




Steps to create Google Ads Account


- **Steps**


- **To facilitate the users, Google regularly changes the interface of Google Ads.**
 - Please follow the steps below to create a Google Ads Account:
 - 1: Visit **ads.google.com** to access Google Ads Account.
 - 2: **Sign-in** with Gmail Account.
-


3: If you are new, then click on **create an account without a campaign** as shown in the image below:


 Google Ads | New campaign


Select the goal that would make this campaign successful to you ?



Sales



Leads


Website traffic


Product and brand consideration


Brand awareness and reach
Reach a broad audience and build awareness
CAMPAIGN TYPES
Display · Video


App promotion



Create a campaign without a goal's guidance

Create an account without a campaign

BACK


CONTINUE

- 4: Click on the **submit** option by selecting the appropriate options.
(Suggestion: keep it to default - See image)

 Google Ads | Start reaching more people


Confirm your business information

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




Billing country

Pakistan



Time zone

(GMT+05:00) Pakistan Time



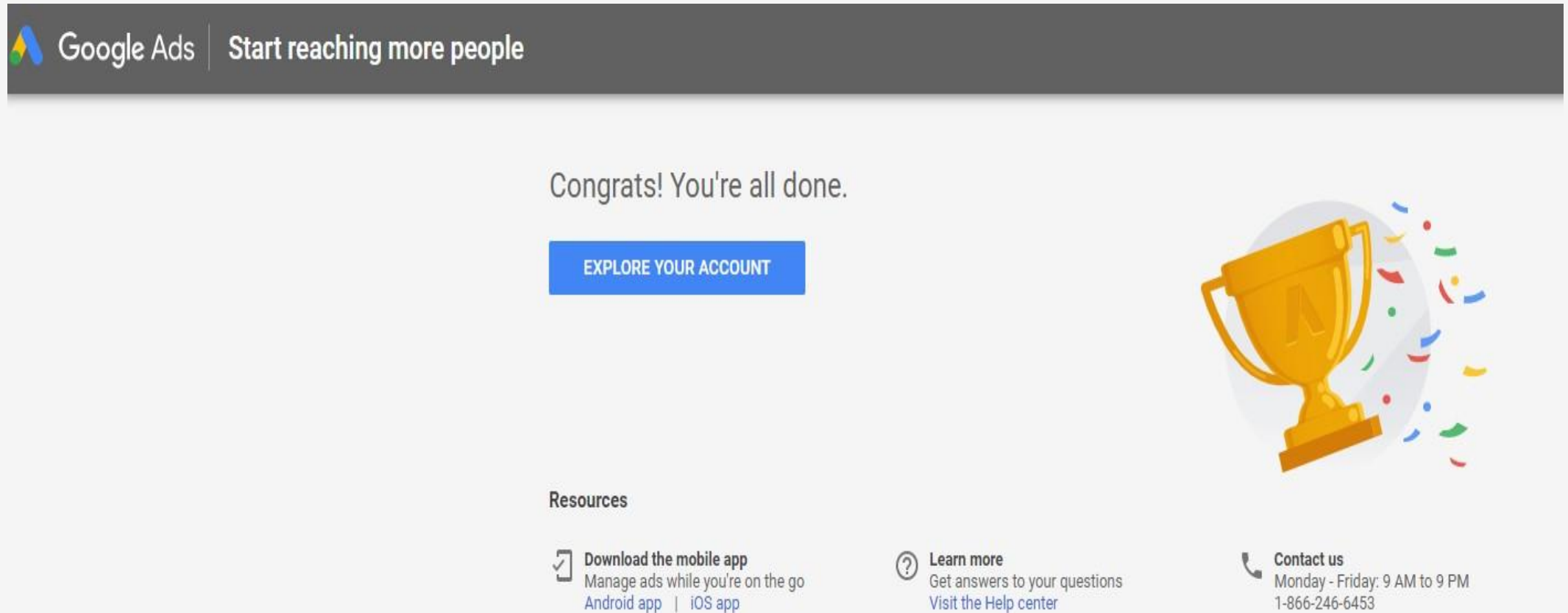
Currency

Pakistani Rupee (PKR)

SUBMIT

CANCEL

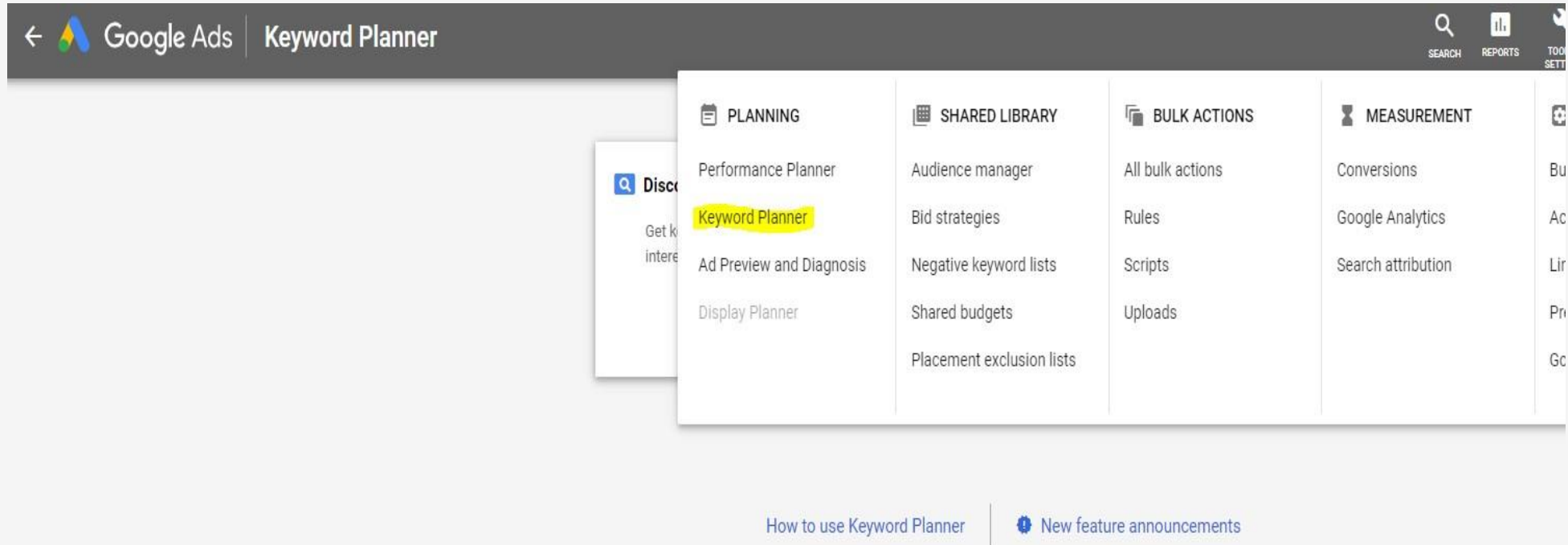
5: The account has been created. Now click on **Explore your account** to use Google Ads account. (As shown in the image below)



6: Find **Tools and Setting** as shown in the image below and click on it.

The image shows the Google Ads interface. In the top right corner, there is a navigation bar with icons for Search, Reports, Tools & Settings, and a help icon. An arrow points to the 'Tools & Settings' icon, which is represented by a wrench and screwdriver. The left sidebar shows the 'All campaigns' section with a sub-menu containing 'Overview', 'Recommendations', 'Campaigns', 'Settings', 'Locations', and 'Change history'. The main content area displays the 'Overview' page for a campaign, showing metrics for Clicks (0), Impressions (0), Avg. CPC (Rs0.00), and Cost (Rs0.00). Below these metrics is a line chart showing performance over time, with a red line at the bottom and a label '12 AM'.

7: In the planning section, click on **Keyword Planner** to explore your keyword research. (As highlighted in the image below)




8: Click on **Start with Keywords** and enter the desired keywords to get results. (Refer to the image below)

Discover new keywords

START WITH KEYWORDS


START WITH A WEBSITE

Enter products or services closely related to your business

 Try "meal delivery" or "leather boots"

Include brand names in results

Enter a domain to use as a filter

 https://

GET RESULTS

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer