

Creating a Google Ads Account

Execution Time: 10-20 minutes



Goal: To create a Google Ads account that is ready to start running your first campaign.

Ideal Outcome: You have access to your campaign dashboard and all the tools Google Ads has to offer.

Prerequisites or requirements: None.

Why this is important: With over 3.5 billion searches per day and over 2 million websites on the Display Network, Google Ads is one of the most powerful channels to advertise to your audience.

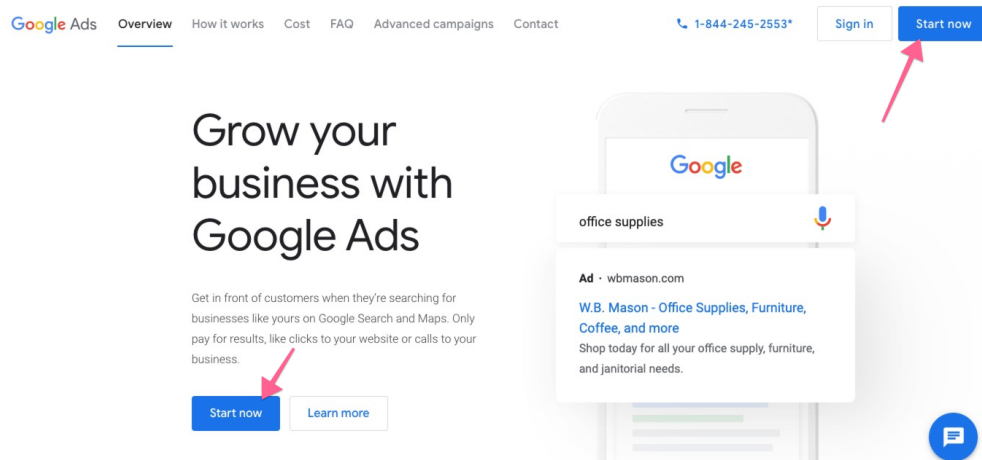
Where this is done: In Google Ads.

When this is done: When you need to create a new account.

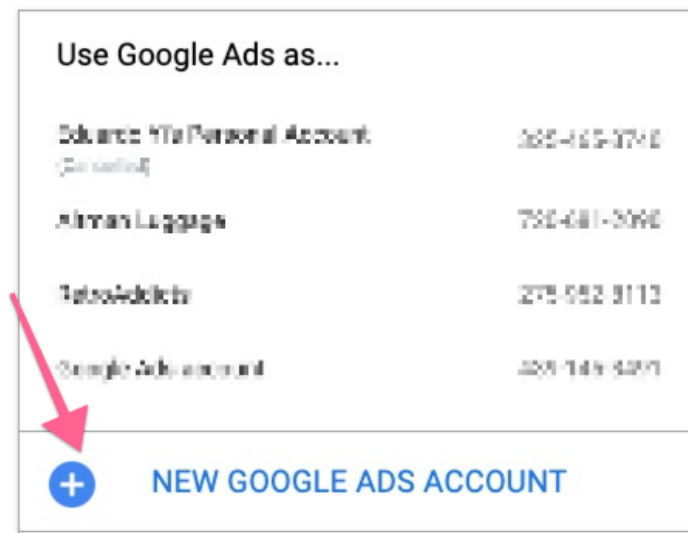
Who does this: The person responsible for paid advertising.

□ Create a Google Ads Account

1. Go to <https://ads.google.com/home/>
2. Click on the blue, “Start Now” button:



3. [Optional] If you already have other Google Ad accounts under the email address you're currently logged in with, you will need to click “New Google Ads Account”



4. At this point, you will be presented with the default “guided setup” in which Google will try to get you to launch an ad from scratch. We recommend skipping the guided setup because it will allow you to use other tools (e.g. Keyword Planner) to plan your campaigns.
 - a. To skip the guided setup, scroll down and click on the link titled “Switch to Expert Mode”

Get more website sales or sign-ups

Get more visits to your physical location

NEXT

Are you a professional marketer? [Switch to Expert Mode](#)

Need help?
Call for free ad setup help at 800 000 047
9h to 18h, from Monday to Friday
[More help options](#)

b. Next, click on “Create an account without a campaign”

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

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Local store visits and promotions	 Create a campaign without a goal's guidance




[Create an account without a campaign](#)

5. Fill in your details and press “Save and continue”

a. **Note:** Be sure to select the currency you want to be billed in for this Google Ads account since this can not be changed later.

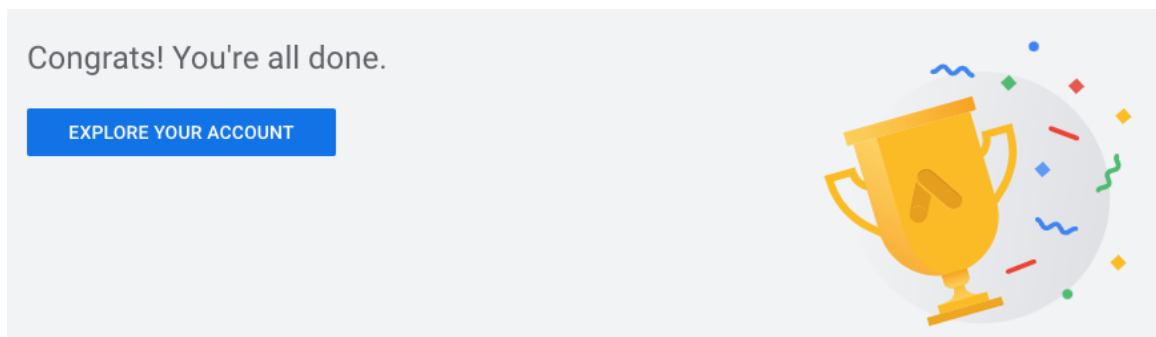
Confirm your business information

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

	Billing country	United States	▼
	Time zone	(GMT-04:00) New York Time	▼
	Currency	US Dollar (USD \$)	▼

SUBMITCANCEL

6. That's it! You should now be in your account dashboard:
- Note:** *By skipping the guided setup you didn't set up any payment method yet. You will need to do so before your campaigns start running.*



□ Enabling Auto-tagging

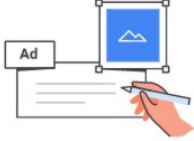
Note: Auto-tagging is an optional but recommended Google Ads feature that will automatically add a parameter to your URL that will tell Google Analytics which ad the user is coming from. This saves you the work of manually tagging each of your campaigns and saves you from potential human error while at the same time allowing for more detailed Google Analytics reports.

1. Go to <https://ads.google.com/> and log in to your account
2. Before you can enable auto-tagging, you will need to create a dummy campaign (this campaign won't be live and won't spend any budget). Click on "New campaign"

Let's start by creating a new campaign and ad groups for your business.

A campaign is a set of related ad groups used to organize categories of products or services that you offer. [Learn more](#)

[+ NEW CAMPAIGN](#)











3. From the list of goals, select “Sales” and click “Continue”

What's your campaign objective?

Choose your objective


Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone, or in store	 Leads Get leads and other conversions by encouraging customers to take action	 Website traffic Get the right people to visit your website	 Product and brand consideration Encourage people to explore your products or services
 Brand awareness and reach Reach a broad audience and build awareness	 App promotion Get more installs, interactions and pre-registration for your app	 Local store visits and promotions Drive visits to local stores, including restaurants and dealerships.	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.


[Cancel](#) [Continue](#)

4. From the list of campaign types, select “Search”


Select a campaign type




Search
Reach customers interested in your product or service with text ads



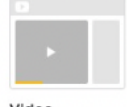
Performance Max
Reach audiences across all of Google with a single campaign. [See how it works](#)



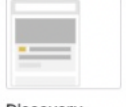
Display
Run different kinds of ads across the web



Shopping
Promote your products with Shopping ads



Video
Reach and engage viewers on YouTube and across the web



Discovery
Run ads on YouTube, Gmail, Discover, and more

Cancel Continue

5. Next, select “Website visits” from the list and type your website URL

Select the ways you'd like to reach your goal ?

☒ Website visits
[www.example.com](#)

☐ Phone calls

☐ Store visits

☐ App downloads

6. Then add your campaign name:

Campaign name

Sales-Search

Cancel Continue

7. Click “Continue”

8. In the bid settings, click “Next” to skip it.


Bidding

Bidding

Maximize conversions

☐ Set a target cost per action (optional)

[Change bid strategy ?](#)



Next

9. In Campaign settings, leave everything as default and click “Next”.

Campaign settings

To reach the right people, start by defining key settings for your campaign

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners ?

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☒ Include Google Display Network ?

Locations

Select locations to target ?

☒ All countries and territories

☐ Malaysia

☐ Enter another location

[Location options](#)

Languages

Select the languages your customers speak. ?

Start typing or select a language


English

×

Audience segments

Select audience segments to add to your campaign

More settings



Next

10. Again in the ad group page, leave everything as default/empty and click “Next”.

11. In the extensions page, leave everything as default/empty and click “Next”.

12. Then, in the Budget section, set the daily budget to \$1 and click “Next”:

Budget

Select the average you want to spend each day.

Set your average daily budget for this campaign

USD 1.00|



For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

13. In the Review your campaign page, you'll see a few errors (rightly so because this is a dummy campaign). Ignore everything for now and click "Publish Campaign".

Campaign name	Campaign #1
Campaign type	Search
Objective	Sales
Goal	Add to cart, Purchases, Submit lead forms



Bidding

Bidding	Maximize conversions
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Campaign settings


Networks	Google Search Network, Search partners, Display Network
Locations	All countries and territories
Languages	English
Audiences	No segments

Keywords and ads

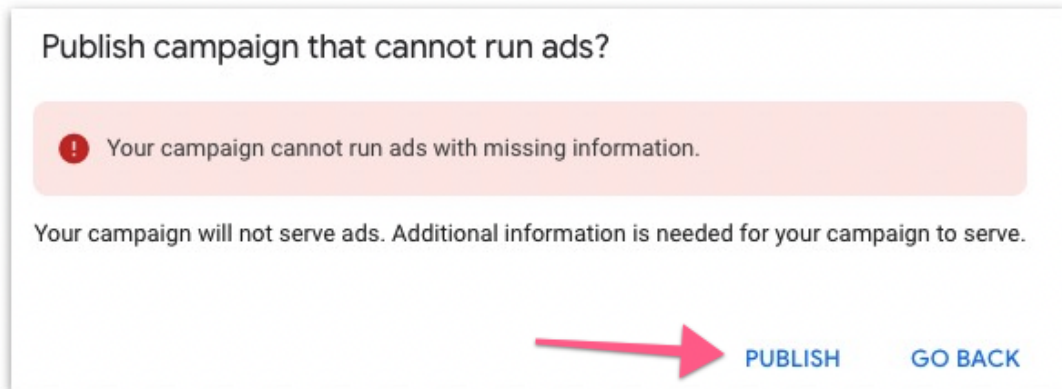
Keywords	None  You don't have any keywords
Ads	None  You haven't created any ads

Budget

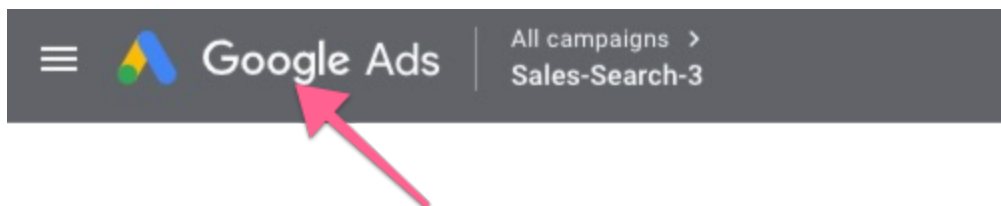
Budget	MYR1.00/day
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 [Publish campaign](#)

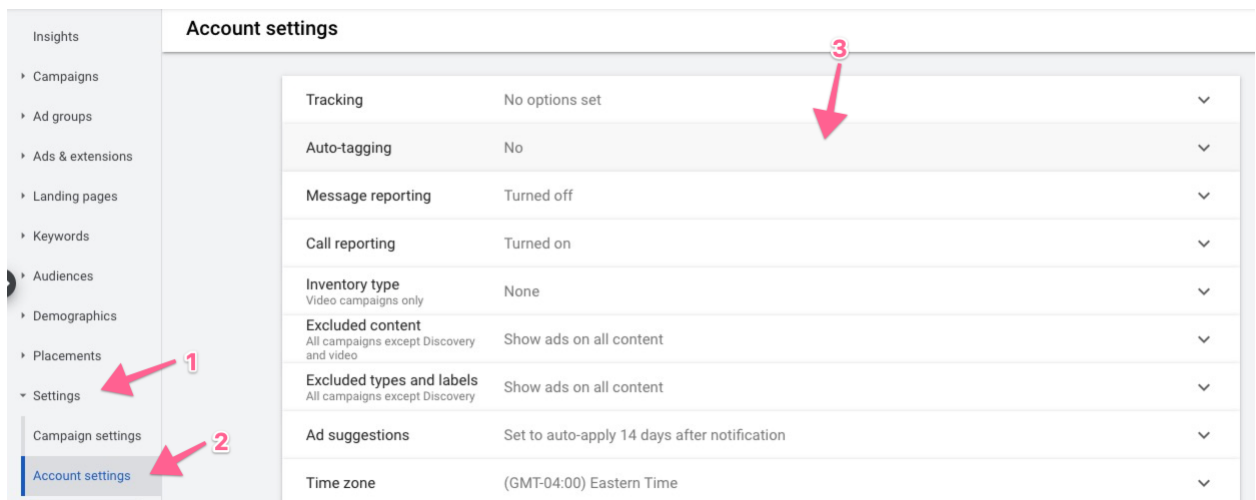
14. On the ad group setup screen, leave everything as default, scroll down to the bottom of the page and click “Save and continue”
15. If you see the confirmation modal, click “publish”.



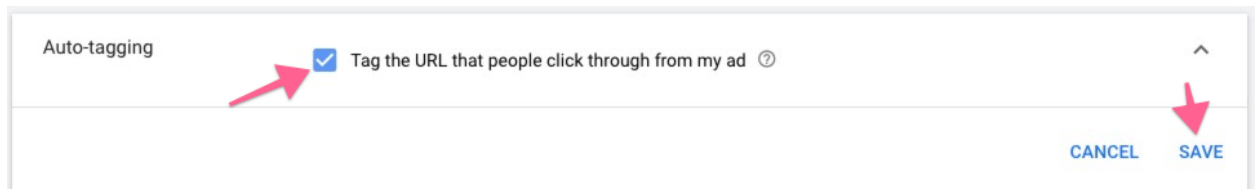
16. Now that your dummy campaign has been published, you can enable auto-tagging. Click on the Google Ads logo in the top navigation:



17. On the sidebar click “Settings” → “Account Settings” → “Auto-tagging”



18. Tick “Tag the URL that people click through from my ad” → Click “Save”



19. That’s all! You should start seeing your Google Ads traffic information inside Google Analytics in the first 24 h after your ads have started running.

20. Once done, make sure to pause/remove the dummy campaign from your ad campaigns page.

