

GOOGLE ADWORDS

A Beginners Guide To Google Adwords



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Important Note: Large businesses like Google that get a significant amount of their income from advertising are constantly changing their ad experience. While this Beginners Guide to Google AdWords was created on knowledge which is currently up-to-date, you may experience slight changes when you put it into practice.

Google makes approximately 95% of its income from advertising. This means they want the AdWords platform to work for you because if you don't make money, you move on to some other advertising network. This desire to help their business by helping you succeed in your marketing efforts means changes will always be happening. For the most current state of Google AdWords, including a basic overview, ads, strategies, and tips for success, visit the following link.

<https://adwords.google.com>

That URL gives you access to your Google AdWords account as well as helpful tools and resources, and you can contact a Google AdWords specialist with any questions you may have.

Introduction

The Internet and the World Wide Web have combined to provide opportunities for businesses to reach a global audience. One of the ways to do so is to use paid advertising platforms like Google AdWords. Any business, online or off, can reach millions and even billions of potential customers with AdWords advertisements. There are many businesses which dedicate most or all of their marketing budgets to AdWords because this advertising platform provides most or all of their profits.

Whether you are announcing a new product launch, you want to build brand awareness, grow your email list or sell products online, AdWords can help. There are so many advertising options and filters that you can quickly create a customized ad and then target your ideal prospects, taking up very little of your time, and investing minimal capital.

You select how much you want to spend each time someone interacts with one of your advertisements, and you can constantly change the parameters, text, demographics, geographical reach and other aspects of your ad. Whether you are the owner of a Fortune 500 company or you are launching a tabletop entrepreneurial business, AdWords can help you reach your business goals.

Unfortunately, beginners to this potentially profitable ad network sometimes get in over their head. Because they believe they know a little bit about the process, they jump in with both feet rather than testing the waters one toe at a time. This is the wrong approach, which can lead to your entire marketing budget drowning rather quickly.

The object of this Beginners Guide to Google AdWords is to keep you from making costly mistakes. You will learn how to effectively use AdWords to minimize your costs, maximize your returns, and reach all your business goals. This report will show you how to access analytics and data which

create the most profitable outcome for you and your business. Let's get started with your AdWords education by exploring why this marketing platform is perfect for so many businesses.

Why Use Google AdWords to Grow Your Business

There is no end to free online methods for advertising your business. You can blog, hit forums, reach out through email marketing, and spend time getting the word out on social media. With so many effective free marketing tools, why should you spend money on Google's advertising network to build your brand, increase awareness and improve sales and profits?

- **AdWords is instant** - Search Engine Optimization is a good way to drive free traffic to your website. However, it can take weeks or even months to see your SEO efforts pay off. The ad you create in AdWords is often approved within 24 hours, meaning you can see a nearly instant return on your investment.
- **Google is the largest search engine in the world** - It is probably not news to you that the Big G is the King Kong of Internet search engines. It is one of the largest online businesses, and most people use Google rather than some other search engine when looking for things online. This means Google places a preference on their advertising network as opposed to other Internet marketing methods.
- **AdWords has built-in analytics** - By simply placing an ad through AdWords, you have access to tons of relevant marketing data. Spend time studying this information, and you can eventually spend a minimal amount of money while simultaneously creating the largest possible return.
- **Your competitors are using AdWords** - The AdWords platform is based on keywords to a great extent. There are also video and display ads, and in-app advertisements. Studies show that more small and large businesses are using AdWords than ever before. If

- you are not actively engaged with this global marketing tool, and your competitors are, you could be losing ground to the competition.
- **You can create ads in minutes** - Once you understand how to work through the ad creation process (which you will learn in this report), you can create new ads in just a couple of minutes. This speed of process, coupled with the transparent analytics AdWords offers, gives you access to rapid creation as well as monitoring and tweaking abilities not present on many other advertising networks.
- **It's inexpensive** - You can put the power of the world's largest search engine to work for you for just \$5 or \$10 per day. You can pause or discontinue your campaigns at any time and change your daily and campaign budgets whenever you like. This gives you access to the world's largest data collection company for a minimal investment.

Businesses both large and small routinely use AdWords to earn 2 times, 3 times and in some cases as many as 5 or 10 times what they spend on Google's advertising network. On the other hand, just like any marketing tool, you can lose money if you do not know what you are doing. The purpose of this guide is to give beginners to AdWords the knowledge they need to dramatically improve their odds of success.

The first step to successful advertising on the Big G is to determine what you are trying to accomplish with your advertising campaign

Clearly Define Your Goals

The way AdWords works, you need to have a clear picture of exactly what you want to accomplish with your campaign. If you don't, if your goals are vague, your efforts will reflect that. You may also end up spending a lot of money and seeing few results. There is another reason you need a very specific idea of what you want to accomplish.

There are several different ways you need to choose from to deliver your ad. You may want to work with Google's search network, or perhaps you would prefer a display ad. You may choose video ads or advertisements that show up in an application. In each of these situations, understanding exactly what you want to do with each ad campaign is vitally important for you to see the intended results.

Are you trying to send people to your website? Do you want these ads to lead directly to sales, sending the web surfers to a sales page or your online store? The Google AdWords platform has specific methods for getting customers to call your business or fill out a form on your blog or website.

If you want to drive foot traffic to your physical business, keep that in mind while creating your ad campaign. Perhaps you want to run a campaign where you are trying to build brand awareness. You want your brand name and logo to appear over and over, so people subconsciously have your business in mind when they are searching for the products and services you offer.

Clearly defining your goal of each individual ad campaign is extremely important. Take some time here to be very specific about what you are trying to accomplish. You should have one specific goal for each ad campaign. Remember, you can create endless campaigns for an endless

number of business goals, so don't try to do everything with one campaign.

Eventually, you will have one campaign for each business goal, and you can run simultaneous campaigns with the hopes of achieving different sets of results. Additionally, in each campaign, you can run multiple ads at the same time. Once you have a goal in mind for your first campaign, you will need to open an AdWords account.

Opening an AdWords Account

To get started, you will need to set up a Google AdWords Manager account. This is where you will build ads and campaigns, monitor their performance, and test and change different aspects of your advertisements until you discover a profitable combination. Head to the following URL to get started.

<https://adwords.google.com>

Click the Sign In button at the top right of your display. You can sign in with your Google account if you have a Gmail address. You can only attach a single email address to your AdWords account, and Google much prefers this to be a Gmail address. **

You need to choose a time zone you will be operating in and add billing details. Your billing details include a payment option which will be linked to your AdWords account. This is how you will pay Google when your ads are triggered. Your time zone can be changed in the future, but your billing details cannot so keep this in mind when setting up your account.

** If you would like to open a Gmail account with your non-google email address, do this.

Go to Google.com and click the Sign In button in the upper right corner. Click Create Account and enter your info. When entering your username, you will see an option that says, "I prefer to use my current email address." Click that link, enter your email address, and follow the prompts.

How to Choose Your Campaign Settings

Now that you know exactly what you want to accomplish with a specific ad campaign and you have opened an AdWords account, it is time to decide what type of ad you are going to use. You will select specific settings and filters that give you the best chance at successfully achieving your business goal. The choices you make here will dictate where your ads are going to appear.

Your selections will also decide how your ads will show up, for example, as text or video. You choose which of the two Google ad networks will see your advertisement, and you can choose to exclusively show up on desktops or mobile devices, or select both of these options. To get started, choose a campaign name. Then choose from the following options regarding where your advertisements will display.

Search Network

This is pretty self-explanatory. You probably have searched for things on Google before. When people use any of the search engines which make up the largest search engine on the planet, Big G or any of their affiliate engines, your advertisements can appear in those search listings if you choose this option.

What you may not have known is that Google sells space on their advertising network. Smaller search engines understand that they can never compete with Google as far as sheer amounts of traffic and search requests are concerned. This means it is harder for them to develop advertising revenue. Smart search engine owners agree to pay Google to receive a portion of the ad revenue Google creates.

They become an affiliate search engine for Google. When you choose the Search Network when selecting your campaign settings, your ad may appear on search engines other than Google. This will not affect the amount of money you spend, according to how much you decide to pay per click or impression. What it does is effectively expand your reach beyond only the Google search engine.

Display Network

Display ads are just what they sound like. They are visual ads as opposed to search-based ads. There is a lot of research which indicates web surfers prefer interacting with video as opposed to text, and in the last few years, the trend towards video consumption online has continued to show an upward trajectory.

For this reason, you want to consider some type of display advertising on the Google AdWords platform in the future. The display network includes literally millions of mobile applications, video sharing sites, websites and blogs where your display ads can appear. Once you choose certain filters, keywords, and demographics, Google will find display network partners and opportunities that relate closely to those settings.

This means your display advertisements will only appear where they have the highest relevancy. Since text-based ads are the easiest to create, you may want to focus on building your first ad for the Google search network, rather than the display network. Once you get the hang of how AdWords works, you can move on to more detailed, visual ads and choose the display network for them to appear.

Search Network with Display Select Setting

Choosing this type of campaign means you will access both the display and search networks. Understand that while this does expand your reach, it means a bigger possible prospect pool and impressions, which could drive up your per click costs and your overall advertising spend. However, since you can set your per click and impression costs, and your daily budget, this is a great place for beginners to start.

Google recommends this setting for beginners because it requires the fewest clicks to set up an advertisement. You can be up and running quickly when you choose the Search Network with Display Select setting, and then the Standard campaign subtype, which we will discuss next.

Choosing Campaign Subtypes

After choosing your type of campaign, you select subtypes. Each campaign type has multiple settings from which you can select. On your first go-round, while you are getting your Google AdWords feet wet, you will probably want to select the Standard option. This limits the number of settings you have to deal with, so you may think that it would be a better move to choose as many settings as you can.

Here is why this is sometimes a bad move.

Depending on the ad you create and the type of campaign you are running, you can select so many different settings that you drastically narrow down who can see your advertisement. Depending on how good you are at selecting keywords relevant to your ad and product, this could mean your advertisement doesn't get in front of very many people.

Aside from the Standard settings option, you may choose All Features. The All Features setting is appropriately named because you can choose from every possible filter setting Google AdWords offers depending on the

campaign type you've chosen. In Google's official AdWords guide, they recommend beginners start with the Standard subtype. That is also the option you should choose whenever you want to get a campaign up and running quickly, literally in just a few minutes.

When Should You Choose the All Features Setting?

This is the appropriate choice to make if you are a daily AdWords user. This is a very powerful tool because it allows you to mix and match multiple AdWords features, filters and properties.

For instance, the All Features subtype offers a weekly calendar where you can set your ads to run at very specific times each day. You can choose different blocks of time each day, and change those time periods from one day to the next. Imagine being able to send your ads to only specific cities or other geographical locations, and having ad traffic funnel through to your choice of multiple websites. Those are just a few of the abilities the All Features selection allows you.

For AdWords Beginners That Want to Get Set up Quickly and Reach the Largest Potential Audience

- 1 - Choose a campaign name
- 2 - Choose a campaign type - Search Network with Display Select
- 3 - Choose a campaign subtype - Standard

This setup does a lot of great things for you as a beginner. If you have a product or service and someone searches for it by name on Google, or on any Google search network partner, your ad has a chance of being seen. Also, if someone happens to be surfing a website, blog, video sharing site or some other corner of the World Wide Web and is browsing content related to what you are offering, your ad can also be seen.

This setup provides the fastest and easiest ad creation process and should be a consideration if you are new to creating campaigns on the AdWords platform.

Selecting the Geographic Destination for Your Ads

Your customers may be specific to a particular neighborhood, city or small geographical area. This is the case if you have a physical store and you are trying to drive traffic there with your Google ads. On the other hand, you may be offering a course which would appeal to people in different locations around the world. Some countries may be perfect for your product, and others may not.

At this point in your campaign creation, you will choose specific geographical targets for your advertisements. This is pretty straightforward. If you know most of your customers come from a specific city, country or group of countries, this is the tool that helps you hone in on those perfect prospects.

Google recommends you ask yourself the question, "Where are the customers I want to reach?"

Google allows you to target specific regions, such as cities, postal codes, provinces and, depending on the country, other specific geographical areas. You can even pick and choose certain states or geographical regions in a country, and eliminate others. If you run an online business, you probably think that you want to be seen everywhere. There is one very good reason this may not be the case.

The larger your distribution area, the quicker your advertising budget can be used up, especially if you haven't selected your keywords properly. If you are just starting out, use the Location Targeting tool to limit your exposure to a geographical area large enough to make an impact on your business, but small enough for you to control the advertising costs.

Choosing the Right Bidding Strategy

Even if you're new to Google AdWords, you may understand what CPC refers to. That term means Cost per Click, the maximum amount of money you are willing to spend each time someone clicks on one of your ads. It is easy to understand what your costs are with CPC advertising. You may also choose CPM bidding, which means you pay a set price for every 1,000 impressions, whether or not someone clicks on your ad.

With CPM, you are charged merely for exposure. With CPC you pay for an action, someone clicking on your ad. Beginners should start with a CPC bidding strategy, as it gives you an easier to understand set of data and results.

If your maximum bid of \$0.50 is activated when 100 people click on your ad, your total cost would be \$50.00. In many cases though, your maximum bid does not always register. When you are setting a CPC bid, you are telling Google the high-end figure you are willing to pay if someone happens to click on one of your advertisements, whether they take any further action after that or not.

If you have selected the appropriate keywords and you are bidding more per click than your competitors, you have a very good chance of your ad getting clicked on, as opposed to advertisements from other businesses. For beginners, choose from one of a couple of different CPC bidding options.

- Maximum Clicks (Automated Bidding)
- Manual CPC Bidding

Which one of these you select depends on a couple of things. If you don't have a lot of time to monitor your ad campaigns, and you are a relative beginner to Google AdWords, choose the Maxim Clicks option. If you are familiar with other online advertising platforms but not Google AdWords, and you have a lot of time to invest, you may want to choose the Manual CPC Bidding option. Maximum Clicks bidding tells Google to automatically set your bids, so you get the maximum number of clicks without exceeding your budget.

Daily Budget Considerations and the 20% Rule

How much are you going to spend? To figure out your maximum daily spend, think how many days your campaign is going to run. Consider at least 30 days so you have a good set of data and analytics to monitor. If you want to spend no more than \$300 during this ad campaign, your budget would be \$10 per day for 30 days.

Keep in mind that the way AdWords works will almost never result in an even per-day expenditure. The AdWords system wants to show your ads as frequently as possible, to the best possible prospects. This means that if you have a \$200 spending limit for a 30-day campaign, and you have your daily maximum set at \$20, your budget may be exhausted in 10 to 12 days.

What most AdWords beginners don't know is that Google allows for a maximum of 20% more clicks than your daily budget indicates.

This is because of traffic fluctuations. Take this into account when setting your daily budget. This means that if you have a \$10 per day limit set on a campaign, you may incur as much as \$12 in clicks for that day. Even when this occurs, the amount of money you spend over the course of an entire campaign will never exceed your campaign budget, even if some individual days in that campaign exceed your daily limit by 20%.

Setting Up Ad Groups

In each campaign you run, no matter how many campaigns you have going at the same time, you will have advertisements. You may have a single ad in a campaign or many ads. Those ads are contained in what Google calls Ad Groups. Before you get to the fun part of actually creating your ads, you have to set up your Ad Groups. You need at least one Ad Group for each campaign and a minimum of one advertisement per Ad Group.

Your ad group is where you will create your advertisement. This is also where you will choose keywords that Google will use to make your advertisement appear. When a keyword you have chosen is triggered, your ad has a chance to show up. If you and some other advertiser have the same keyword, Google will choose the ad with the higher bid, while also considering your daily spend.

One way smart advertisers use ad groups to make the most sales with the lowest costs is by creating multiple ads in a single group. They use the same advertisement, only changing one or more keywords to trigger that ad or just a few words in the text of the ad. In this way, you can find out which combination of text and keywords delivers the best return on investment (ROI). Additionally, a great aspect of AdWords is that Google will choose the ad which performs the best if you have multiple ads in an ad group.

Creating Effective Ads

There are a few proven ways to create your ads which lead to more success, regardless what your business goals are. We mentioned earlier that AdWords allows you to create video and image ads, but the most common Google advertising medium by far is text.

Text Ad Components

Every AdWords headline is divided into two sections. Depending on the size of the display, the second part of the headline may wrap around, or show on the second line of the advertisement. Good headlines should make sense when someone reads them together, or as two separate lines. This is followed by your display URL, which is the web address where you are trying to send traffic. After the headline and URL, there is the description part of your advertisement.

Now that you know the different pieces of a text ad, let's take a look at some best practices for creating ads that help you reach your goals.

- What makes your offer unique? Highlight the difference between you and similar competitors. Your headline is your first opportunity to grab attention, so it should separate you from the competition.
- Include a call to action (CTA) in your ad description. If you are selling women's dresses, you could say, "Check Out our New Summer Line." Be clear and direct with your CTA.
- Include sale terms, discounts, limited time descriptors, and scarcity. Let your customers know there is a limited time to act, and that there are a limited number of offers available.

- Link to a landing page made specifically for your ad, not a general page on your site. Create a webpage that is linked directly to the keywords and topics of your ad, as this will improve your relevancy score and end up with a higher conversion rate.
- Use the keywords you select for your advertisement in your ad. If "Training German Shepherds" is one of the keywords you are bidding on, then "Training German Shepherds" would make sense in your ad.
- Get in the head of your perfect prospect. Is someone likely to type the phrase "how to choose athletic shoes" into Google? If so, and you are advertising tennis shoes, you may want to include that phrase in your description or headline.
- As you create your ads, you will see a preview on the right side of your display. This shows you exactly how the ad will appear to your target audience.
- Be specific, not general. Don't talk about several things in your ad, just one specific offer, product or call to action.

Choosing Effective Keywords

It may sound obvious, but you want to choose keywords and phrases people are searching for, those words which relate to your advertisement or offering. When the keywords you have chosen are directly or indirectly related to search terms customers use on Google and the expanded Google search network, your ads can appear. Here are a few basic tips Google recommends to give your keywords the best possible chance at triggering your ads.

- Be specific. Just as the words you use in your advertisements need to be specific instead of general, the same applies to the keywords you choose.
- Use the Google Keyword Planner to see how much traffic potential keywords get.
- Group your keywords by theme or product. Each service or product you are advertising should have its own set of keywords.
- Think like a web surfer. How do you word your search requests? Think like a customer, not a business owner or ad creator.
- Include negative keywords. Google lets you include words which exclude your advertisement from showing up to the wrong people. If you sell adult diapers but not children's diapers, you should include negative keywords like "children" and "kids."
- Choose between 5 and 20 keywords for each ad group.

- Keywords and phrases with 2 or 3 words or more tend to be more cost-effective, specific, and return the best ROI.

There are some keyword tools that search engine optimization (SEO) experts and AdWords gurus recommend. The following free and paid keyword research tools can help you find the perfect words and phrases for your AdWords campaigns.

- SEMRush
- LongTailPro
- WordTracker
- Google Keyword Planner
- KWFinder
- Answer the Public
- SerpStat

How Are You Charged?

There are a couple of different ways you can be charged when the advertisements in your account are triggered. When you created your account, you set up a form of payment. A charge will be made to that payment type when one of the following two conditions is met.

1. Google will charge you 30 days after your last automatic payment, or 30 days after you begin running an ad.
2. Your advertising costs reach your maximum budget.

You will be charged when one of these payment algorithms is triggered, regardless which comes first. If you have selected manual payments and your pre-pay has been exhausted, your campaign will immediately end. This is why it is a good idea to choose automatic payments and provide a Google-approved payment type for automatic charges.

Check That Your Ads Are Live

At this point, it is okay to be a little excited. You have set up your AdWords account, selected a form of payment, created an advertisement and chosen keywords you think will perform well. Now you may want to start typing those keywords and phrases into Google to see if your ads are showing up. There is a much simpler way to check that your ads are live, and it is called the Ad Preview and Diagnosis Tool.

If you search for your ads in Google and click on them, you will incur expenses. You can also adversely affect your statistics. Google has to review your ad, to make sure you are adhering to their advertising policies and that the ads are suitable for the audience you chose. The Ad Preview and Diagnosis Tool tells you if your current ad has been approved, and if it will show up for a given search.

This is great information to have, for obvious reasons. You can make necessary changes if the tool says your ads are not going to appear for a desired search term. Sometimes a simple change to your keyword bids will get your ads showing up where you would like them. The Ad Preview and Diagnosis Tool will additionally tell you why your ad is not showing up if that is the case.

Once your ad gets the okay from Big G, you will see the word Approved to the far right of your ad in the ads manager.

Monitor Your Ad Performance

Now comes the fun part, finding out how your ad is doing. After all, this is what all your hard work has been dedicated to up till now. You want to see results. You should be checking into your account at least once a week. This will give you an idea of how your advertisements are performing.

When you access the Campaigns tab in your AdWords account manager, if you have any advertisements that have been running for a while, you will see statistics which reveal the number of clicks you have received on a particular campaign, how much you paid per click, your overall cost, how many times your ad has appeared and other helpful data.

If you would like to see how particular keywords, ads or ad groups are performing, simply click on those tabs in the All Campaigns subsection of the Campaigns tab.

What to Do Next

After a couple of weeks, you should be able to see how your ads are performing. Beginners to the Google AdWords marketing platform sometimes get a little eager once their ads are up and running, and they check them several times a day. Doing this can lead to knee-jerk reactions which can hurt the performance of your advertisements. Make sure you are not checking your ad performance more than once every 5 to 7 days when you're first starting out.

Once you have a lot of data to go on, you can begin to move money away from unsuccessful keywords and advertisements, and funnel that part of your marketing budget towards those advertisements which are doing well. What you are willing to pay for each action is up to you. In the beginning, if you can find the perfect advertising recipe which has you breaking even with AdWords, you are doing great.

If you tweak your keywords, headlines, text, ads, ad groups and campaigns to the point where you are actually making a profit as a beginner, you should be ecstatic. It generally takes a few weeks or months to become familiar with the Google AdWords process and to turn your advertising investment into profits.

Now all you do is continue to monitor your account by checking the performance of your ads, keywords, ad groups and campaigns in your Google AdWords manager. You can continue to create new ads, and you should eventually end up with just a handful of keywords and advertisements which perform the best. Focus your time, energy and money on these advertisements, and stop throwing money at campaigns which are unprofitable.

Using the Google AdWords Campaigns Manager – Putting It All Together

All the information up to this point provides you with a good understanding of exactly how Google AdWords can help you grow your business. Regardless what type of business goal you are pursuing, you can run a campaign and single or multiple advertisements that help you reach that goal. You can create multiple campaigns, one each for a specific goal or product that you offer, and split test different advertisements in each campaign until you discover a profitable recipe.

Now let's take all that you've learned up to this point and head over to the Google AdWords campaigns manager. It is time for you to put theory into practice. These are the steps you want to take to create a campaign. The following sections below serve as how-to instructions for navigating your ads campaign manager, depending on what you are trying to do.

Even if you have no particular campaign in mind at present, it is a good idea to walk through this process building an imaginary campaign just so you get the feel of the AdWords interface.

(NOTE: The following step-by-step process walks you through creating the simplest and quickest AdWords campaign setup. This is the setup recommended by Google for AdWords beginners. Move through this process a couple of times, creating imaginary campaigns, until you are familiar with the process. Then you will feel more comfortable creating more detail campaigns in the future.)

Setting Up Your First Campaign

- 1 - Sign into your AdWords account.

- 2 - Click the campaigns button in the upper left corner of your display.
- 3 - Beneath that button, select the + Campaign tab.
- 4 - Fill in your campaign name.
- 5 - Choose the Search Network with Display Select campaign type.
- 6 - Choose the Standard subtype. (Under the subtype selection fields, you will see a section of blue highlighted text which says, "Learn more about campaign types." You can click on this link without leaving the page to get a better understanding of which campaign you should choose.)

Selecting or Changing Geographical Locations

- 1 - To select or change your Location Targeting, choose the particular campaign you want to access in your campaign manager.
- 2 - At the top of your display, underneath the campaign name, choose the Targeting selection you made. Click Edit. You can then type in the name of the city, country, state or location you want to target, under the Targeted Locations search bar.
- 3 - Repeat the process until you've added all the geographical locations you want to target. When you are done, click the blue Save button to continue.

Managing Your Bid Strategy

- 1 - Once signed into your AdWords account, choose a campaign.
- 2 - Click on the Settings tab, and scroll down until you see Bid Strategy.
- 3 - Select Maximize Clicks from the drop-down menu.

4 - To control how much Google spends on each individual click, enter a maximum CPC bid.

Understand that Google will attempt to show your ad to the most relevant viewers if you select a maximum CPC bid, but you may achieve fewer overall clicks or a lower ad position. For beginners, you should consider not entering a maximum bid. Google may spend more per click to ensure your ads are shown, but they will still keep you under the limits of your overall campaign ad budget.

Setting Your Daily Budget

- 1 - In the Ads Manager, click the Campaigns button. Choose a campaign.
- 2 - Click the campaign Settings button.
- 3 - Scroll down to Budget and select Edit.
- 4 - Enter your daily budget maximum, making an allowance for a possible 20% overspend.

Creating a New Ad Group

- 1 - Click the Campaigns tab in your account manager.
- 2 - Click the campaign you will be working with.
- 3 - Choose the Ad Groups tab, which should be located on the upper left of your options.
- 4 - Click the + Ad Group button.
- 5 - You will be taken to a page where you can create your new Ad Group name, choosing headlines, descriptions, keywords and other options.

Creating a New Text Ad

- 1 - Click the Campaigns tab in the AdWords account manager.
- 2 - Choose a campaign, and then click the Ads button.
- 3 - Choose the + Ad button, and select Text Ad.
- 4 - Choose the Ad Group where your ad will go, write a headline and description, and include a destination URL.
- 5 - Click Save Ad and you are done.

Adding Keywords

- 1 - In the campaign manager, select the Keywords tab.
- 2 - Click the + Keywords button, then select an Ad Group.
- 3 - Add your keywords, putting just one keyword or phrase on each line.
- 4 - Click Save.

Checking to See If Your Ad Is Live

- 1 - Choose the Tools tab at the top of the screen once you are signed into your account.
- 2 - Select the Ad Preview and Diagnosis option.
- 3 - Search for keywords you used in your advertisement, or words that are very closely related to your ad.
- 4 - On the left side of the screen you will see options to check for specific locations and languages.
- 5 - Click the Preview button. If you are fortunate enough that your ad settings deliver Google page 1 results, your ad will be highlighted in green.

Monitoring Your Ad Performance

- 1 - Select the All Campaigns tab under the Campaigns button in the ads manager.
- 2 - Choose the tab you want to monitor, for example, Keywords, Ad Groups, Campaigns, Videos or Ads.
- 3 - Under each of the selections, you can choose individual advertisements or campaigns, and you will be shown all the relative statistics regarding the performance of your selection.
- 4 - Use the date range selector in the upper right-hand corner of your display to check performance over specific time periods.

10 Best Practices for AdWords Success

The following best practices can turn an AdWords beginner into a veteran performer. Some of the following tips were listed earlier in your report, and are so crucial to your success that they bear repeating. We have also added a few best practices which were not covered in your report, those simple techniques and tips which can have a dramatically positive impact on your advertising efforts.

1. Have a clear goal in mind for each campaign. The more specific and well-defined your goal is, the better your chances of success.
2. Include a single, specific call to action in each ad. An advertisement without a call to action is a waste of money and time.
3. Use negative keywords when necessary to exclude words and phrases you don't want to pay for. If you sell shoes for men, but not for women, you may want to list "women," "girls" and "ladies" as negative keywords.
4. Make your landing page match your advertisement. Look at your ad. Then look at your landing page, the page where you are sending people from your advertisement. Is there a common feel, a similar voice, and similar words used? If so, your ad will perform better.
5. Test, test, test. With the free analytics Google AdWords offers, as well as the low cost to experiment with the system, you should constantly be monitoring your results and testing new advertisements, keywords and other aspects of your ads.

6. Use between 5 and 20 keywords per advertisement. Give those keywords and phrases time to develop some data. Then begin trimming those which are not performing, spending more of your budget on those which are doing well.
7. For your first AdWords trial run, choose the Search Network with Display Select campaign type, and the Standard subtype. This will maximize your performance while minimizing the amount of time and mental energy you need to get started. This will also get your ads up and running quickly.
8. Monitor your ads at least once a week. In the beginning, make sure you give your advertisements some time to develop enough data before overreacting and tweaking your ads.
9. Your ad should mention why your company or product is different and unique when compared to your competition. Accentuate what sets you apart from your competitors.
10. The 3 most important metrics to monitor after your ads have been up and running for a while are Keyword Bids, Click Through Rate and Landing Page Conversion Rate. You can access this and other relevant advertising data in your AdWords account.

Conclusion

If you jump in without knowing what you are doing, AdWords can cost you a lot of money and deliver headaches and frustration. This guide keeps you from making beginner mistakes, and if you follow the advice in this report, you will be doing things smarter than many veteran AdWords marketers.

Take the advice mentioned earlier and set up your first advertisements as test vehicles. Set up a minimal amount of per-day and per-campaign funds, but make sure there is enough invested to create a substantial amount of data. Let your ads run for a while, monitor them every 5 to 7 days, and make changes as needed. AdWords will only work if you let it, and it depends on constant testing, monitoring and changes for you to find the most profitable keywords, advertisements, and campaigns. Good luck.