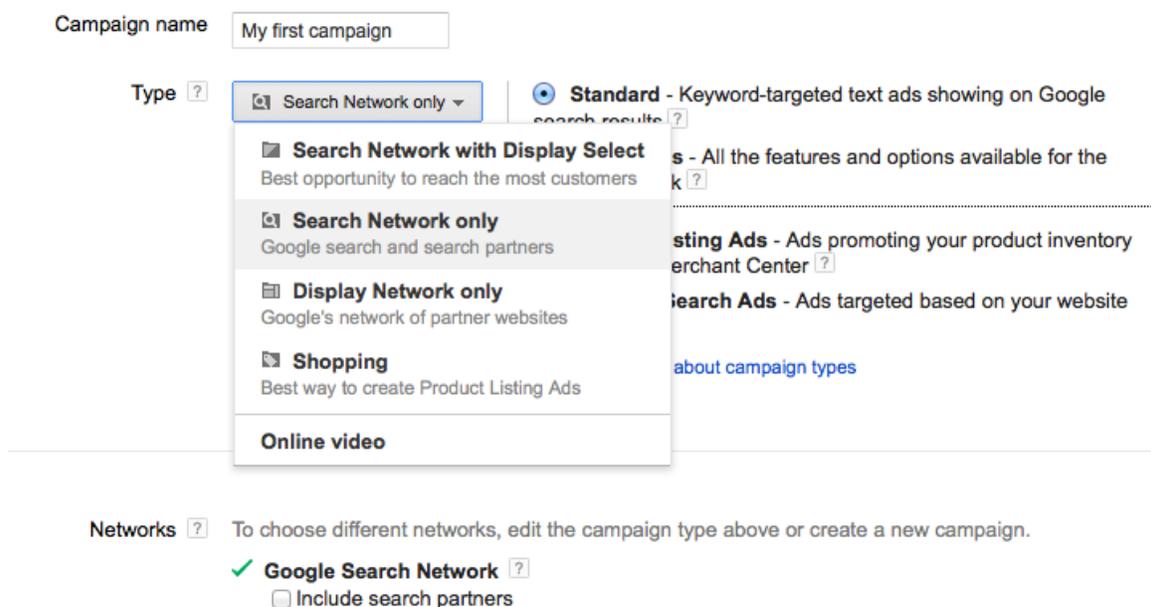


## 1. Select Your Campaign Type and Name

First, choose the campaign type—for now we highly recommend the “Search Network only” option (other campaign types are discussed in detail later in the book) and then give your campaign a name.

We also highly recommend removing the tick next to “Include search partners” for now (you can always change this later).



The screenshot shows the Google Ads campaign creation interface. At the top, there is a text input field for the campaign name, which contains the text "My first campaign". Below this is a dropdown menu for the campaign type. The dropdown is open, showing several options: "Search Network only" (selected), "Standard - Keyword-targeted text ads showing on Google search results", "Search Network with Display Select - Best opportunity to reach the most customers", "Search Network only - Google search and search partners", "Display Network only - Google's network of partner websites", "Shopping - Best way to create Product Listing Ads", and "Online video". Below the dropdown is a section for "Networks". It contains a heading "Networks" and a sub-heading "To choose different networks, edit the campaign type above or create a new campaign." Underneath, there is a checked checkbox for "Google Search Network" and an unchecked checkbox for "Include search partners".

## 2. Choose the Geographic Location Where You'd Like Ads to Show.

Next, decide how large or small a geographic area you want to target. You can choose whole countries, regions of countries, states or provinces, cities—even US Congressional districts! You can also choose custom-designated geographic areas, such as latitude-longitude coordinates or the radius of a set number of miles or kilometers around a specific address. Click “Let me choose...” and then search for the most appropriate area for you:

Locations <sup>?</sup> Which locations do you want to target (or exclude) in your campaign?

- All countries and states/territories
- Australia
- Let me choose...

Matches	Reach <sup>?</sup>	
Chicago, Illinois, United States - city	7,530,000	Add   Exclude   Nearby
Chicago Heights, Illinois, United States - city	11,000	Add   Exclude   Nearby
Chicago Ridge, Illinois, United States - city	1,000	Add   Exclude   Nearby

You can likely leave the “Language” setting as whatever Google suggests, or change if needed.

### 3. Choose Your “Bid strategy,” Set Your Daily Budget

We recommend (for now) changing the default “Bid strategy” to “I’ll manually set my bids for clicks.” This gives you more control and will help you learn AdWords at a greater level of understanding. You can always change to one of the many automatic options later.

Your daily budget is the maximum that Google is authorized to charge you per day. Chances are that you will hit that maximum most days. Google offers several payment options: “You can make payments *before* your ads show (manual payments) or make payments *after* your ads show, and have those payments made automatically (automatic payments). Some businesses are also eligible for a Google credit line (monthly invoicing).”

Bid strategy ? [Basic options](#) | [Advanced options](#)

I'll manually set my bids for clicks

AdWords will set my bids to help maximise clicks within my target budget

Budget ? \$  per day

Actual daily spend may vary. ?

Set your daily budget so that if you screw up big-time, your checking account won't get emptied out. You can always come back and bump it up, but it's important to have a safety net.

#### **4. Ignore the “Ad extensions” section for now**

This is an important part of any campaign, but leave this for now and add these when you get to Chapter 22.

Click “Save and continue.”

#### **5. Create your first ad group and write your first ad**

We'll enter the “CRM Software” ad that we've written:

✓ Select campaign settings

Create an ad group

## Type: Search Network only - Standard

### Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name:

### Create an ad

To get started, write your first ad below. Remember, you can always create more ads later. [Learn how to write a great text ad](#)

Headline	<input type="text" value="CRM Software"/>
Description line 1	<input type="text" value="1-to-1 Marketing for Every Prospect"/>
Description line 2	<input type="text" value="30-Day Free Trial &amp; 24/7 Support"/>
Display URL <a href="#">?</a>	<input type="text" value="www.crm1to1.com/FreeTrial"/>
Destination URL <a href="#">?</a>	<input type="text" value="http://"/> <input type="text" value="www.crm1to1.com/google/freet"/>

**Ad preview:** The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

Side ad

[CRM Software](#)  
[www.crm1to1.com/FreeTrial](http://www.crm1to1.com/FreeTrial)  
1-to-1 Marketing for Every Prospect  
30-Day Free Trial & 24/7 Support

Top ad

[CRM Software](#)  
[www.crm1to1.com/FreeTrial](http://www.crm1to1.com/FreeTrial)  
1-to-1 Marketing for Every Prospect 30-Day Free Trial & 24/7 Support

Now let's explain what we just did, and why.

More people click on ads when the *headline* includes the keyword they're searching on. So use your keywords in your headline when you can. You're limited to 25 characters here, so for some search terms you'll need to use abbreviations or shorter synonyms.

The *second and third lines* allow for 35 characters of text each. In most markets you'll be more successful if you describe a *benefit* on the second line, followed by a *feature* or *offer* on the third line. Later on you can test which order converts better.

Even though Google places the field for your *display URL*—the web address people see in your ad—below your main ad copy here, when your ad displays on the

search results page, its URL will actually show up right below your headline. The display URL has to be the same domain as your site, though the URL itself doesn't necessarily have to be the specific landing page that you take people to.

The last line is your actual *destination URL*, or your specific chosen landing page. You can also use a tracking link here.

Here's the short version of your ad template:

- Headline—up to 25 characters of text
- 2nd line—up to 35 characters
- 3rd line—up to 35 characters
- 4th line—your Display URL

## 6. Insert your keywords into the keyword field in your account.

Paste in your keywords. We'll start with just one set, and we'll add plus signs (+), brackets ([ ]), and quotes (" ") to see precisely how many searches of each type we'll get. More on this in Chapter 5.

### Keywords

#### Select keywords

Your ad can show on Google when people search for things related to your keywords.

#### Tips

- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- Learn more about [choosing effective keywords](#).

Enter one keyword per line.

```
+customer +relationship +management +software
+crm +software
"customer relationship management software"
"crm software"
[customer relationship management software]
[crm software]
```

No sample keywords available.

*Note:* When you're getting started, it's *not* a good idea to dump hundreds or thousands of keywords in. Start with a tiny handful of important ones and work from there.

## **7. Set your maximum cost-per-click.**

Set your maximum price-per-click now (called your “default bid”), but realize this: Every keyword is theoretically a different market, which means that each of your major keywords will need a bid price of its own. Google will let you set individual bids for each keyword later. Don’t set a bid for your Google Display Network (GDN) ad here: run that traffic through a different campaign.

If you can only afford \$50 per day instead of \$170, it’s better to bid on low-cost keywords so that your ad can be seen by as many people as possible. Due to the limitations of any budget, if you’re going after high-priced keywords, you’ll exhaust your budget quickly and your ads will only be seen part of the day, rather than a full 24 hours.

## **8. Review everything**

Double-check your ad and your keywords to be sure they’re the best possible match. Check your cost-per-click to be sure you get the positions on the page you want. Double-check your daily budget to make sure you don’t unwittingly drain your bank account right out of the gate.

## **9. Enter your billing information**

Your ads will start showing as soon as you confirm your payment information. Now you’re set.