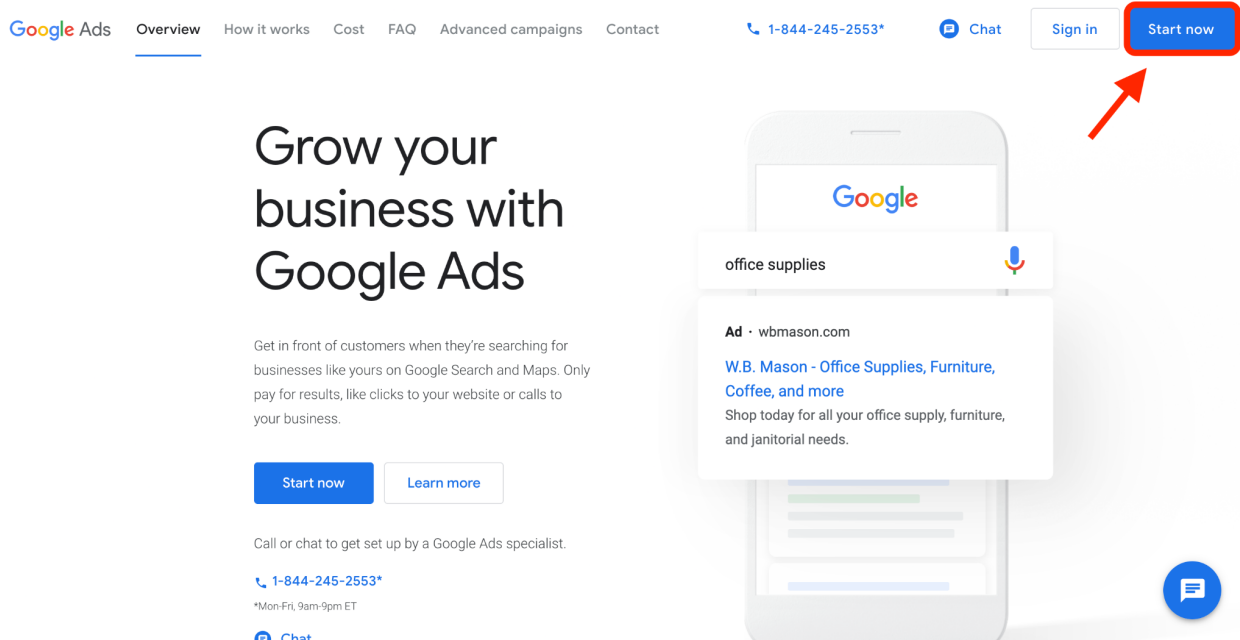


Google Ads Keyword Planner Tutorial

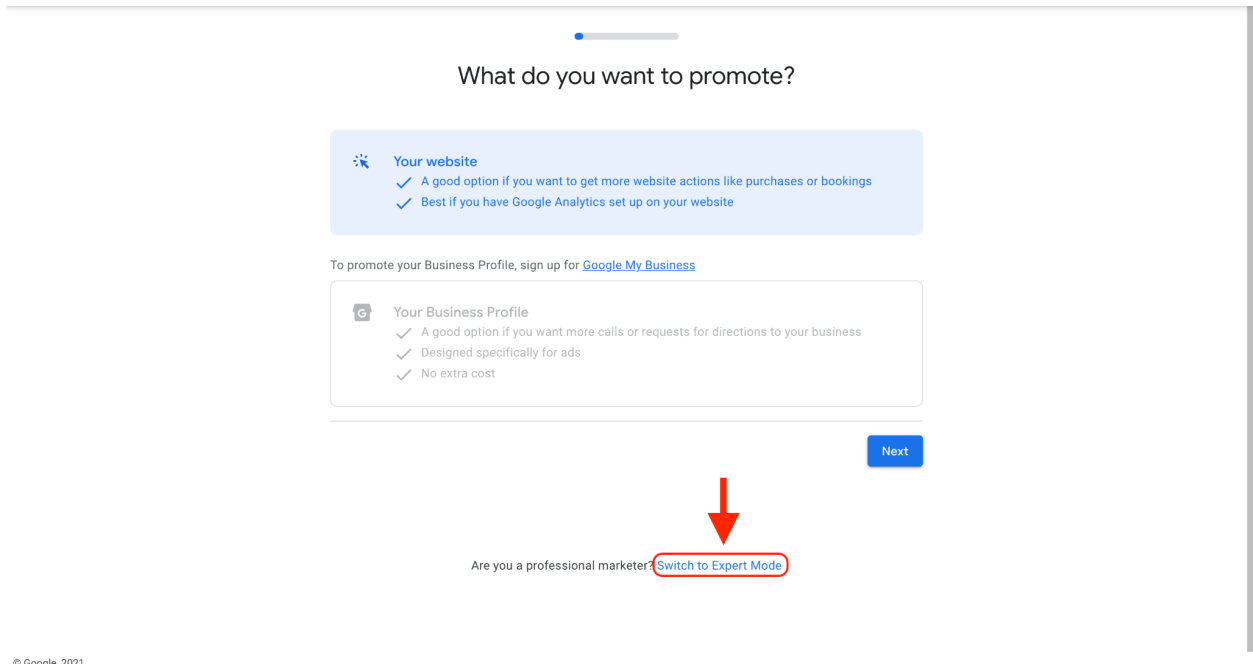
Step 1: Start off by going to ads.google.com and click on **Start Now**.



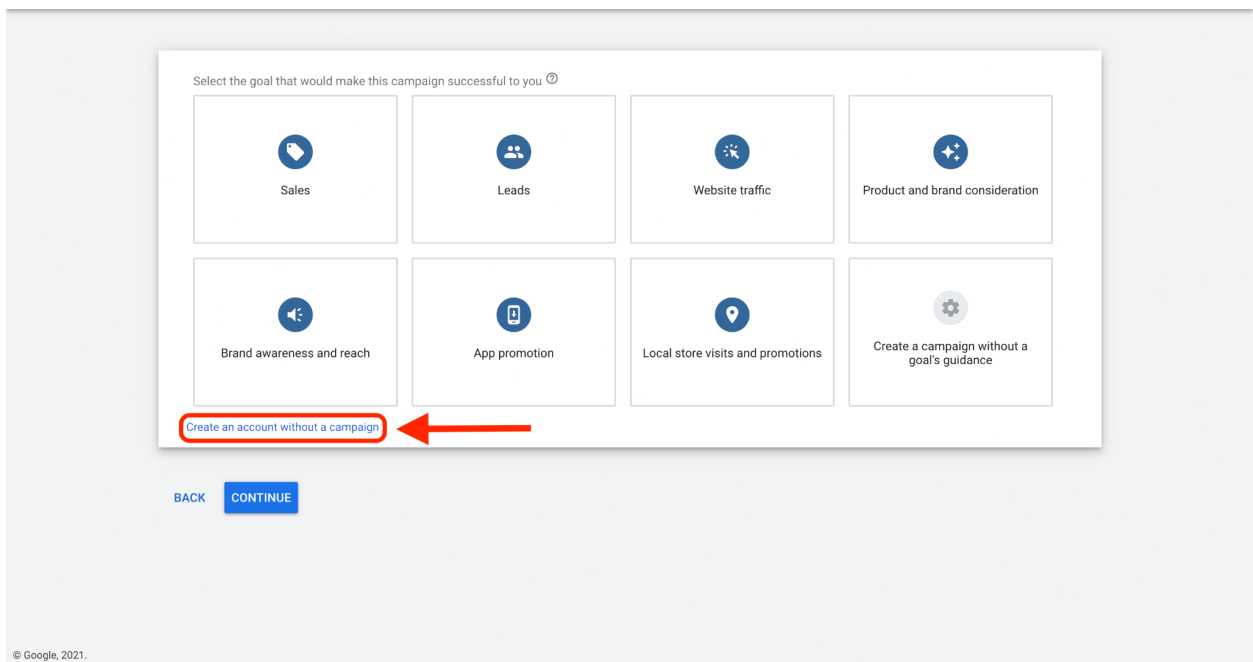
Step 2: Log in with the account you want to use for keyword researching.

Step 3: Google is going to try to force you to create your first ad, but you can get direct access without creating an ad if you know where to click.

Once you reach the beginning of the setup process (may look slightly different to you), click on "Switch to Expert Mode".



Step 4: Click on “Create an account without a campaign”.



Step 5: Simply confirm your business information and move on to the next step. Your location, currency, time zone etc isn't important as you won't be creating ads, only using their Keyword Planner tool.

Step 6: That's all there is to it! Simply click on “Explore your account” and you'll be in. Now you can rewatch the lecture “*How to Keyword Research*” and follow along with the steps!

Congrats! You're all done.

Explore your account



Resources



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