

Daily Google Ad Placement Guide

Setup

Sign up for Google Ads

First step:

- sign up for Google Ads at ads.google.com
- If you are prompted for a website, include a personal website. If you do not have one, contact us and we will come up with something

Getting your ads

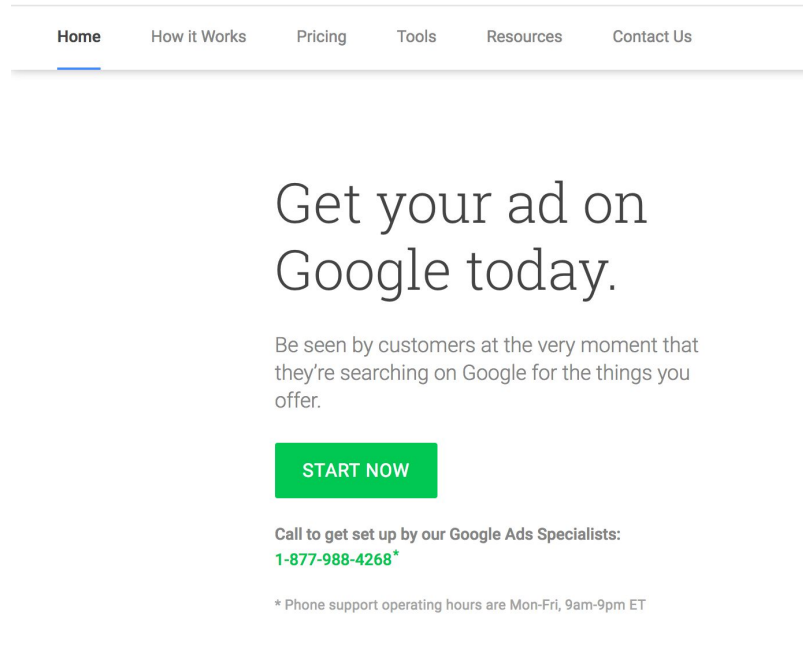
- Before beginning the study, we should have sent you some folders containing your ads.
- Each top-level folder should contain some subdirectories named “Day 1”, “Day 2”, etc.
- Each folder contains information for ads that you will place on each day.
 - For example, consider a folder with two files: “Big Bend National Park.txt”, and “Big Bend National Park.jpg”.
 - Looking in the .txt file, you will see all the information you need for an ad about Big Bend National Park. You will use this information in Step 2.
 - The .jpg file will be used on Facebook as the image for the ad.
 - You will not need the .jpg file for placing Google ads


Setting up payment info

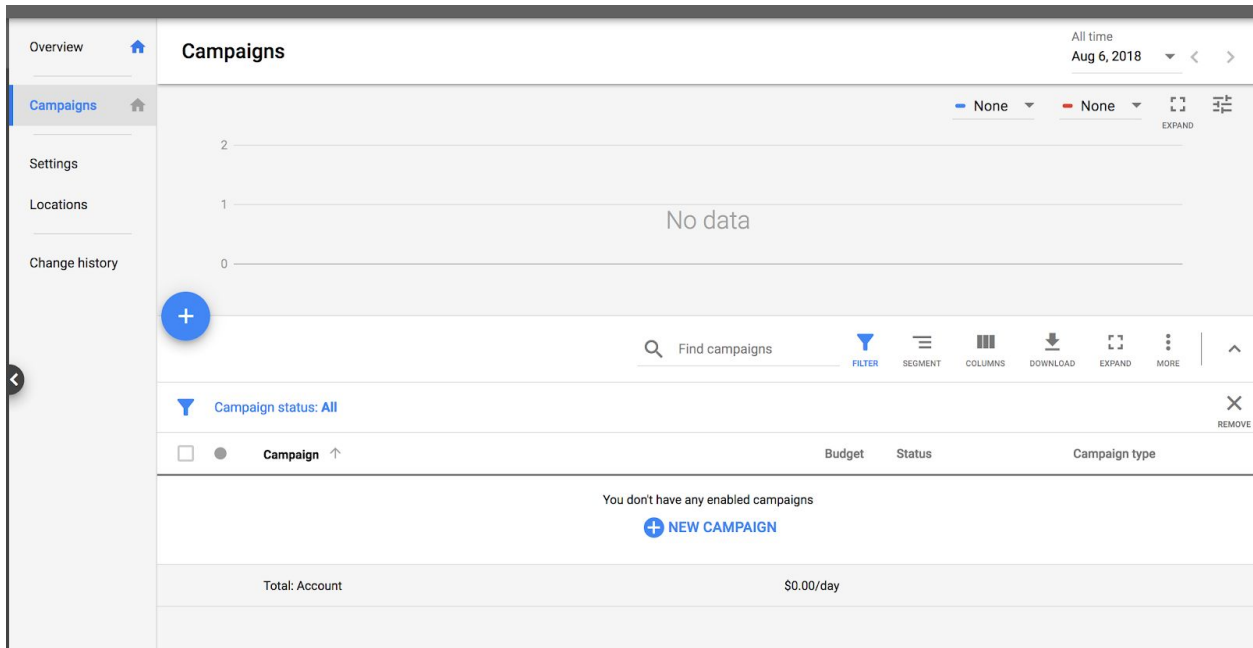
- Visit <https://ads.google.com>, and sign in to your Google account
- You should see a dashboard for creating ads.
 - If you’re instead prompted to start creating an ad campaign, click “Cancel”.
- At the top of the dashboard, click “Tools”, and then click “Billing & Payments” under “Setup”.
- Under “How you pay”, click “Manage payment methods”.
- Click “Add new payment method”, and fill in your personal billing information.
 - **We should have already given you money to place ads with.**
 - **If we have not already done so, stop now and contact us immediately!**
- Once you’ve added a payment method, you will be ready to create your first ad campaign!


Step 1: Create a campaign (one for every ad you place)

- Visit <https://ads.google.com>
- Click the “Start now” button
 - You may need to temporarily turn off your ad blocker to see this



- You might be directed to an express page for creating an ad campaign. If this happens, click the  icon on the top left of the page.
- Then, click “Campaigns” on the left menu bar. You should then be taken to a page that looks like this:



- Once you see this page, click the Blue "plus" circle  and then "New Campaign" (or click on "New Campaign" at the bottom. Then, choose "Website traffic" and then "Search" as the campaign type.
- You should now see a page that looks like this:

- For "Campaign type", click **"Search"**.
- For "Ad goal", click **"Website traffic"**.

- When prompted to provide “Your business’ website”, type in one of the following:
 - For product ads:
 - <https://bestbuy.com>
 - For issue ads:
 - National parks: <https://www.nps.gov>
 - Veterans day celebrations: <https://www.vetfriends.com>
- For “Campaign name”, use the “Ad ID” that corresponds to your ad.
 - You will create a unique campaign for each folder listed.
 - **DON’T TYPE SOMETHING LIKE “Google ad audit”.**
- For “Networks”, leave the default choices checked
- For “Location”, look in the text file for your state and/or district.
 - If you just have a state listed, type in the state’s name and select it.
 - If you have a state and a voting district listed, type in the state’s two-digit abbreviation and the district number, with a space between them.
 - For example, to place an ad for voting district 4 in Oregon, type “OR 4”, and select what pops up
 - Under “Location options”, select “People in your targeted locations” and “People in your excluded locations”
- For “Language”, leave “**English**” selected
- For “Budget”, type **\$1.00**
- For the “Bidding” dropdown, select “**Clicks**”
- For “Start date” and “End date”, select a time period that lasts **48 hours**
- Ignore the rest of the options, e.g. “Dynamic search ads”, “Audiences”, etc
- Click “Save and continue”
- You should now see a page that looks like this:

✓ Select campaign settings

2 Set up ad groups

3 Create ads

4 Confirmation

Ad group type ⓘ ⓘ : Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Ad group 1

Enter or paste your keywords, one word or phrase per line

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

+ NEW AD GROUP ▾

SAVE AND CONTINUE CANCEL

Get keyword ideas

<https://bestbuy.com/>

Enter your product or service

Keywords	Monthly searches
+ best buy	1K – 10K
+ best buy near me	100 – 1K
+ eastbay	100 – 1K
+ electronic store usa	10 – 100

ADD ALL IDEAS

- You're now ready to set up your first Ad Group

Step 2: Create ad groups

- For “Ad group name”, type in a memorable name, e.g. “Ads for day 1”
- Open the text file for today's ads
- For the “Enter or paste your keywords” box, enter in the keywords from the text file
- Click “Save and continue”

Step 3: Create ads

- Click the "New Ad" button.
- You should now see a page that looks like this:

Create ads

For each ad group, we recommend you create at least three ads that closely relate to the theme of your keywords.

Ad group: Ad group 1
Keywords: online music, cd, lp and 1 more

NEW AD

New text ad

Final URL

Headline 1

Headline 2

Display path

www.example.com / Path 1 / Path 2

1 of 2 previews

Mobile

Headline 1 | Headline 2

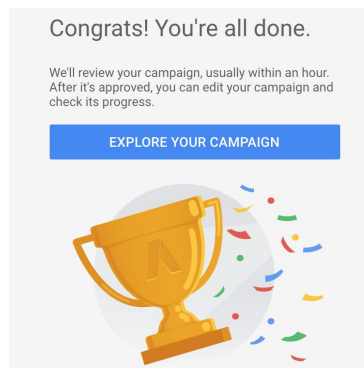
Ad www.example.com

Description

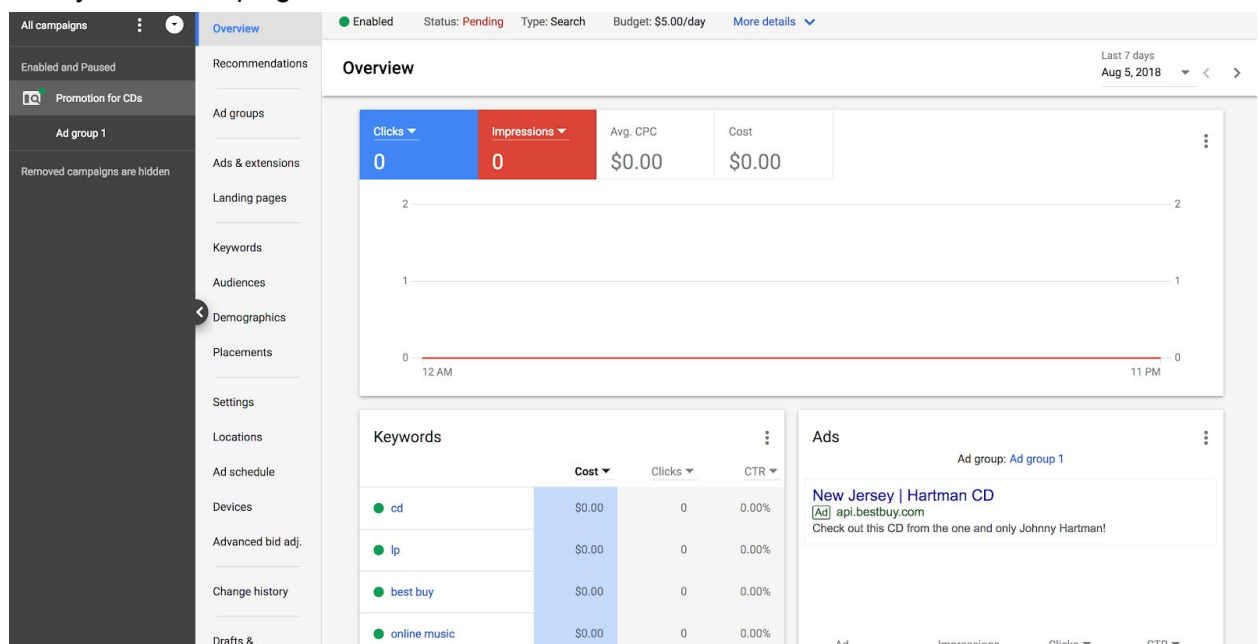
- For “Final URL”, copy and paste the URL that corresponds to today’s ad(s)
- For “Headline 1”, copy and paste the entry for “State” in the text file for today's ad(s)
 - **If the entry is a two-letter state code, type out the full name of the state**
- For “Headline 2”, copy and paste the entry for “Headline” in the text file for today's ad(s)
- For “Description”, copy and paste the entry for “Text” in the text file for today's ad(s)
- When you’re done, click “Save and continue”

Step 4: Confirmation

- You may see a confirmation page for your payment info. Make sure it's up to date.
 - Agree to Google's ad terms and conditions
 - After you've clicked "Submit" for the first time, you should see a page that celebrates the completion of your first ad. Click "Explore your campaign"



- If you've created a campaign before, you should instead be shown the overview page for all of your ad campaigns

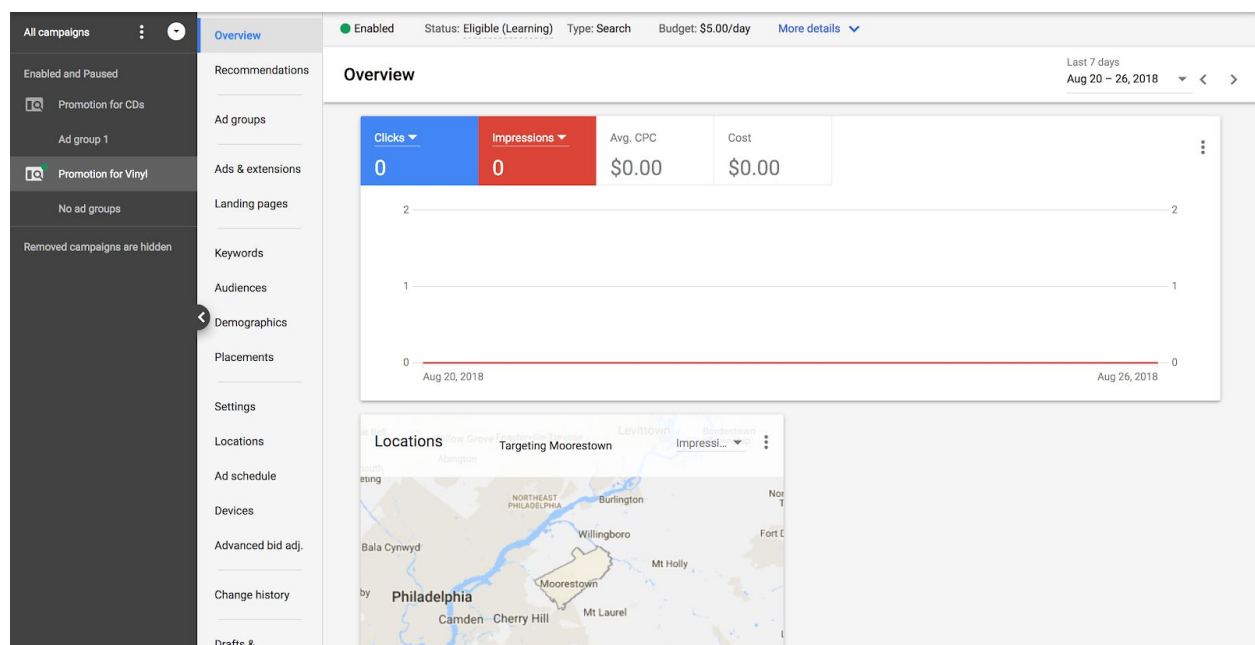


- Ensure that your campaign says "Enabled" and "Status: Pending" at the top. This means that after Google completes its review of your campaign, your ads should run.
 - If you have a question about something or are not quite ready to have the ads running, simply click on "Enabled" and change the status to "Paused".

Step 5: Record data

- Open the spreadsheet for recording ad data about Google in the folder that we gave you.
- You will fill in a row for each ad that you place. Most of the information should be self-explanatory. However, some columns may require some digging around the ads dashboards.
 - Record the number of "Clicks" on Google to "48 hour reach/clicks" in our spreadsheet
 - Record "Impr" on Google to "48 hour impressions" in our spreadsheet
 - On the spreadsheet, "Results" is Facebook only

Instructions for placing ads after Day 1



- At this point, you should have already created and placed your first set of ads.
- To continue placing ads after your first day, visit <http://ads.google.com> again.
- You should be back at the ads dashboard.
- Click on your campaign on the left menu bar, and then click "Ad groups", as shown in the above screenshot.
- Click the big blue "plus" button to create an ad group.
- From here, repeat steps 2-5. It should all be the same process as the first time you placed your ads.
 - **You will do this for each day you place ads.**

- **Make sure that you're placing ads from the folders that correspond to the appropriate day, e.g. "Day 2" for the second day that you're placing ads on, "Day 3" for the third day, etc.**

If you have questions at any point during this study, don't hesitate to contact us!