





Google Analytics metrics


Google Ads metrics


 **Video:** Work with Google Ads metrics  
2 min


 **Reading:** Get started with Google Ads  
20 min

 **Reading:** Dashboards, scorecards, and reports in Google Ads  
20 min

 **Reading:** View and apply recommendations in Google Ads  
20 min

 **Practice Quiz:** Activity: Review and apply recommendations  
1 question

 **Reading:** Activity Exemplar: Review and apply recommendations  
10 min

 **Practice Quiz:** Test your knowledge: Google Ads metrics  
4 questions

Data in, data out: Linking and exporting data

Review: Use metrics from Google Analytics and Google Ads


# Get started with Google Ads

The video lessons in this course demonstrate how to use a Google Ads account that is already active. This reading provides an overview of what is required to set up a new Google Ads account.

**Note: The information in this reading is provided for reference purposes only. You don’t need to set up a Google Ads account to complete any of the activities in this course.**

## Prerequisites

Before you set up a Google Ads account, you need a:

- Google account (you can use an existing Google account, or [follow these steps to create a new Google account](#) )
- Website for your business

If you don’t have a website, you can still use Smart campaigns. The **Smart campaigns** feature enables you to advertise on Google Search, Google Maps, Gmail, YouTube, and certain Google partner websites without necessarily having a dedicated website.

**Note:** This reading doesn’t cover how to create ads. For more information about ad creation, refer to *Course 2: Attract and Engage Customers Through Digital Marketing*.

## Steps to set up an account

The following steps need to be completed to set up a new Google Ads account:

1. Determine a campaign goal
2. Choose the campaign type
3. Configure campaign settings and features, based on your chosen campaign type
4. Decide if you'll use an ad group
5. Create the ad
6. Enter billing information, including a payment method

### Steps 1 through 3: Campaign goals, types, and settings

When you create a campaign, select a goal. It should be the primary objective for the campaign. For example, if your main objective is to increase the number of people visiting your site, you would select Website traffic as the goal.

The following table summarizes the categories of goals used in various types of campaigns. Campaign settings will differ and will depend on the campaign type you select.

| Campaign Type | Sales goal | Leads goal | Website traffic goal | Brand awareness and reach goal | Product and brand consideration goal | App promotion goal |
|---------------|------------|------------|----------------------|--------------------------------|--------------------------------------|--------------------|
| Search        | X          | X          | X                    |                                |                                      |                    |
| Display       | X          | X          | X                    | X                              |                                      |                    |
| Shopping      | X          | X          | X                    |                                |                                      |                    |
| Video         | X          | X          | X                    | X                              | X                                    |                    |
| Mobile app    |            |            |                      |                                |                                      | X                  |

### Steps 4 and 5: Ad groups and ads

An ad group contains one or more ads that target a shared set of keywords. Ad groups are extremely helpful to organize ads based on keywords so you can select the right ads for a campaign based on the most relevant keywords. Fewer and larger ad groups that are split by business objectives consolidate traffic and increase the number of impressions per ad.

### Step 6: Billing






The payment methods for your account depend on the currency and the country where your business is registered.

Certain billing information is required when you create an ad, and will include:

- Billing country: determines the other billing options
- Time zone
- Account type (*Business or Individual*)
- Billing name and address for the account
- Name, phone number, and email address for the account’s primary contact.
- Payment method information

## Resources for more information

You can refer to the following links for more information about setting up Google Ads:

- [Create a Google Ads account: How to sign up](#) : Start with this article for instructions to create a new account and set up your first ad campaign
- [Choose the right campaign type](#) : Describes the different campaign types and why you would choose one over the other
- [About campaign goals in Google Ads](#) : Describes goals available to choose from
- [How ad groups work](#) : Landing page with links to specific topics related to ad groups
- [Google Ads sign-up guide: Set up billing](#) : How Google Ads billing works

### Mark as completed

