GOOGLE ADS

Step-By-Step Guide

Google Ads can help drive traffic to your website, increase sales, or generate leads. Follow this step-by-step guide to set up a simple campaign without feeling overwhelmed!

Step 1: Set Up a Google Ads Account

- [ ] Go to Google Ads.
- [ ] Click on "Start Now."
- [ ] Sign in with your Google account or create one.
- [ ] Enter your business information:
  - Your business name.
  - Your website URL.

Step 2: Choose Your Campaign Goal

Google will ask you what you want to achieve. Select a goal:

- [ ] Sales – If you want people to buy products.
- [ ] Leads – If you want people to contact you.
- [ ] Website Traffic – If you want more visitors to your site.

Step 3: Pick a Campaign Type

- [ ] Select Search (this shows your ad as text in Google search results).
- [ ] For beginners, stick with Search ads—it's simple and effective.

Step 4: Set Your Budget

- [ ] Decide how much you're willing to spend per day.
  - Example: Start small, like $10/day.
- [ ] Google will show you an estimated reach based on your budget.

Step 5: Choose Your Target Audience

- [ ] Select the locations where you want your ads to show:
  - Example: Target your city, country, or specific regions.
- [ ] Add Languages you want to target (e.g., English).

Step 6: Set Up Keywords

- [ ] Keywords are the words or phrases people type in Google. Your ad will appear when someone searches for them.
- [ ] Use Google's keyword suggestions or enter your own. Example:
  - If you're a hairdresser, you might use: "haircuts near me," "best salon," "hair color services."
- [ ] Add 5–10 keywords to start.

Step 7: Create Your Ad

- [ ] Write an eye-catching headline:
  - Headline 1: "Affordable Haircuts Near You."
  - Headline 2: "Book Online Today!"
- [ ] Add a description:
  - Example: "Visit [Your Business Name] for expert cuts, styles, and colors. Convenient online booking available!"
- [ ] Add your website URL where people will land after clicking the ad.

Step 8: Set Your Bid

- [ ] A bid is how much you're willing to pay for a click.
- [ ] For beginners, use Maximize Clicks (Google will handle bidding to get the most clicks).

Step 9: Review and Launch

- [ ] Check everything:
  - Keywords.
  - Ad copy.
  - Budget.
- [ ] Click ‘Publish’ to make your ad live.

Step 10: Monitor Your Campaign

- [ ] Check your campaign daily:
  - Go to your Google Ads dashboard.
  - Look at impressions (how many saw your ad) and clicks (how many clicked).
- [ ] Adjust keywords, budget, or ad text if needed.

Pro Tips for Beginners

- [ ] Start with a small budget, then scale up once you see results.
- [ ] Don’t panic if you don’t get clicks right away—it takes time to optimise.
- [ ] Use simple, clear language in your ads.

Congratulations! You’ve just set up your first Google Ads campaign🎉

Keep an eye on your dashboard and tweak as you learn.