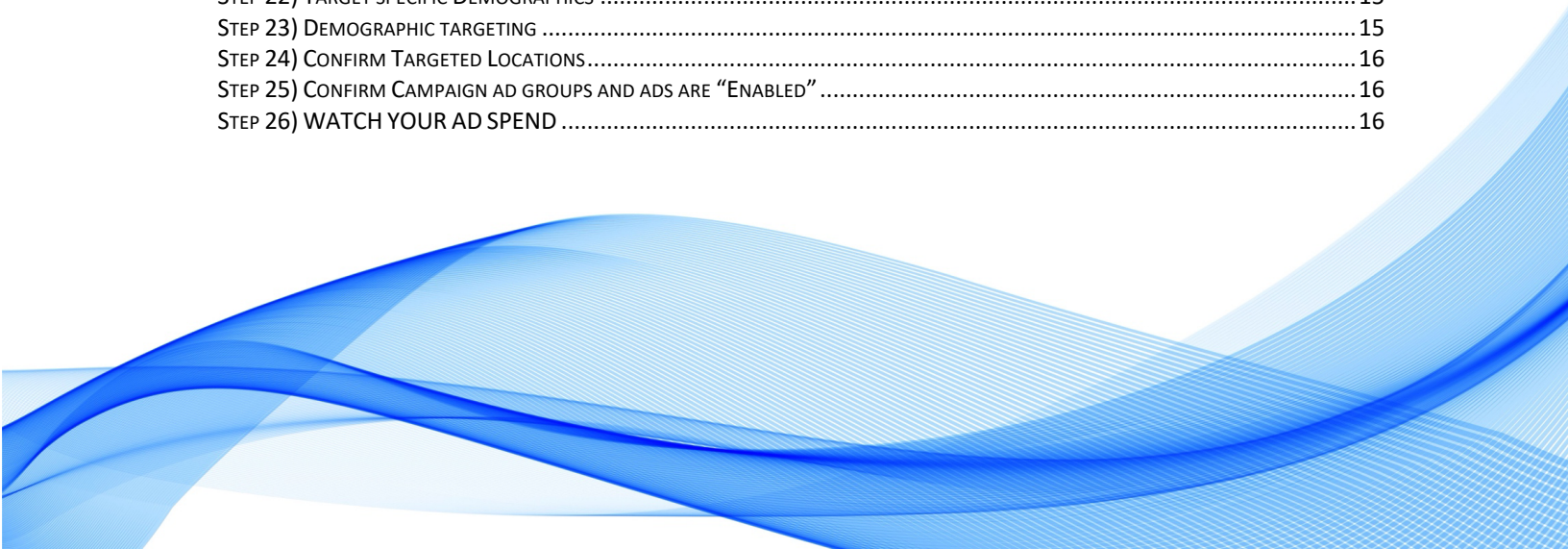


CREATING YOUR FIRST GOOGLE AD

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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.

Google Ads | New campaign

Let's get started! Use information from your Business Profile?

Connect the information that you have already provided about your business



- Build your campaign quicker and easier
- Automatically enable customers to identify your business location through your ads
- Continuously synchronise Business Profile updates with your ads campaign

Yes, use info from this Business Profile

Sail Inn B&B

No, don't use info from this Business Profile

Next

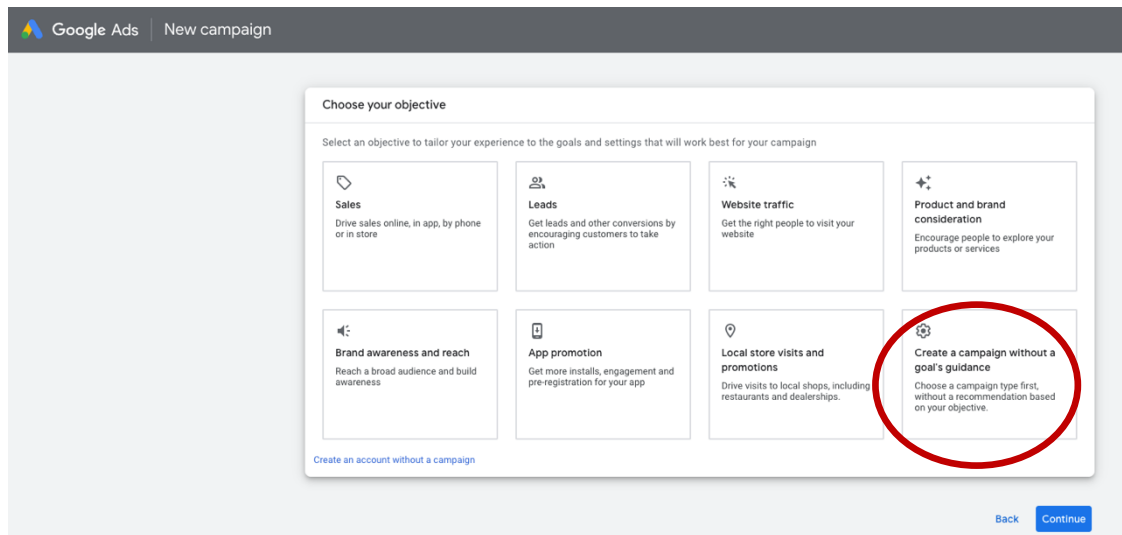
Are you a professional marketer? [Switch to Expert Mode](#)

Create your Campaign

Remember, Campaigns are organized based on 3 elements. Product, Location and sometimes Language.

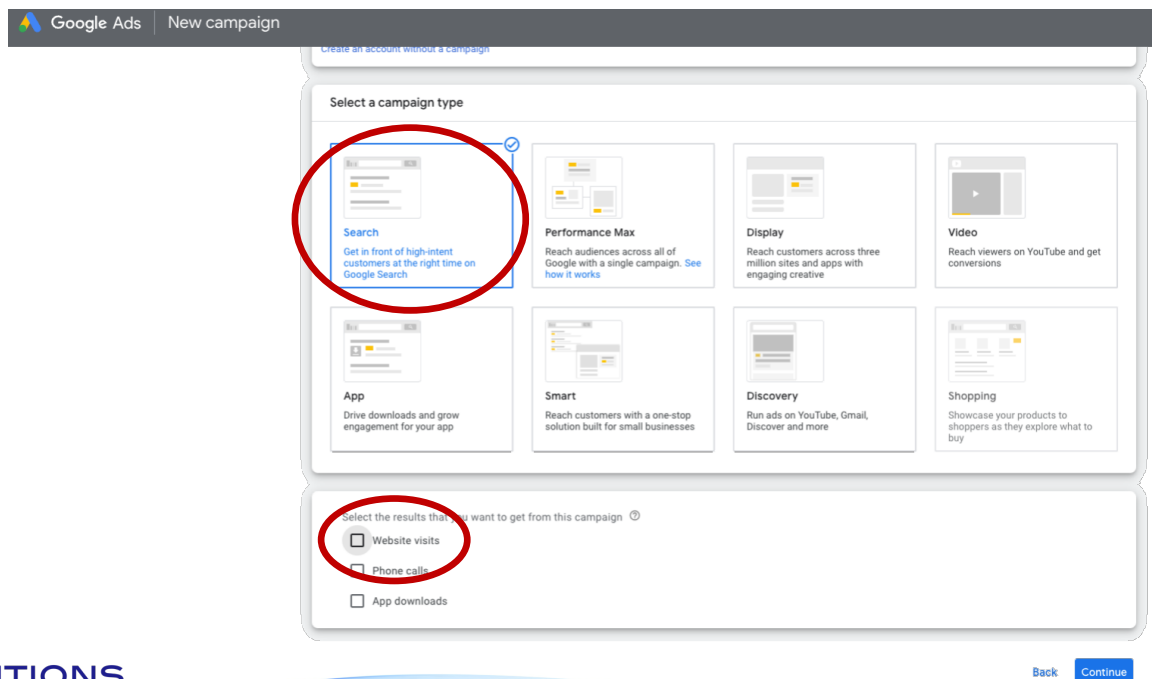
Step 2) Choose an objective for your Campaign.

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

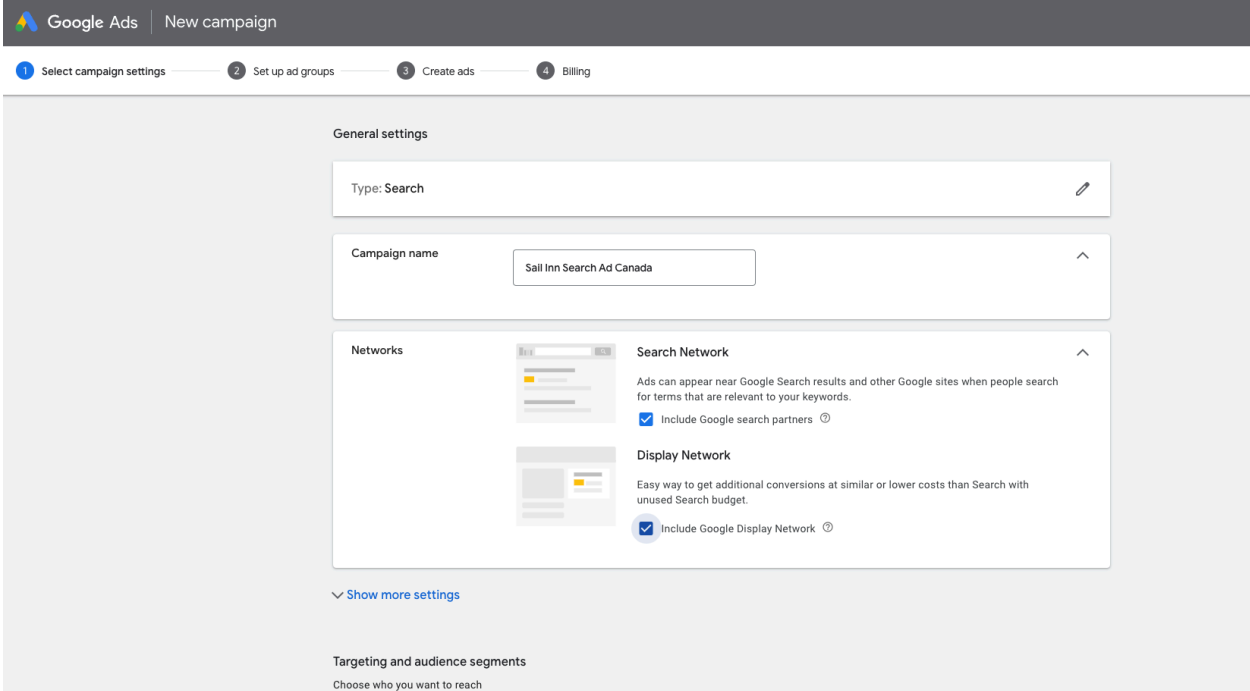


Step 3) Choose an objective for your Campaign step 2

We select "Search" and then "Website Visits"

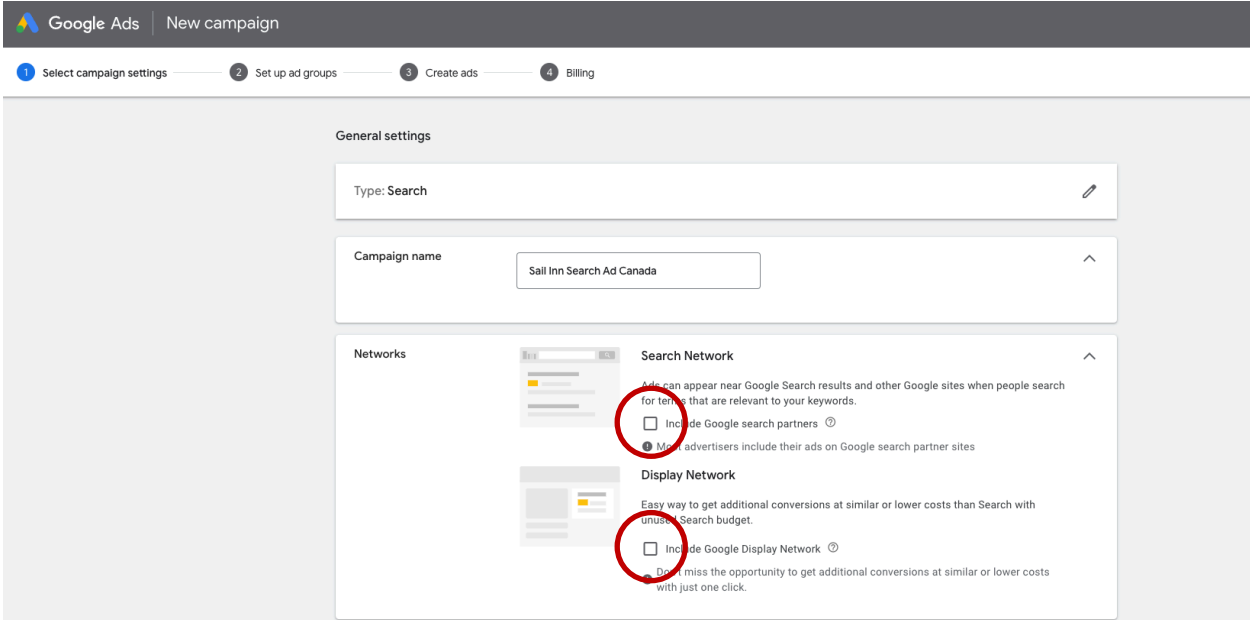


Step 4) Name your Campaign - Part 1



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

The screenshot shows the 'Targeting and audience segments' section of the Google Ads 'New campaign' setup. It includes a progress bar at the top with steps: 1. Select campaign settings, 2. Set up ad groups, 3. Create ads, and 4. Billing. The 'Include Google Display Network' checkbox is checked. Below this, there is a 'Show more settings' link. The main section is titled 'Targeting and audience segments' with the instruction 'Choose who you want to reach'. Under 'Locations', there are three radio button options: 'All countries and territories', 'Canada', and 'Enter another location' (which is selected). Below these options is a table of 'Targeted locations (3)' with columns for location name and reach. The table lists: 'Calgary, Alberta, Canada city' with a reach of 3,560,000; 'Edmonton, Alberta, Canada city' with a reach of 1,330,000; and 'Toronto, Ontario, Canada city' with a reach of 12,700,000. There is a search input field for 'Enter a location to target or exclude' and an 'Advanced search' link. Below the table is a 'Location options' link. Under 'Languages', there is a search input field for 'Start typing or select a language' and a 'French' button. A note on the right states: 'Based on your targeted locations, you may want to add these languages:'.

Targeted locations (3)	Reach
Calgary, Alberta, Canada city	3,560,000
Edmonton, Alberta, Canada city	1,330,000
Toronto, Ontario, Canada city	12,700,000

Step 7) Budget and Bidding Strategy

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

The screenshot shows the 'Budget and bidding' section of the Google Ads 'New campaign' setup. It includes the same progress bar as the previous screenshot. The 'Audience segments' dropdown is set to 'Select audience segments to add to your campaign'. The 'Budget and bidding' section is titled 'Define how much you want to spend and how you want to spend it'. Under 'Budget', there is a dropdown for 'Canadian Dollar (CAD CAS)' and a text input field for 'CAS 15.00'. A note on the right states: 'For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. Learn more'. Under 'Bidding', there is a dropdown for 'Clicks'. The 'Set a maximum cost per click bid limit' checkbox is checked. Below this is a text input field for 'Maximum CPC bid limit' set to 'CAS 1.00'. A green notification box states: 'This campaign will use the Maximise Clicks bid strategy to help you get the most clicks at a cost per click at or below your bid limit'. At the bottom, there is a note: 'Alternative bid strategies like portfolios are available in settings after you create your campaign' and a 'Hide more settings' link.

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

The screenshot shows the Google Ads 'New campaign' setup interface. At the top, there are four steps: 1. Select campaign settings, 2. Set up ad groups, 3. Create ads, and 4. Billing. The current step is 'Create ads', which is highlighted with a blue circle. Below the steps, there are two main sections: 'Bidding' and 'Ad rotation'. The 'Bidding' section is expanded, showing options for 'What do you want to focus on?' (Clicks), a checked box for 'Set a maximum cost per click bid limit', and a 'Maximum CPC bid limit' of CA\$1.00. A green callout box indicates that the campaign will use the 'Maximise Clicks' bid strategy. The 'Ad rotation' section is partially visible, showing four options: 'Optimise: Prefer best performing ads' (selected), 'Do not optimise: Rotate ads indefinitely', 'Optimise for conversions (Not supported)', and 'Rotate evenly (Not supported)'. A 'Hide more settings' link is located between the two sections. On the right side of the page, there is a small text box with a warning icon and a link to 'Learn more'.

Create your Ad Group

Remember Ad Groups use the same keywords.

Step 8) Create Ad Group

This is where you Name your Ad group.

The screenshot shows the 'Set up ad groups' step in the Google Ads interface. The 'Ad group type' is set to 'Standard'. The 'Ad group name' is 'Ad group 1'. The 'Keywords' section shows a search for 'www.sallinn.ca' and a list of suggested keywords including 'bed and breakfast', 'bed and breakfast on', 'bed and breakfast breakfast', 'bed and breakfast inn', 'bed and breakfast rooms', 'bed and bed breakfast', 'the bed and breakfast', 'bed and breakfast sites', 'inn lunenburg', 'bed and breakfast in the inn bed and breakfast', and 'lunenburg bed and breakfast'. The 'Daily estimates' sidebar shows 'Ad group 1' with 7 clicks/day, a cost/day of CA\$5.06, and an average CPC of CA\$0.68. The 'Daily budget' is set to CA\$15.00/day.

Step 9) Identify Keywords.

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

The screenshot shows the 'Keywords' step in the Google Ads interface. The 'Keywords' section shows a search for 'www.sallinn.ca' and a list of suggested keywords including 'Hotel inn', 'bed and breakfast', 'Lunenburg Inn', 'Lunenburg B&B', 'Lunenburg bed and breakfast', 'Lunenburg Hotel', 'Nova Scotia Bed & Breakfast', 'Lunenburg', and 'B&B'. The 'Daily estimates' sidebar shows 'Canadian Ad Group' with 45 clicks/day, a cost/day of CA\$15.00, and an average CPC of CA\$0.33. The 'Daily budget' is set to CA\$15.00/day. A 'New ad group' button is visible at the bottom.

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.

Google Ads | New campaign

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

Create ads

For each ad group, we recommend that you create a responsive search ad with at least 'Good' ad strength that closely relates to the theme of your keywords.

Ad group: Canadian Ad Group
Sail Inn Search Ad Canada

Keywords: Hotel, Inn, bed and breakfast, Lunenburg Inn, Lunenburg B&B, Lunenburg bed and breakfast, Lunenburg Hotel + 3 more [Show more](#)

Start by adding at least 5 headlines

Ad strength [?]
Incomplete

- Add more headlines [View ideas](#)
- Include popular keywords in your headlines [View ideas](#)
- Make your headlines more unique [View ideas](#)
- Make your descriptions more unique [View ideas](#)

Final URL [?]

Final URL:

This will be used to suggest headlines and descriptions

Display path [?]

www.sailinn.ca

/

0 / 15 0 / 15

Headlines 0/15 [?] [View ideas](#)

Preview

Ad · www.sailinn.ca/

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Step 11) Billing information

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

Google Ads | Start reaching more people

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

Confirm payment info

Billing country

Canada

Time zone

(GMT-04:00) Halifax Time

Time zone applies to your entire account and cannot be changed later.

Introductory offer

Offer successfully applied. You'll receive a CA\$600.00 credit when you spend CA\$600.00.

- Yes, send me performance tips, promotional offers, surveys and invitations to try new features
- No, don't send me performance tips, promotional offers, surveys and invitations to try new features

Payments profile [?]

Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.

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.

The screenshot shows the Google Ads interface for a campaign named "Sail Inn Search Ad Canada". The campaign status is "Enabled" with a budget of "CA\$15.00/day". The main content area displays a progress bar indicating the campaign is "Campaign incomplete" due to "Ads missing". A red box highlights this status with the message: "You need at least one ad before we can publish your ad to customers". Below this, a section titled "Your campaign can't run ads" lists issues: "Create campaign", "Policy review", "Impressions", and "Clicks". A "Create ads" button is visible in the top right of the main content area.

Step 13) Using the Keyword Planner

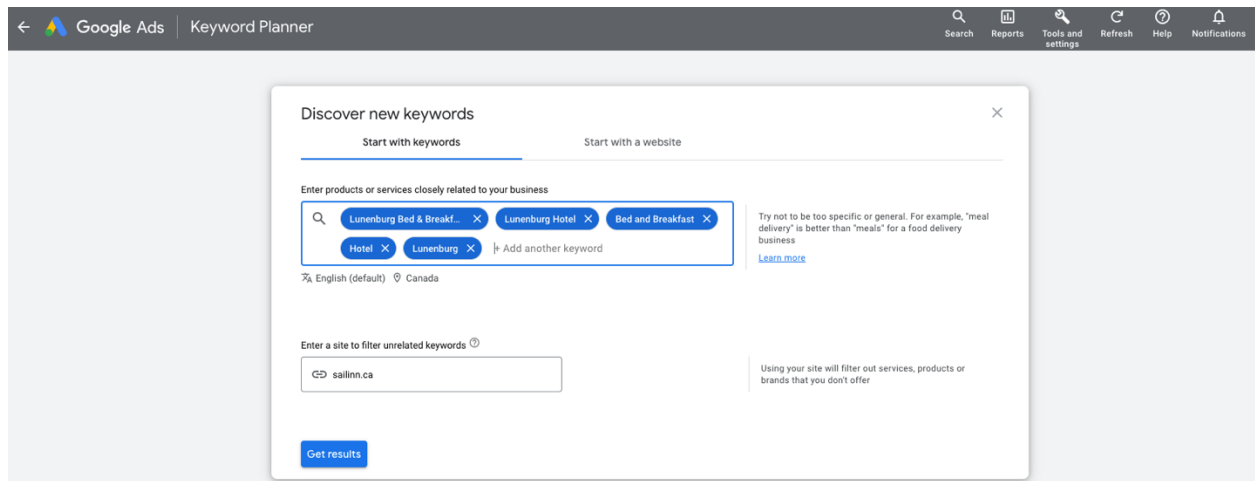
Go up to the "Tools and Settings" in the top bar, click on "Planning" and then "Keyword Planner". When the window opens, select "Discover New Keywords".

The screenshot shows the Google Ads interface with the "Tools and Settings" menu open. The "Planning" section is expanded, showing options like "Performance Planner", "Keyword Planner", "Reach Planner", "Ad Preview and Diagnosis", and "App advertising hub". The "Keyword Planner" option is highlighted. Below the menu, a "Campaigns" table shows performance data for "Sail Inn Search Ad Canada" with columns for Cost, Clicks, and CTR. The "Measure conversions" section is also visible, prompting the user to "Select the action that you'd like to track".

Campaigns	Cost	Clicks	CTR
Sail Inn Search Ad Canada	CA\$0.00	0	0.00%

Step 14) Using the Keyword planner 2

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



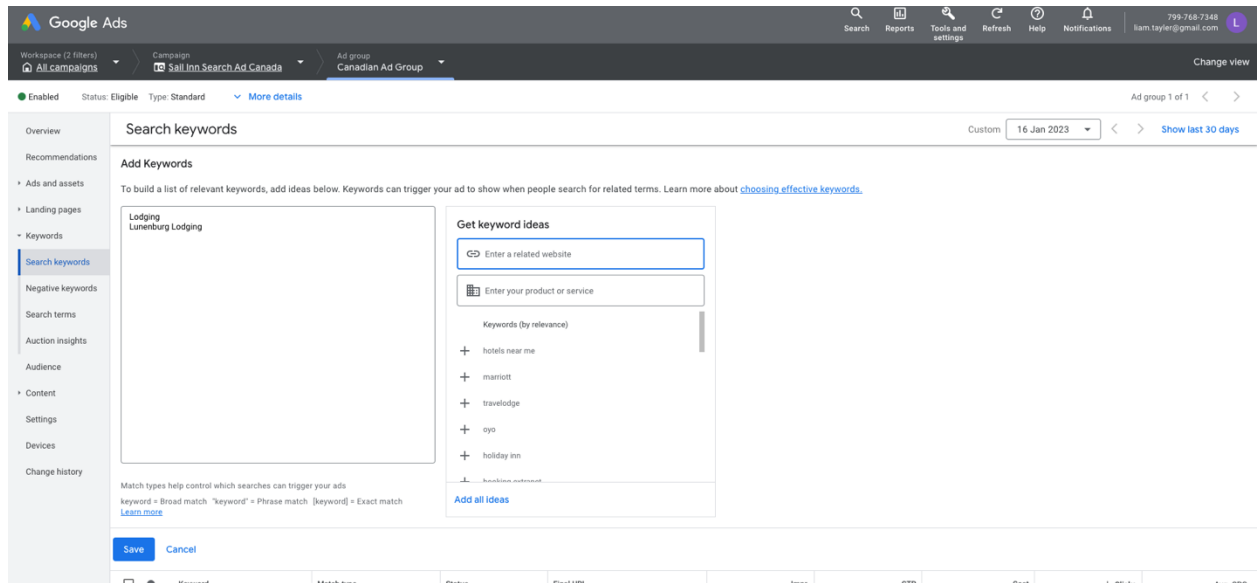
Step 15) Keyword planner results

These keyword ideas that google comes up with may help you identify additional keywords or give you an idea of different Ad groups.

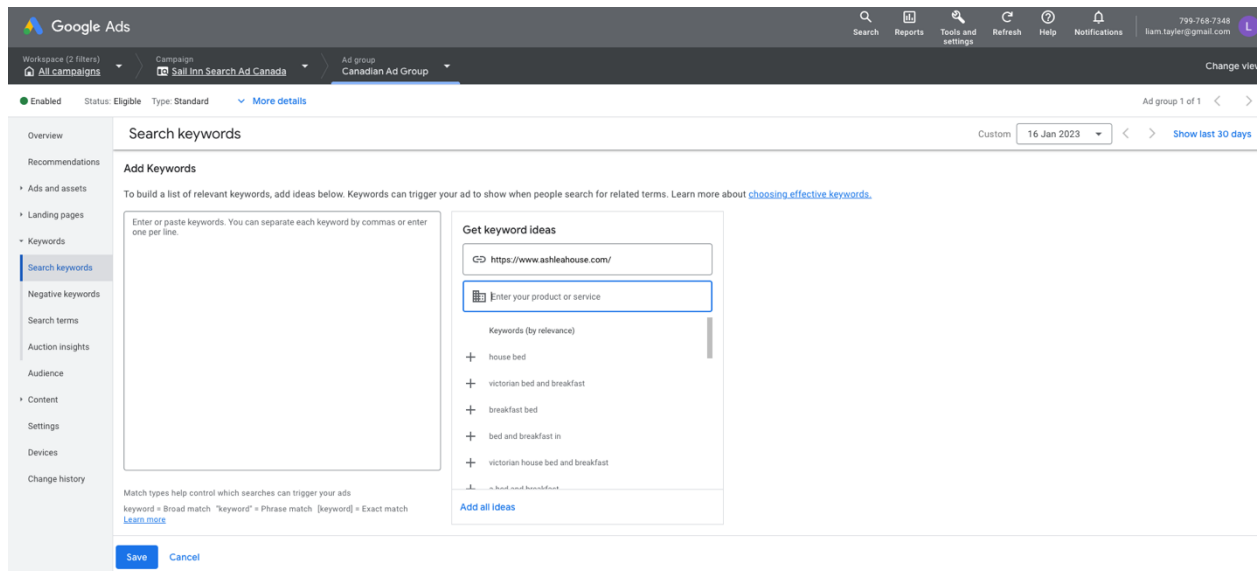
Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided								
<input type="checkbox"/> lunenburg bed & bre...	10 - 100	0%	-100%	-	-	-	-	-
<input type="checkbox"/> lunenburg hotel	1K - 10K	0%	+900%	Low	-	CA\$0.61	CA\$1.85	In Account
<input type="checkbox"/> bed and breakfast	10K - 100K	0%	0%	Low	-	CA\$0.47	CA\$1.26	In Account
<input type="checkbox"/> hotel	1M - 10M	0%	0%	Low	-	CA\$1.63	CA\$4.18	In Account
<input type="checkbox"/> lunenburg	10K - 100K	0%	0%	Low	-	CA\$0.50	CA\$1.55	In Account
Keyword ideas								
<input type="checkbox"/> booking	100K - 1M	0%	0%	Medium	-	CA\$0.66	CA\$1.63	-
<input type="checkbox"/> hotels near me	100K - 1M	0%	0%	Low	-	CA\$1.26	CA\$3.61	-
<input type="checkbox"/> booking hotel	10K - 100K	0%	0%	Medium	-	CA\$1.70	CA\$6.00	-
<input type="checkbox"/> bbb	10K - 100K	0%	+900%	Low	-	CA\$0.35	CA\$1.27	In Account
<input type="checkbox"/> rooms near me	1K - 10K	0%	+900%	Low	-	CA\$0.67	CA\$2.00	-

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.



The screenshot shows the Google Ads interface for the 'Canadian Ad Group'. The 'Search keywords' section is active, displaying the 'Add Keywords' field with the text 'Lodging Lunenburg Lodging'. Below this, there are 'Save' and 'Cancel' buttons. To the right, the 'Get keyword ideas' section is visible, featuring a search bar with 'Enter a related website' and another with 'Enter your product or service'. Below these, a list of suggested keywords is shown: 'hotels near me', 'marriott', 'travelodge', 'oyo', and 'holiday inn'. The interface also includes a navigation menu on the left and a top navigation bar with various tools and settings.

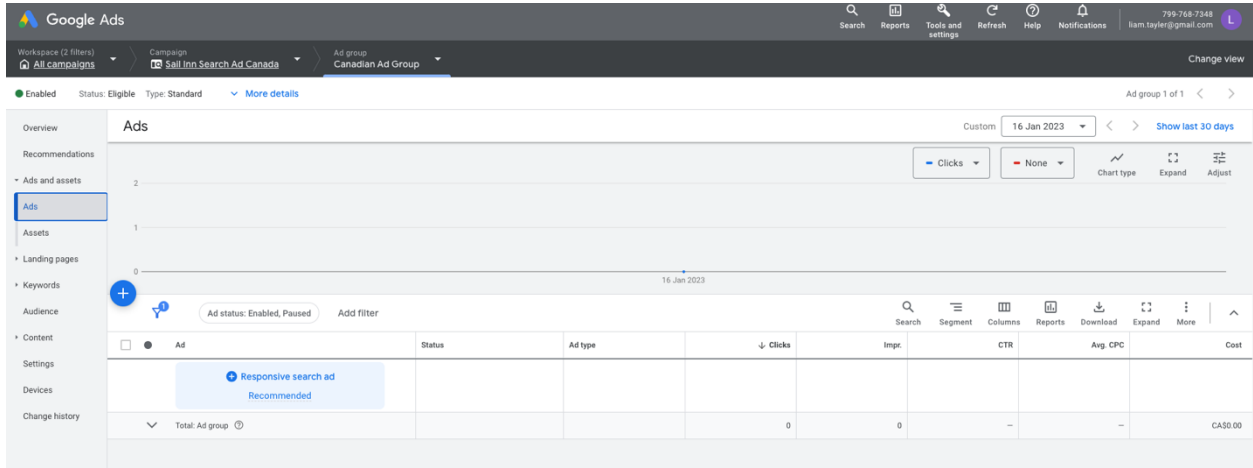


The screenshot shows the Google Ads interface for the 'Canadian Ad Group'. The 'Search keywords' section is active, displaying the 'Add Keywords' field which is currently empty. Below this, there are 'Save' and 'Cancel' buttons. To the right, the 'Get keyword ideas' section is visible, featuring a search bar with 'Enter a related website' containing the URL 'https://www.ashleahouse.com/'. Below this, another search bar is labeled 'Enter your product or service'. Below these, a list of suggested keywords is shown: 'house bed', 'victorian bed and breakfast', 'breakfast bed', 'bed and breakfast in', and 'victorian house bed and breakfast'. The interface also includes a navigation menu on the left and a top navigation bar with various tools and settings.

Create Your Ad

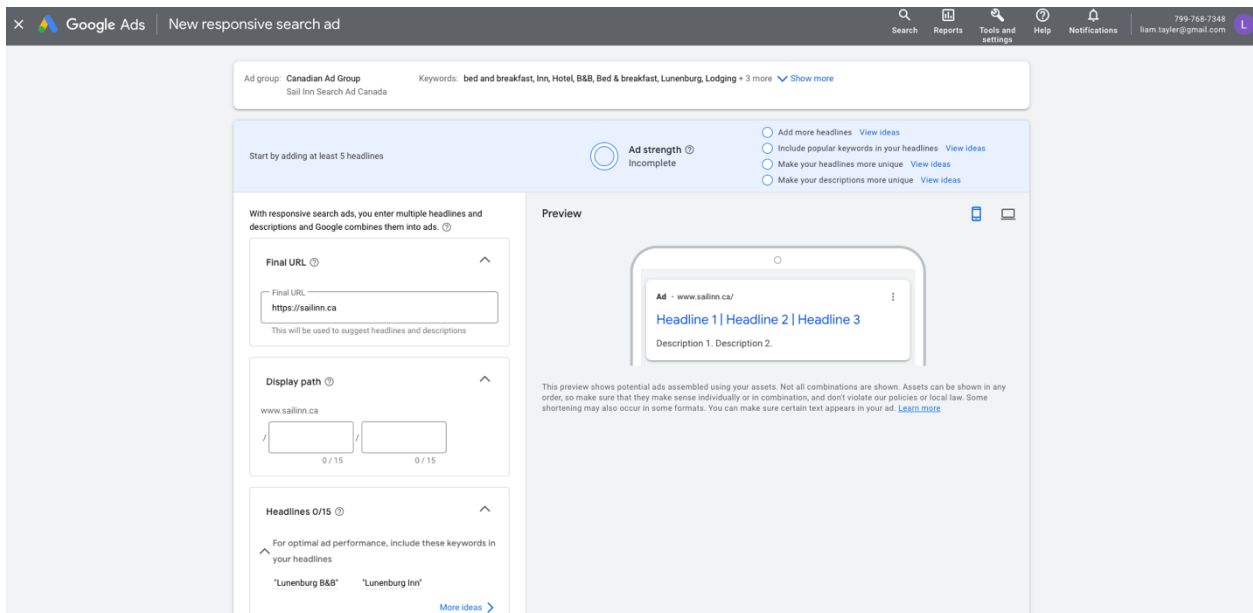
Step 17) Create your ad - Step 1

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.

The screenshot shows the Google Ads interface for creating a responsive search ad. On the left, there are 8 headline suggestions with their required lengths: 'Stay in historic Lunenburg B&B' (30/30), 'Cozy B&B in downtown Lunenburg' (30/30), 'Amazing location in Lunenburg' (29/30), 'Bed & Breakfast - The Sail Inn' (30/30), 'Hotel - The Sail Inn' (20/30), 'Ocean Views - The Sail Inn B&B' (30/30), 'Historic B&B in Lunenburg' (25/30), and 'Restored Captain's House B&B' (28/30). On the right, the ad preview shows the headline 'Amazing location in Lunenburg | Historic B&B in Lunenburg' and a description. The Ad strength is 'Average'.

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”.

The screenshot shows the Google Ads interface for creating a responsive search ad. On the left, there are 4 description suggestions with their required lengths: 'Come and stay at our lovingly restored Captain's House Bed & Breakfast' (70/90), 'All rooms have harbour views and incredible Breakfasts served daily' (67/90), 'The Sail Inn is in the centre of Old Town Lunenburg - an unbeatable location' (76/90), and '4 elegantly furnished rooms, all with harbour views, perfect for business & leisure.' (84/90). On the right, there are headline suggestions with top keywords: 'The Sail Inn', 'Comfortable Rooms', 'Order Online', 'Book Today', 'Shop Online Now', 'Book With Confidence', 'Shop Online Today', 'Book Now', 'Book Online Now', 'Great Service', 'Best Prices', 'Unbeatable Prices', 'View Prices, Deals And Offers', 'Everyday Low Prices', 'Great Value For Money', and 'Great Prices'. The Ad strength is 'Poor'.

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

Campaign-level sitelinks

Add sitelinks to this campaign. Any sitelinks will also be added to your account and can be used across campaigns.

Changes made here will apply to all ads within this campaign

Save Cancel

Add new sitelink

Sitelink 1

Sitelink text
Book your room

Description line 1 (recommended) 14 / 25
All our rooms have harbour views

Description line 2 (recommended) 32 / 35
with gourmet breakfast served daily

Final URL 35 / 35
https://www.sailinn.ca/book-a-room

Sitelink 2

Sitelink text
Take a virtual tour

Description line 1 (recommended) 19 / 25
Walk around the Sail Inn with our

Description line 2 (recommended) 33 / 35
virtual tour, just click & go

Final URL 29 / 35
https://www.sailinn.ca/virtual-tour

1 of 3 previews < >

Highlight sitelink

Mobile

Ad · www.example.com

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

Book your room

Take a virtual tour

What to do in Lunenburg

Sitelink text

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

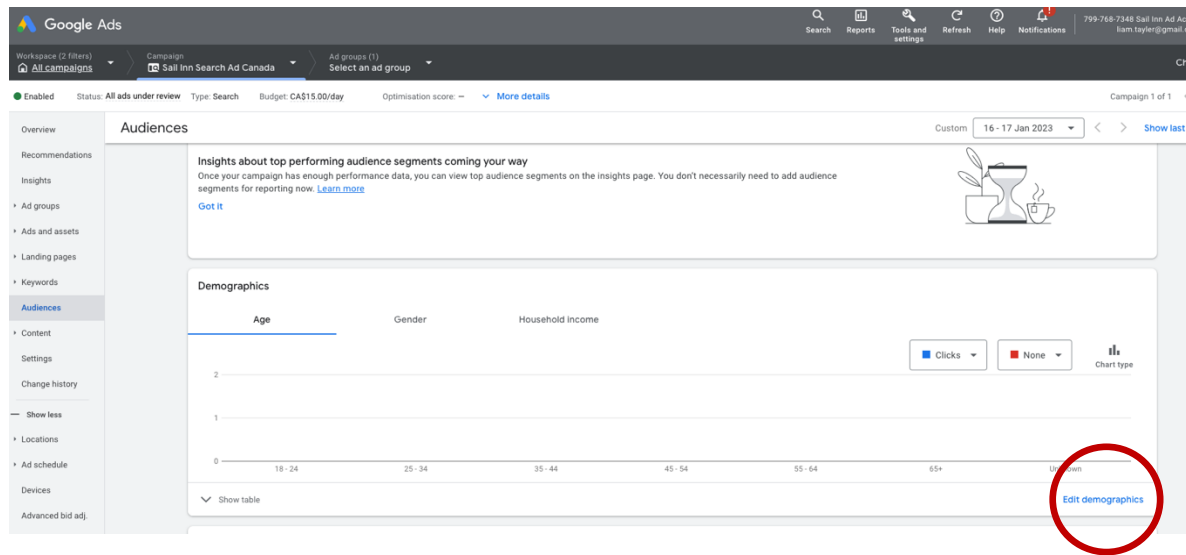
Congratulations, you have created your first ad!

Audience

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

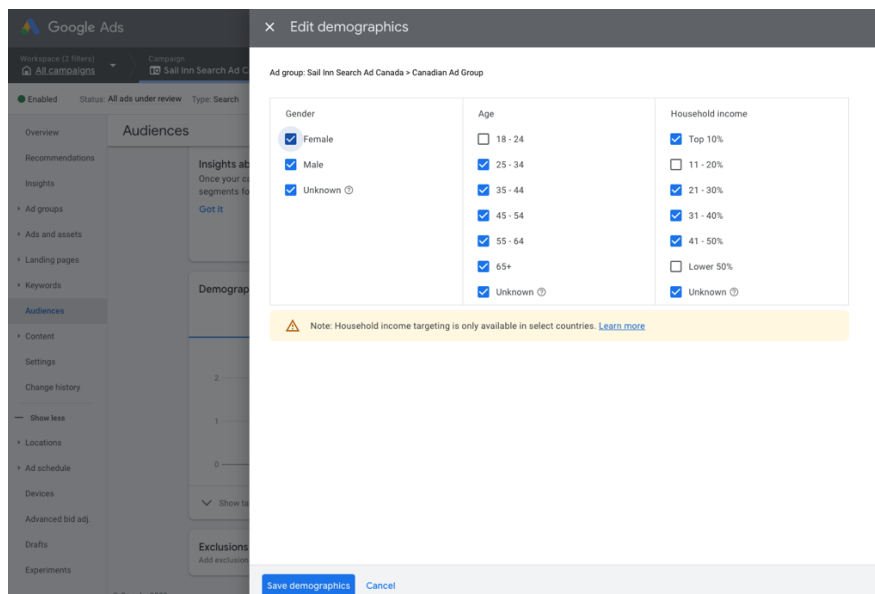
Step 22) Target specific Demographics

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.

The screenshot shows the Google Ads interface for a campaign named 'Sail Inn Search Ad Canada'. The 'Locations' tab is selected in the left sidebar. A world map is displayed with highlighted areas representing targeted locations. Below the map is a table with the following data:

Targeted location	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> Calgary, Alberta, Canada	--	0	0	--	--	CA\$0.00
<input type="checkbox"/> Edmonton, Alberta, Canada	--	0	0	--	--	CA\$0.00
<input type="checkbox"/> Toronto, Ontario, Canada	--	0	0	--	--	CA\$0.00
Total: Locations		0	0	--	--	CA\$0.00
Total: Campaign		0	0	--	--	CA\$0.00

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.

The screenshot shows the Google Ads 'Campaigns' page. The 'Campaigns' tab is selected in the left sidebar. A table displays the status of campaigns:

Campaign	Budget	Status	Optimisation score	Campaign type	Impr.	CTR	Cost	Bid strategy type	Clicks	Conv. rate	Conversion
<input type="checkbox"/> Campaign	CA\$15.00/day	Paused	--	Search	0	--	CA\$0.00	Maximise clicks	0	0.00%	0.00
<input type="checkbox"/> Campaign	CA\$0.00/day	Paused	--	Search	0	--	CA\$0.00	Maximise clicks	0	0.00%	0.00

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!