## Set Up Your Account and Add Keywords

Setting Up AdWords

* Setting Up AdWords
* Add Your Keywords
* Location Settings
* Settings: Ad Rotation, Delivery

**Part 2**

* Ad Extensions
* Bids & Strategies
* Conversions
* Quality Score

**Advanced AdWords**

Let's get the account set up, add keywords to it, and ensure all of our settings are matching our goals.

* Optimizations
* Create Rules
* Set Bid Adjustments
* Ad Relevance/Quality Score
* Bids

Google Analytics