

Creating a Google Ads Account

Last Updated / Reviewed: Jan 10th, 2023 Execution Time: 10-20 minutes

🙏 Google Ads			Q II. Search Report	S Tools Refresh	⑦ Help Notif	↓ fications imran.mors	176-423-7962 🎲 shed@gmail.com
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Goal: To create a Google Ads account that is ready to start running your first campaign.

Ideal Outcome: You have access to your campaign dashboard and all the tools Google Ads has to offer.

Prerequisites or requirements: None.

Why this is important: With over 3.5 billion searches per day and over 2 million websites on the Display Network, Google Ads is one of the most powerful channels to advertise to your audience.

Where this is done: In Google Ads.

When this is done: When you need to create a new account.



Who does this: The person responsible for paid advertising.





Create a Google Ads Account

- 1. Go to https://ads.google.com/home/
- 2. Click on the blue, "Start Now" button:



3. [Optional] If you already have other Google Ad accounts under the email address you're currently logged in with, you will need to click "New Google Ads Account"

Use Google Ads as	
Eduardo Yila Personal Account (Seconda)	355-465-3748
Alman Luggage	750-641-2090
RefereAddic to	275 052 0113
Sangle Ada anexunt	423 145 5421
NEW GOOGLE ADS A	CCOUNT

4. At this point, you will be presented with the default "guided setup" in which Google will try to get you to launch an ad from scratch. We recommend skipping the guided setup because it will allow you to use other tools (e.g. Keyword Planner) to plan your campaigns.



a. To skip the guided setup, scroll down and click on the link titled "Switch to Expert Mode"



b. Next, click on "Create an account without a campaign"

Sales	Leads	Website traffic	Product and brand consideration
Brand awareness and reach	App promotion	Cocal store visits and promotions	Create a campaign without a goal's guidance

- 5. Fill in your details and press "Save and continue"
 - a. **Note**: Be sure to select the currency you want to be billed in for this Google Ads account since this can not be changed later.



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

D	Billing country United States	~
()	Time zone (GMT-04:00) New York Time	Ŧ
5	Currency US Dollar (USD \$)	-
SUB	MIT CANCEL	

- 6. That's it! You should now be in your account dashboard:
 - a. **Note**: By skipping the guided setup you didn't set up any payment method yet. You will need to do so before your campaigns start running.

Congrats! You're all done.	~ • •
EXPLORE YOUR ACCOUNT	Contraction of the second seco

Enabling Auto-tagging

Note: Auto-tagging is an optional but recommended Google Ads feature that will automatically add a parameter to your URL that will tell Google Analytics which ad the user is coming from. This saves you the work of manually tagging each of your campaigns and saves you from potential human error while at the same time allowing for more detailed Google Analytics reports.

- 1. Go to https://ads.google.com/ and log in to your account
- Before you can enable auto-tagging, you will need to create a dummy campaign (this campaign won't be live and won't spend any budget). Click on "New campaign"





3. From the list of goals, select "Sales" and click "Continue"

What's your campaign objective?

Sales	ී Leads	∺k Website traffic	 ✦⁺ Product and brand
Drive sales online, in app, by phone, or in store	Get leads and other conversions by encouraging customers to take action	Get the right people to visit your website	consideration Encourage people to explore your products or services
49	Ð	0	÷
Brand awareness and reach	App promotion	Local store visits and	Create a campaign without a
Reach a broad audience and build awareness	Get more installs, interactions and pre-registration for your app	Drive visits to local stores, including restaurants and dealerships.	Choose a campaign type first, without a recommendation based on your objective.

4. From the list of campaign types, select "Search"



Google Analytics 4 Google

Tag Manager

Cancel Continue

Google Ads

5. Next, select "Website visits" from the list and type your website URL



6. Then add your campaign name:

Campaign name		
Sales-Search		
		_
	Cancel	ontinue

- 7. Click "Continue"
- 8. In the bid settings, click "Next" to skip it.



ds

Bidding

Maximize conversions	
Set a target cost per action (optional)	
Change bid strategy ⑦	

9. In Campaign settings, leave everything as default and click "Next".

Campaign settings

reach the right people, st	art by defining key settings for your campaign	
Networks		^
	Search Network Ads can appear near Google Search results and other Google sites when people search for the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison of the that are relevant to your keywords Image: Comparison o	arch
Locations		^
Select locations to targe All countries and ter Malaysia Enter another location Location options	t () () () () () () () () () () () () ()	
Languages		^
Select the languages you Q Start typing or select	ur customers speak. Ø	
English X		
Audience segments	Select audience segments to add to your campaign	~
🏟 More settings		
		Next



- 10. Again in the ad group page, leave everything as default/empty and click "Next".
- 11. In the extensions page, leave everything as default/empty and click "Next".
- 12. Then, in the Budget section, set the daily budget to \$1 and click "Next":

et your average daily budget for this campaign	For the month, you won't pay more tha your daily budget times the average number of days in a month. Some day you might spend less than your daily budget, and on others you might spen up to twice as much. <u>Learn more</u>
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13. In the Review your campaign page, you'll see a few errors (rightly so because this is a dummy campaign). Ignore everything for now and click "Publish Campaign".





Campaign name	Campaign #1
Campaign type	Search
Objective	Sales
Goal	Add to cart, Purchases, Submit lead forms
Bidding	
Bidding	Maximize conversions
Campaign settings	
Networks	Google Search Network, Search partners, Display Network
Locations	All countries and territories
Languages	English
Audiences	No segments
Keywords and ads	
Keywords	None Vou don't have any keywords
Ads	None Vou haven't created any ads
Budget	
Budget	MYR1.00/day
	Publish campaign

- 14. On the ad group setup screen, leave everything as default, scroll down to the bottom of the page and click "Save and continue"
- 15. If you see the confirmation modal, click "publish".





16. Now that your dummy campaign has been published, you can enable auto-tagging. Click on the Google Ads logo in the top navigation:



17. On the sidebar click "Settings" \rightarrow "Account Settings" \rightarrow "Auto-tagging"

Insights	Account se	Itings		
 Campaigns 			Ĭ	
 Ad groups 		Tracking	No options set	~
▹ Ads & exter	isions	Auto-tagging	No	~
Landing pa	ges	Message reporting	Turned off	~
 Keywords 		Call reporting	Turned on	~
Audiences		Inventory type Video campaigns only	None	~
 Demograph Placement: 	ics	Excluded content All campaigns except Discovery and video	Show ads on all content	~
• Settings		Excluded types and labels All campaigns except Discovery	Show ads on all content	~
Campaign	settings 2	Ad suggestions	Set to auto-apply 14 days after notification	~
Account se	Account settings	Time zone	(GMT-04:00) Eastern Time	~

18. Tick "Tag the URL that people click through from my ad" \rightarrow Click "Save"

Auto-tagging	Tag the URL that people click through from my ad ③	^
	CANCEL	SAVE



Google

Analytics 4

20. Once done, make sure to pause/remove the dummy campaign from your ad <u>campaigns</u> page.

V Drafts in progress: 5		
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npaign #1 🖍		Bid strategy learnin
Pause put removed campaigns	0	Paused Bid strategy learnin
Remove		

Google

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