

# 7. Creating Your Ad Campaign

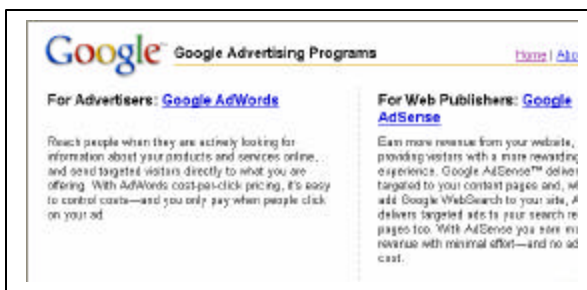
This is the “how to” chapter. In it, we’ll walk through the entire process of creating an ad campaign using AdWords.

To use Google AdWords you need an account. Accounts are very simple to set up. In the process you’ll also write your first ad, so you’ll get a good feel for how that part of the process goes as well.

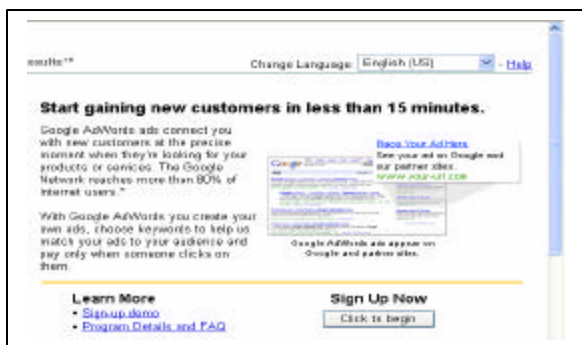
### Getting started

Go to [google.com](https://www.google.com), and click on “Advertising Programs.” This takes you to this page:

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Then click on “Google AdWords”, which takes you to this page:



Click the “Click to begin” link to start the process.

## CREATING YOUR CAMPAIGN

### Choose language and location

The first step is to choose the reach of your ads, by language and locality. In most cases, you will choose “English” as the language and “Global or nationwide” as the location (or you might choose “Regions and cities” for more targeted advertising).

• Get help on any step in the process by clicking 'Details' in the upper right corner.

**Step 1 of 4: Choose your language and location targeting.**

Start tailoring your ads to your target customers. What languages do they speak?

**a. Languages**

All Languages

- English
- Chinese (simplified)
- Chinese (traditional)
- Danish
- Dutch
- Finnish
- French
- German
- Italian
- Japanese

Hold down the control or command key to select multiple languages.

**b. Location targeting options [2]**

Select your targeting option. The option you choose will affect the reach of your campaign. (You may build separate campaigns for each option.) [2]

Option	Reach
<input checked="" type="radio"/> <b>Global or nationwide</b> Your ads will appear to searchers anywhere in the country or countries you select.	- Global - Worldwide - All countries
<input type="radio"/> <b>Regions and cities</b> Your ads will only appear to searchers located in the regional areas/cities you choose. (Only available in some countries.)	- Regional - Cities - Local
<input type="radio"/> <b>Customized</b> Your ads will only appear to searchers who are within a specified distance from the location you choose.	- Customized - Proximity

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In the next step, you can choose individual countries:



Although it can be tempting to choose lots of countries in an attempt to reach new markets, be careful. If your ad is not relevant in some countries, your click-through rate will suffer, and Google will penalize your ad campaign.

So if you do decide to venture into new countries, it's best to stick to predominantly English-speaking countries. In our example, we'll choose just Australia.

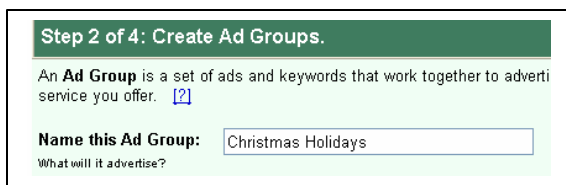
## CREATING YOUR CAMPAIGN

### Write the ad

The next few step takes you through the process of constructing your ad itself.

For this example, we'll take the example of the bed and breakfast that is looking for new bookings during the Christmas holidays.

First, Google asks you to name your “Ad Group”. The name you choose is for your own reference only.



**Step 2 of 4: Create Ad Groups.**

An **Ad Group** is a set of ads and keywords that work together to adverti service you offer. [\[?\]](#)

**Name this Ad Group:**

What will it advertise?

Then fill in the details of the ad itself, as you can see in the example below:

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**A: Create ads.**

[Yarra Valley Rentals](#)  
Enjoy your Christmas break.  
Affordable family accommodation.  
[www.example.com](#)

Enter text below to see your ad here.

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Description line 2:  Max 35 characters

Display URL:  Max 35 characters

Destination URL:   Max 1024 characters

### Specify your keywords

The next few steps take you through the process of choosing your keywords, or search terms.

If you've done the work in the previous chapter, you will have already identified suitable keywords. They will be a good starting point, but Google also allows us to refine them here, as we'll see.

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In our example, we start with just three phrases:

**Choose keywords.**

Choose **keywords** that will trigger the ad(s) in this Ad Group.

**Tips for a good keyword list:**

- Start with words that closely relate to your product and ad text.
- Add synonyms. Use the [Keyword Tool](#) for ideas.
- Add plurals and misspellings.
- Fine-tune list using keyword matching options. [\[more info\]](#)

Enter one keyword or phrase per line:

holiday accommodation  
holiday home  
bed and breakfast

Save Keywords

Save these keywords and move on to the next step.

### Choose your price

Google now allows us to choose the price we pay. In fact, it starts by *suggesting* a price:

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Choose currency and maximum cost-per-click

US Dollars (USD \$)

Traffic Estimator *				
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position <a href="#">?</a>
bed and breakfast				<a href="#">find alternatives</a> / <a href="#">delete</a>
holiday accommodation				<a href="#">find alternatives</a> / <a href="#">delete</a>
holiday home				<a href="#">find alternatives</a> / <a href="#">delete</a>
<b>Overall</b>				

[Change Keywords](#)

Click the “Calculate Estimates” button to find out how much traffic we can expect for this price.

US Dollars (USD \$)

Traffic Estimator *				
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position <a href="#">?</a>
bed and breakfast	7.1	\$0.60	\$4.23	1.1
holiday accommodation	100.0	\$0.79	\$78.81	1.1
holiday home	3.0	\$0.53	\$1.59	1.1
<b>Overall</b>	<b>110.1</b>	\$0.77	\$84.62	1.1

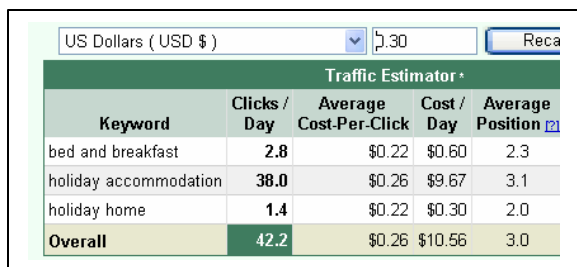
What does this say? It’s telling us that at Google’s suggested maximum price of \$2.68 per click, we can expect about 110 clicks per day (the highlighted figure in the “Overall”

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row), for a total of \$84 per day and we'll be the very first ad (the "Average Position" column).

It also tells us that even though the maximum bid price is \$2.68 per click, on average we will only pay \$0.77 per click.

Look what happens if we change the maximum price to \$0.30:



The screenshot shows a web interface for a "Traffic Estimator". At the top, there is a dropdown menu set to "US Dollars (USD \$)", a text input field containing "1.30", and a "Recal" button. Below this is a table with the following data:

Traffic Estimator *				
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position <a href="#">?</a>
bed and breakfast	2.8	\$0.22	\$0.60	2.3
holiday accommodation	38.0	\$0.26	\$9.67	3.1
holiday home	1.4	\$0.22	\$0.30	2.0
<b>Overall</b>	<b>42.2</b>	<b>\$0.26</b>	<b>\$10.56</b>	<b>3.0</b>

Our costs decrease dramatically from \$84 per day to \$10 per day. This is partly because our cost per click is lower (now \$0.26 rather than \$0.77), but also because we only get 42 clicks per day.

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Which is better? That is a decision you will have to make yourself. If you can afford to pay the higher price because you know they can turn into paying customers, then obviously getting more visitors is better. If you're not sure, or you have a smaller budget, the lower price might be better.

This is not an exact science, and you will probably have to experiment to find what works best for you.

Remember also that these are only *estimates* from Google. You can set a price now and change it later, depending on your actual results.

### Look for other keywords

On the same page as the prices, you will see a link “find alternatives” next to each keyword. This is very useful to find more suggested keywords from Google.

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For example, clicking this for “holiday accommodation” shows these lists:

<input type="checkbox"/> "holiday accommodation nsw"	<input type="checkbox"/> "accommodation deals"
<input type="checkbox"/> "gold coast holiday accommodation"	<input type="checkbox"/> "travel accommodation"
<input type="checkbox"/> "holiday accommodation gold coast"	<input type="checkbox"/> discount accommodation sydney
<input type="checkbox"/> "noosa holiday accommodation"	<input type="checkbox"/> standby accommodation australia
<input type="checkbox"/> "byron bay holiday accommodation"	<input type="checkbox"/> accommodation
<input type="checkbox"/> "holiday accommodation australia"	<input type="checkbox"/> sydney australia accommodation
<input type="checkbox"/> "holiday accommodation victoria"	<input type="checkbox"/> accommodation australia
<input type="checkbox"/> "nsw holiday accommodation"	<input type="checkbox"/> accommodation sydney
<input type="checkbox"/> "holiday accommodation sunshine coast"	<input type="checkbox"/> last minute accommodation
<input type="checkbox"/> "holiday accommodation sydney"	<input type="checkbox"/> melbourne accommodation
<input type="checkbox"/> "holiday accommodation noosa"	<input type="checkbox"/> standby accommodation
<input type="checkbox"/> "queensland holiday accommodation"	<input type="checkbox"/> gold coast australia accommodation
<input type="checkbox"/> "holiday accommodation queensland"	<input type="checkbox"/> cottage

On the left, you see other phrases that *include* the keywords. On the right are phrases that are *similar to* your keywords. You can expand your list of keywords by ticking any boxes that are relevant.

But choose carefully here! Some of the suggestions may not be relevant for you.

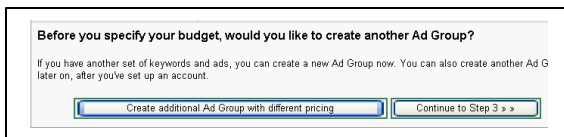
In particular, the list on the right often includes general words (such as

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“accommodation”), which could bring you lots of irrelevant traffic.

Similarly, the list on the left could include specific phrases that don’t apply to you. Again, choosing these phrases could increase your traffic, but isn’t likely to lead to more sales.


After this step, continue to Step 3:



## Set your budget

Google now allows you to set a maximum daily budget:

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A screenshot of a web form with a light green background. It features a text input field with the label "Daily budget (USD): \$" and the value "20.00". Below the input field is a button with the text "Save & Continue » »".

Daily budget (USD): \$

Google suggests a budget that is related to the number of clicks you might expect in a day, as we saw earlier.

If this is much higher than what you are comfortable spending, you can start with a smaller budget.

On the other hand, because you can adjust your budget instantly at any time, you might choose to start with the suggested budget, and monitor it closely.

### Create an account

If this is the first time you're using Google, it will now prompt you to create an account:

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**Step 4 of 4: Sign up.**

**a. Enter your email address and choose a password.**

You will use these later to log in to your account. (If you already have an [AdSense](#) account, enter your AdSense login and password, which you can use in the future to access your AdWords account. You may also create a unique AdWords login and password if you prefer.)

Email address:

Re-enter email:

Choose a password:

At least 7 characters. Use both numbers and letters.

Re-enter password:

This is a fairly straightforward process, and simply involves filling in a number of forms, so we won't go into it in detail.

Google will send an e-mail to you so you can verify you are the person using the account, and once that's complete, your ad is ready to appear.