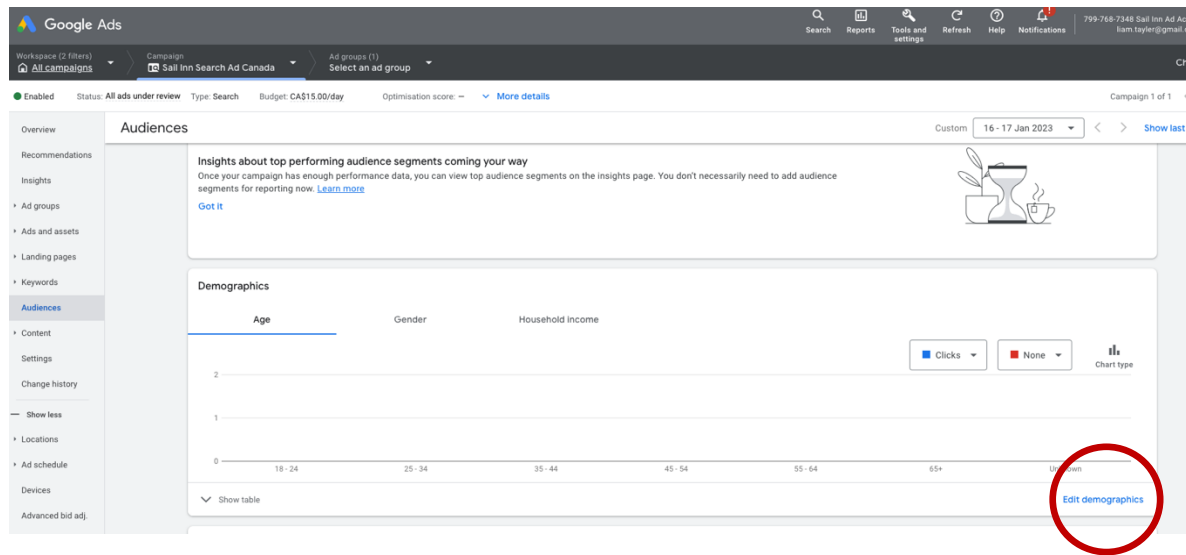
Step 23) Demographic targeting

Click on the Genders, Ages and Income you want to target.

Step 24) Confirm Targeted Locations

Click on the left column and select "Locations" and then "Locations" to view the locations you identified in step 6.

Step 25) Confirm Campaign ad groups and ads are "Enabled"

Finally, one by one in the left column you should click on " Campaigns", "Ad Groups" and "Ads" and confirm that they are all Enabled.

Step 26) WATCH YOUR AD SPEND

Make sure that you are not wasting money on adwords by checking regularly what words are being clicked on and by whom. Change and update as required!