

HOW TO CREATE A GOOGLE ADS ACCOUNT

Introduction

This guide explains how to create a Google Ads account from scratch. It is designed for beginners with little or no experience in

Before You Begin

You will need:

- A Google (Gmail) account
- A phone for verification
- Basic information about your business or website

Step 1 ? Go to the Google Ads Website

1. Open your web browser.
2. In the address bar, type: ads.google.com
3. Press Enter.
4. Click the ?Start now? button.

Step 2 ? Sign In with Your Google Account

1. Enter your Gmail email address and click Next.
2. Enter your password and click Next.
3. Complete any verification steps if Google asks (for example, a text message code).

Step 3 ? Skip Automatic Campaign Creation

Google will try to guide you into creating your first campaign immediately. To avoid being charged before you are ready, you should

1. On the setup screen, scroll down until you see an option like ?Switch to Expert Mode.? Click it.
2. On the next page, click ?Create an account without a campaign.?
3. Confirm that you want to continue without creating a campaign.

Step 4 ? Confirm Business Information

Google Ads will ask for basic account settings.

1. Choose your Billing Country (for example, United States).
2. Choose your Time Zone so that your reports match your local time.
3. Choose your Currency (for example, US Dollar - USD).
4. Click ?Submit? or ?Save? to confirm these settings.

Step 5 ? Explore the Google Ads Dashboard

After confirming, you will see the main Google Ads dashboard.

From here, you can:

- Create campaigns when you are ready.
- Use the Tools & Settings menu to access the Keyword Planner.
- View performance metrics once campaigns are running.
- Adjust budgets, bids, and targeting.

Troubleshooting

- If you cannot find Expert Mode, try refreshing the page or using a desktop browser.
- If the site does not load correctly, check your internet connection.
- If your account is flagged or restricted, follow the instructions in Google?s notification and verify your information.

Conclusion

By completing these steps, you have successfully created a Google Ads account without launching a campaign automatically. Y