



{ AdWords Starter Guide }

Step 1: Create Your AdWords Account

The good news is that creating an AdWords account is quick and easy.

1. Go to <https://accounts.google.com>. Click “Start now”
2. If you already have a google account, check the correct box.
3. Sign in/create a Google account
4. Choose your country and time-zone (*You can change the time zone only once after the setup so be thorough*)
5. Choose your currency (*You can't change the currency after the setup*)
6. Click “Continue”
7. You will then be sent an email, click on the verification link to activate your account.

Now your AdWords account is live and ready to go!

Step 2: Structuring Your Account - Campaigns & Ad Groups

Campaigns and Ad Groups represent different levels of organisation within your AdWords account. They have different settings:

Campaigns	Ad Groups
Budget	Maximum Cost-Per-Click (CPC)
Languages & Locations	Ads
Networks & Devices	Keywords

Useful Fact: Google allows 20,000 ad groups per campaign.





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Organise your account structure by doing the following:

1: Create Your Advertising Plan

Before you create your campaign you need to ask yourself:

My Business

- What do I offer?
- What makes my business special?
- Where do I offer my product/service?
- What is my primary business language?

My Prospects

- Who is my target audience?
- Where are my potential customers?
- What language do my customers speak?
- What do I want my prospective customers to do?

My Costs

- What is my budget?
- How much per month can I spend on online advertising?

2. Configure Your Campaigns

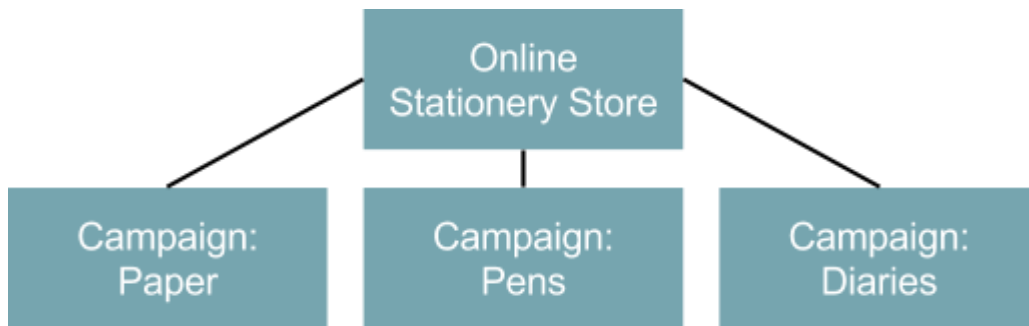
Depending on your business needs, there are different ways to configure your campaigns. You can divide them by

- Products or Services: This is a great option if you offer a wide range of products or services.
- Brand names: Great if you have a website that sells a wide range of brand-name products.
- Websites: This is relevant to agencies who promote different products/services for several companies.



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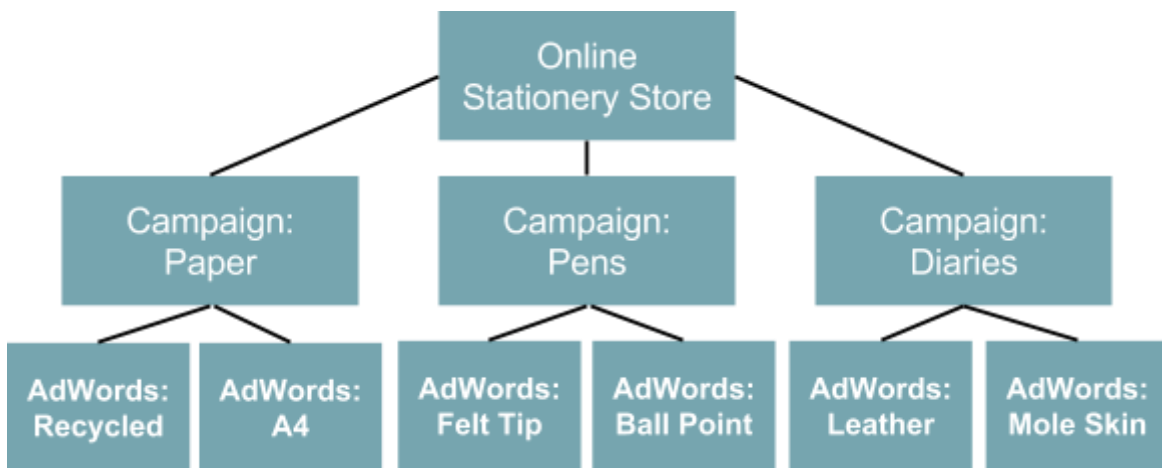
For example: Imagine you have an online stationery business. First you would divide divide your AdWords campaigns into products:



3. Split Your Campaigns Into Ad Groups

Now you can split your campaigns into ad groups. Each ad group should have a common theme to achieve greater focus. Moreover, this simplifies the process so you can find effective keywords and ads later on.

Back to our online fashion store example, your ad groups could be:





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If you run out of ad group ideas, use the Keyword Planner and follow these steps.

1. Click the “Tools and Analysis” tab in your AdWords account
2. Choose “Keyword Planner”
3. Choose “Search for keyword and ad group ideas”
4. Enter your product/service, landing page and/or product category
5. Click “Get ideas”
6. Find “Ad group ideas” in the first tab

Step 3: Finding the Right Keywords

1. Brainstorm Keyword Ideas

- Ask yourself: What words and phrases would somebody use when looking up or “googling” my product or service?
- Come up with as many keywords as possible, always with your campaign structure in mind.

Sticking with the stationary store example, you may come up with:

Campaign	Keywords
Paper	<i>A4</i>
	<i>Bulk</i>
	<i>Stationary</i>
	<i>Business</i>
	<i>Recycled</i>
	<i>Ream</i>
	<i>Invitation</i>

If you get stuck, use the Keyword Planner for more options.



2. Group Your Keywords

Now, it's time for splitting again. Group your keywords into themes and move them into your ad groups where they fit the most.

Keywords	Ad group
<i>Environment</i>	Recycled
<i>Handmade</i>	
<i>Green</i>	
<i>Sale</i>	
<i>Paper</i>	
<i>Bulk</i>	

3. Refine Your Keywords

Now, that you have your keyword list - both brainstormed and generated, it's time to refine. Delete keywords that are too generic, irrelevant or vague. You need top quality and relevant keywords so you reach only the most targeted and interested customers.

Keywords	Ad group
<i>Environment</i>	Recycled
<i>Handmade</i>	
<i>Green</i>	
<i>Sale</i>	
<i>Paper</i>	
<i>Bulk</i>	





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Step 4 - Writing your Ad

An ad is a clickable message that will appear on Google search results pages and across the Google Network. It consists of 4 components each with limited characters. See the sample below to understand the structure.

Structure of an Ad

- Headline (25 characters)
- Description line 1 (35 characters)
- Description line 2 (35 characters)
- Display-URL (35 characters)

You should use keywords that are the most relevant to your potential clients or customers.

Useful Tips

- Highlight your business - what makes you special? What makes you stand out from the competition?
- Clearly outline what you're advertising: promotion, prices, exclusives
- Use *at least* one of your keywords
- Include a call-to-action like order now, sign up here or call today

