THE ESSENTIAL
GOOGLE ADS GUIDE

Quest

About

Hello fellow digital marketers!

Welcome to your Google Ads step-by-step guide. This e-book includes insights into how to use Google Ads to successfully engage your audience.

YouÕll see that the set up process is relatively quick and easy. Who better to ask for tips than Google, so the content for this guide has been supplied by them.

It stands to reason that businesses can learn a thing or two from Google. The company is definitely the most influential search engine on the planet with over 70% market share. Since Google was founded in 1998, itÕs grown to serve millions of people around the world.

Here at Quest we are actively creating and managing Google ad campaigns. We not only target our own defined audiences, but are also delivering ad campaigns for our valued clients.

Understanding Google is critical in reaching the people who matter most to your business. If youÕre looking for a step-by-step guide on how to use Google Ads, this will set you up for success.

We hope you enjoy this guide.

Ngā mihi (thanks)
Hamish Lowry | Founder

Introduction | Contents

Reaching your customers isn't only about getting your ads in their search results.

You can get in front of your customers at many points throughout the purchase process. Through your Google Ads account, you can reach your customers through display ads, mobile ads and video ads.

This Guide to Google Ads to designed with the new advertiser in mind and includes a range of instructions covering the following steps:

Want to learn more about using Facebook for Business?
Download our free guide, The Essential, Step-by-Step Facebook Advertising Guide, which features advice from Quest and Facebook!

THE ESSENTIAL
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Step 1: Create an Google Ads Account

This step takes: 1-2 min

| E-Mail: | Just enter |
| Password: | Simply choose |

To create your Google Ads account, youÕll need an email address and website for your business. Even if you donÕt have a website, you can still advertise on Google, using [Google Ads Express](#).

Step-by-step instructions

1. Click this link to sign up for Google Ads - https://adwords.google.com/um/StartNow

2. Enter the email you want to use to sign in to your new Google Ads account. If you already have a Google Account (in other words, if you use any other Google product, such as Gmail), use your Google email address.

3. Enter the website address for the business you want to advertise.

4. Click **Continue**.

5. Sign in to your existing Google Account, or create a new one.

   If you already have a Google Account (in other words, if you use any other Google product, such as Gmail), enter your Google email address and password, then click Sign in.

   If you don't have an existing Google Account, or want to use a different email address to sign in, just click Create an account at the bottom of the screen and follow the instructions to create and confirm your new Google account.

6. Sign in to your Google Ads account at [x==.google.com](#).

Step 2: Target a geographic region

This step takes: 1-2 min

Do you have a local business? Don't want to advertise globally or nationwide? Simply choose the geographic area where you'd like your ads to appear.

Step-by-step instructions

Click on the Create your first campaign button.

Go to Campaign Settings and Audience if you want to change the language settings.

If you want to advertise in a specific location only, go to Campaign Settings and Audience to change your targeted location.

Simply select the countries, regions or cities where you would like your ad to appear – or just exclude specific regions.

Step 3: Set your daily budget

This step takes: 1-2 min

With Google Ads, you decide how much you're willing to pay per day. You then only pay when someone clicks on your ad. In other words, you only pay when your advertising works. This approach has allowed AdWords to establish itself as a cost-effective advertising platform for businesses of all shapes and sizes.

You can change your daily budget at any time and as many times as you like. Here's how to edit your daily campaign budget from the Campaigns tab:

On the campaigns page, click the pencil icon next to the daily budget you'd like to edit.
Enter a new daily budget.
Click Save.

Step 4: Control how much you spend per click on your ad

This step takes: 1 min

Under Bidding and Budget select the Automatic bidding option. AdWords will then automatically adjust your bids to try to bring you the most clicks possible within your budget.

Tips
If you want to control how much you spend per click on your ad, you can set a CPC (cost-per-click) bid limit. We recommend starting out with an amount you're comfortable spending per click on your ad (many advertisers start out with about $1.00) and then continuing to adjust as you monitor your ad's performance. If you enter a CPC bid limit that's too low, your budget may not be used up completely or your ad may not show at all. If this happens, increase your CPC bid limit or add more keywords.

You can change your CPC bid at any time. The best thing is to get started and begin experimenting.

When determining how much to bid for a click on your ad, try to estimate how valuable a click is for your business. Think of "a click" as a person that searches for one of your keywords, sees your ad, chooses to click on it and lands on your website - in other words, think of a click as "a potential customer". How much you are willing to pay for a click will largely depend on how much profit you make from a new customer.

Step 5: Create ad(s)

This step takes: 2-3 min

Creating good ads is important but not difficult. What's more, it's not like creating a newspaper advertisement. A key advantage of AdWords is that you can adjust and improve your ads at any time.

Tips

Say how you're different.
Use terms such as "excellent service, good value, professional, competent, quick" etc. Tell the user what they can expect from your website and your company.

Incorporate a call to action in your ad.
It's better to say "Buy flowers" rather than "Flowers for sale".

**Use the most important keywords in the ad text.**
If search terms appear in the ad, they will appear in bold. This means that the ad has a better chance of being noticed and will be clicked on more often.

Don't know which ad text is better?
Use ad variations. If you aren't sure what text to use in your ad, just let your audience decide. You can create multiple versions of your ad and then compare them to find out which ones receive the most clicks or lead to the most conversions. Remember: You only pay when someone clicks on your ad.

Step 6: Select keywords

This step takes: 5-10 min
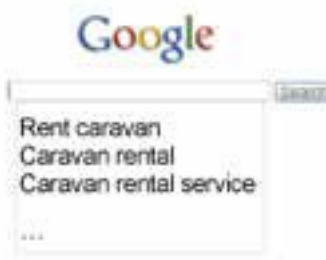
Keywords are the words or phrases for which your ad will appear when a user searches for them. It's important to select keywords carefully, as they'll determine the audience that will see your ads --
but don't worry about getting it exactly right the first time. You can always add new keywords or edit
or delete existing ones after you've created your first campaign.

Tips

Put yourself in the shoes of your customers.
Your keywords should be the words or phrases your customers would use when searching for your product or service.

Relevance is key.
If you're selling roses, use specific keywords such as "Buy red roses" rather than generic keywords like "Flowers." Generic keywords may get more searches, but the people searching for them aren't necessarily interested in your specific product. You're likely to receive better results with keywords such as "Red roses delivery" or "Long-stemmed roses."

To determine the position that your ad appears in, AdWords takes into account how relevant your ad and your website are to each search query. If your keywords aren't relevant, your ad may appear at the bottom of the page or not at all.

How many keywords should I select?
Start off with just 10-20 keywords. You can always add more once you see how your ads perform. It's a good idea to select more keywords in order to attract a larger audience. This means that you don't always have to be in position 1 to receive the same number of clicks and save costs. Remember that the keywords must always be relevant. Quality is more important than quantity.

Use the Keyword Tool.
Use the Keyword Tool at any time to find relevant keyword ideas.

Refine your keywords after first results: Check your AdWords account after your ads have been running for a few days. Find out which keywords are receiving the most clicks at the lowest price, then add other keywords like them.

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Step 7: Enter billing information

This step takes: 2-3 min
To take the final step and activate your account, enter your billing information. Choose between one
of the following payment methods available in the US:

  Postpay (automatic payments): American Express, JCB, MasterCard, Visa, Bank account payments (US bank accounts only), and debit cards with a MasterCard or Visa logo

  Prepay (manual payments): American Express, JCB, MasterCard, Visa, and debit cards with a MasterCard or Visa logo. More about these options.

The payment options available to you may vary according to the currency you use and the location of your billing address.

Voucher

If you have a voucher, you can redeem it as a new customer when entering your billing information. Remember that you must enter your billing information before your ads can start running. Once the voucher has been used up, you may incur costs depending on the success of your ad. However, you can pause your ads in order to prevent costs from accruing.

Step-by-step instructions

  Click on the **Billing tab** and then on **Billing preferences**.

  Select a payment method and enter your billing information.

  Accept the AdWords Terms and Conditions and click on **Save and Activate**.

  If you have a voucher, you can redeem it after entering billing information. If you have already entered your billing information, click on the **Billing** tab and then on **Billing preferences**. Enter your code in the field under **Promotional Codes**.

Congratulations! You have successfully created your first campaign!
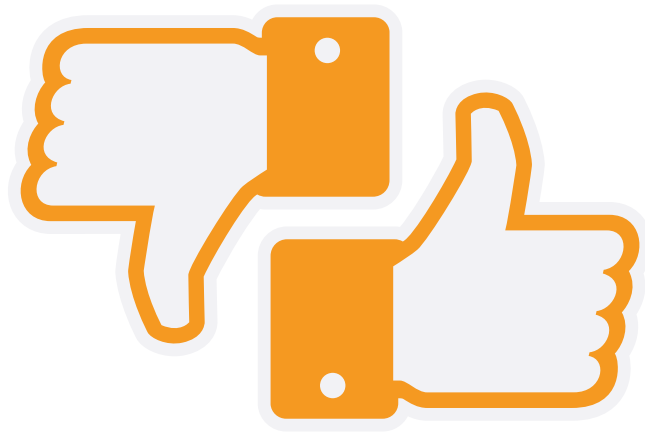
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Next Steps:

Here at Quest we are actively creating and managing Google Ads campaigns to good effect. We not only target our own defined audiences with Google Ads, but are also delivering ad campaigns for our valued clients.

Contact the friendly team at Quest to find out how we can help.

CONTACT US!

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(it only takes 2 seconds)