



Google Ad Session -II

SETTING UP GOOGLE AD CAMPAIGN



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SESSION AGENDA

1. Creating a Google Ads Account
2. Setting Up Your First Campaign
3. Adding Billing Information

CREATING A GOOGLE ADS ACCOUNT

Step 1: Sign Up for Google Ads

- Go to the [Google Ads website](#).
- Click on the "Start now" button.

Step 2: Sign In with Google Account

- Sign in with your Google account. If you don't have one, you will need to create a Google account first.

Step 3: Enter Basic Information

- Provide your business name and website URL.

Step 4: Define Your Advertising Goal

- Select the primary goal of your advertising campaign, such as getting more calls, website sales or sign-ups, or visits to your physical location.

SETTING UP YOUR FIRST CAMPAIGN

Step 1: Choose Campaign Type

- Select the type of campaign you want to run: Search

Step 2: Define Campaign Settings

- Campaign Name: Choose a descriptive name for your campaign.
- Network: Decide where you want your ads to appear (Google search results, partner sites, etc.).
- Location Targeting: Specify the geographic locations where you want your ads to be shown.
- Language Targeting: Choose the languages your customers speak

Step 3: Set Your Budget and Bidding

- Daily Budget: Determine how much you want to spend each day.
- Bidding Strategy: Choose a bidding strategy based on your campaign goals, like clicks, impressions, or conversions.

Step 4: Create Ad Groups and Keywords

- Ad Groups: Organize your ads into groups based on a common theme.
- Keywords: Choose keywords relevant to your products or services that will

Step 5: Write Your Ads

- Headline: Craft a catchy and relevant headline.
- Description: Write a compelling description of your product or service.
- Display URL: Show users the URL of your website.

ADDING BILLING INFORMATION

Step 1: Access Billing Settings

- In your Google Ads account, click on the tools icon (🔧) in the top right corner.
- Select "Billing & payments."

Step 2: Enter Billing Information

- Billing Country: Select your country.
- Account Type: Choose whether you are an individual or a business.
- Name and Address: Provide your name and billing address.
- Payment Method: Choose a payment method (credit/debit card, bank account, etc.).

Step 3: Set Up Payment Method

- Enter your payment details.
- Review and accept the terms and conditions of Google Ads.

Step 4: Verify and Save

- Double-check all the information you entered.
- Click on "Submit" to save your billing information.



THANK YOU